

# Memorandum of Cooperation

Between

Slovenian Computer Emergency Response Team (SI-CERT)

And the

STOP. THINK. CONNECT. Messaging Convention, Incorporated

## **Introduction**

The Online Consumer Safety and Security Messaging Convention was organized in March 2009 by the not-for-profit organizations, the Anti-Phishing Working Group (APWG) and the National Cyber Security Alliance (NCSA) to develop and deploy a universal online safety and security messaging scheme for alerting and instructing consumers.

The APWG and the NCSA together created a not-for-profit corporation under the name STOP. THINK. CONNECT. Messaging Convention Inc. ("the Convention"), and has transferred all rights, title and interest in the online safety and security messaging scheme to the Convention. The STOP. THINK. CONNECT. campaign was publicly launched in the United States in October 2010.

Slovenian Computer Emergency Response Team (SI-CERT), operating under The Academic and Research Network of Slovenia (Arnes) is or will be invested in cyber safety awareness and engagement.

This Memorandum of Cooperation represents an agreement between SI-CERT and the Convention to collaborate on public awareness content related to online safety and security to demonstrate cross-jurisdictional collaboration and consistent messaging for the safety and security of all online citizens.

The participants recognize that this agreement does not create any legally binding obligation between them but represents their desire to cooperate, collaborate and to exchange information and knowledge.

## **Purpose and Scope**

Enable a process for creating and managing a collaborative arrangement in the promotion of cyber security public awareness information.

Promote and leverage common cyber security public awareness messaging related to the overall goals of the Convention and the mandate of SI-CERT as it relates to cyber security.

### **Collaborative Objectives**

1. To demonstrate leadership in raising awareness and educating the public about cyber security.
2. To encourage shared responsibility for cyber security and collaboration between stakeholders from all sectors.
3. To reach target audiences with frequency and impact by leveraging communications channels, networks and activities.
4. To enable sustained visibility of STOP. THINK. CONNECT. key messages in the marketplace that will reinforce and help sustain changed behaviour.
5. To share information such as research, metrics and feedback related to the objectives of both campaigns.

### **Objectives of SI-CERT's cybersecurity and online safety education campaign**

SI-CERT aims to increase the number of citizens of Slovenia who believe (agree) that strengthening their cyber security is important by conducting awareness raising programs from the following perspectives:

- Increase awareness on online threats; handling of sensitive and/or personal information; high-risk behavior relating to cyber security.
- Increase awareness of cyber security best practices and tools to protect themselves, their computers and their information.

We encourage actions taken by people at home, at work and in-between (mobile users) to secure their computers/mobile devices and protect their personal information.

### **Objectives of the STOP. THINK. CONNECT. Campaign**

The campaign encourages all people to be more vigilant about practicing safe and secure online habits; ensure that Internet safety is perceived as a shared responsibility at home, in the workplace, and throughout our

communities; and transform the way the public and private sectors collaborate to make cybersecurity a reality.

The STOP. THINK. CONNECT. Messaging Convention's objective is to help all people understand not only the risks that come with using the Internet, but also the importance of practicing safe online behavior.

## **Goals**

- Increase and reinforce awareness of cybersecurity, including associated risks and threats, and provide solutions for increasing cybersecurity.
- Communicate approaches and strategies for the public to keep themselves, their families and their communities safer online.
- Shift perception of cybersecurity among the public from avoidance of the unknown to acknowledgement of shared responsibility.
- Engage the public, the private sector, non-governmental organizations, and all levels of government in effort's to improve cybersecurity.
- Increase the number of stakeholders and community-based organizations engaged in educating the public about cybersecurity and what everyone can do to protect themselves online.

## **General Principles**

SI-CERT and the Convention will endeavour to work collaboratively in an open and transparent fashion.

The participants must ensure that the public interest is served and safeguarded in any activity under this Memorandum.

### **The following principles will apply to this Memorandum:**

- The arrangement will be fair and mutually beneficial to the participants;
- Being involved in the project commissioned by the Government, SI-CERT must avoid preferential treatment and conflicts of interest. If a conflict or potential conflict of interest should arise, SI-CERT will resolve it in favour of the public interest;

- SI-CERT must avoid situations that could give rise to any perception that the Government may be endorsing commercial products or services, or an entity providing such products or services.
- The participants may enter into other arrangements with other entities for the promotion of their respective campaigns.
- The participants agree to take an inclusive approach and seek to increase collaborative arrangements over the long term in a manageable and meaningful way.

### **Potential Partnering Tools**

- Websites / microsites / blogs
- Videos / audio (e.g. podcasts)
- Brochures
- Inserts
- Newsletter (print / electronic)
- Ads/icons/banners (print / online)
- Posters
- Event signage
- Exhibit space / kiosk
- Joint events

### **Terms and Conditions**

All proposed partnering activities must directly contribute to SI-CERT's goals and be approved in advance by SI-CERT senior management. Depending on the nature of the activity, review by Legal Services may also be required.

In partnering with the Convention, SI-CERT will be mindful of public perceptions, avoid preferential treatment and conflicts of interest, uphold public trust and confidence in the impartiality and integrity of the Government of Slovenia, and honour the value and reputation of public institutions.

In compliance with the laws and policies SI-CERT must ensure that communications with the public is provided in all commonly used languages of Slovenia.

Each participant will designate a primary point of contact.

The STOP. THINK. CONNECT. Messaging Convention terms & condition:

The STOP. THINK. CONNECT. Messaging Convention agrees to:

- Supply English language content and/or whatever translations the Convention has available that could be of use for the campaign in Slovenia.
- Provide strategic guidance for propagation of the STOP. THINK. CONNECT. campaign and share best practices on all cybersecurity education & awareness efforts undertaken by SI-CERT.
- Coordinate with and encourage the Convention membership and correspondent networks of the APWG and NCSA for in-country Convention participants to work with the internationalization partner agency in Slovenia for campaign promotion.
- Collaborate with and support the efforts of SI-CERT where possible.
- Promote the STOP. THINK. CONNECT. public awareness campaign at national government and local government levels, corporations and all digital citizens in Slovenia and around the world.
- Review partner's performance annually to assess progress of the campaign and use of the campaign assets.
- Include SI-CERT as a strategic planning partner with the STOP. THINK. CONNECT. Messaging Convention.
- Facilitate international coordination between countries and international organizations as new global partners join the STOP. THINK. CONNECT. campaign.
- Provide a list of key campaign contacts to allow ease of coordination on various campaign activities.

**TOWARD EXPANSION OF THE STOP. THINK. CONNECT. CAMPAIGN AS A GLOBAL CYBERSECURITY AWARENESS PROGRAM, THE INTERNATIONALIZATION PARTNER SI-CERT AGREES TO:**

- Discuss future development of campaign websites developed to promote the campaign's messaging within SI-CERT under the .si ccTLD.
- Share any translations made of the STOP. THINK. CONNECT. campaign materials so that they may be shared with other members of the STOP. THINK. CONNECT. Messaging Convention, including other governments and international partners.
- Follow the editorial and graphic style guidelines of the STOP. THINK. CONNECT. Messaging Convention when using the STOP. THINK. CONNECT. "official mark" or other campaign assets.
- Shall not use the STOP. THINK. CONNECT. official mark in connection with statements, promotions, or campaigns that would tarnish or diminish the STOP. THINK. CONNECT. Messaging Convention's reputation or its rights in the "official mark."
- Shall not use the STOP. THINK. CONNECT. "official mark" in connection with any statement, promotion, or campaign that infringes or interferes with rights of any third party.
- Provide a list of key campaign contacts to allow ease of coordination on various campaign activities.

**Communication of the Collaborative Arrangement**

When informing the public about partnering activities, the contributions of all participants are to be fairly acknowledged and attributed.

Corporate names and logos without promotional taglines are appropriate identifiers to acknowledge contributions of participants.

Information about collaborative arrangements will be integrated into business and communications planning, and the results of the arrangements will be communicated through normal audit, evaluation and performance reporting.

In communications with the public, SI-CERT will not advertise the commercial products or services of private sector companies.

All material in SI-CERT's control relating to this arrangement is subject to the laws and regulations of the Government of Slovenia.

### **Campaign Graphic Element Guidelines**

All creative material of STOP. THINK. CONNECT. using the "official mark" shall be approved by the Convention, in writing in advance of its use.

The relationship among collaborative organizations or products shall be designed with wording such as "in collaboration with" or "supporter" of the campaigns.

Participation of third parties in all activities must be disclosed.

Authorization to use photos, identifiers, trade-marks, logos and information will be obtained in writing by both parties; SI-CERT and the Convention will endeavour to obtain and exchange their respective authorizations without delay.

The intellectual property rights of collaborating organizations will be respected.

### **Performance Measurement**

- Progress review meetings to be held at least once per year, with ongoing informal discussions from the following points of view:
  - Research measured against objectives and baseline (knowledge, attitude, behaviour)
  - Media monitoring (traditional and social media channels).
  - Website traffic
  - Measurement of actions taken – i.e. newsletter subscriptions, click-throughs
  - Measurement of exposure /number of impressions
  - Response rates – i.e. to direct mail inserts

## Right of Refusal

The participants, in their sole discretion, may choose not to participate in or withdraw without recourse from any collaborative arrangement or activity.

The participants acknowledge that decisions of either SI-CERT or the Messaging Convention not to participate in or withdraw from any arrangement or activity may override private interests in some circumstances.

In the event of any dispute relating to this Memorandum of Cooperation, representatives of the Parties shall meet personally in an attempt to resolve the issue to their mutual satisfaction.

This document in no way implies any agreement or undertaking to conclude any subsequent agreement or obligation, and can be terminated at any time. This document may be amended any time by the mutual written consent of the participants hereto.

Signed by:

Name: Peter Cassidy

Title: Founding Director/CEO

Signature: 

Date: August 19, 2016

STOP. THINK. CONNECT. Messaging Convention Inc.

Name: Gorazd Božič

Title: Head of SI-CERT

Signature: 

Date: August 26, 2016

SI-CERT