MAKE A DIFFERENCE IN THE WORLD OF ONLINE SAFETY AND CYBERSECURITY

BECOME A STOP. THINK. CONNECT.™ PARTNER

STOP | THINK | CONNECT™

BE A PART OF SOMETHING BIG!

SECURING THE INTERNET IS A RESPONSIBILITY WE ALL SHARE.

STOP. THINK. CONNECT.™ is simple, actionable advice that everyone can follow to stay safer and more secure online.

STOP. THINK. CONNECT. PARTNERS

HERE'S A SAMPLE OF STOP. THINK. CONNECT.™'S MORE THAN 630 PARTNERS:

AT&T
Comcast
Facebook
Google
Hallmark Cards
MasterCard
Match.com
PayPal
Sony Pictures Entertainment
T-Mobile
Target
Twitter
Verizon
Visa
Walgreens
Warner Bros.

See a full list of partners: https://stopthinkconnect.org/get-involved/our-partners

STOP | THINK | CONNECT™

ABOUT US

STOP. THINK. CONNECT.™ is the global online safety education and awareness campaign to help all digital citizens stay safer and more secure online. The research-based message was created in 2009 by an unprecedented coalition of private companies, nonprofits and government with leadership provided by the National Cyber Security Alliance (NCSA) and the Anti-Phishing Working Group (APWG). The Department of Homeland Security provides the federal government's leadership for the campaign.

A PRESIDENTIAL LAUNCH

President Barack Obama declared STOP. THINK. CONNECT.™ the national cybersecurity awareness campaign during his 2010 Presidential Proclamation of National Cyber Security Awareness Month.

"Together with businesses, community-based organizations and public- and private-sector partners, we are launching a National Cybersecurity Awareness Campaign: 'STOP. THINK. CONNECT.™' Through this initiative, Americans can learn about and become more aware of risks in cyberspace, and be empowered to make choices that contribute to our overall security."

– President Barack Obama

THE WHITE HOUSE SUPPORTS NEW STOP. THINK. CONNECT.™ EFFORTS

On February 9, 2016, President Obama announced the Cybersecurity National Action Plan (CNAP), highlighting that NCSA will work with industry to launch a National STOP. THINK. CONNECT.™ Cybersecurity Awareness Campaign to empower Americans to secure their online accounts.

PRESIDENT OBAMA'S ANNOUNCEMENT:

https://www.whitehouse.gov/the-press-office/2016/02/09/fact-sheet-cybersecurity-national-action-plan

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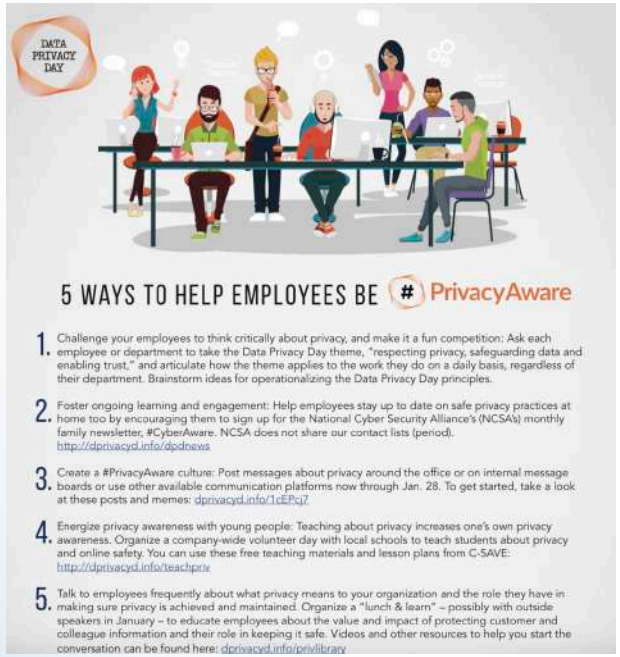
LOCK DOWN YOUR LOGIN

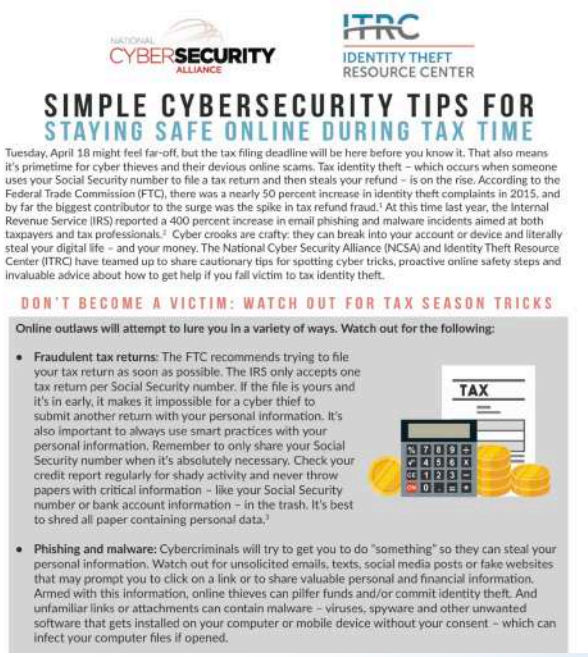
As called for in the CNAP, on Sept. 28, 2016, NCSA and more than 40 companies and NGOs announced Lock Down Your Login, a STOP. THINK. CONNECT.™ initiative to encourage a move beyond usernames and passwords to a widespread adoption of strong authentication for key online accounts. The Lock Down Your Login materials, including videos, memes and advice for enabling strong authentication, can be found at lockdownyourlogin.org.

HOW YOUR COMPANY CAN JOIN THE CAMPAIGN

REGISTER YOUR ORGANIZATION AND BECOME A STOP. THINK. CONNECT.™ PARTNER.

It's easy and free to sign up for a license. Partners receive access to a wealth of innovative, educational materials that can be personalized, co-branded and used in awareness efforts. You can also create your own resources using STOP. THINK. CONNECT.™ messaging.





WHAT STOP. THINK. CONNECT.™ PARTNERS RECEIVE

A partner toolkit to help you get started

Access to the Partner Resource Center, which houses STOP. THINK. CONNECT.™ branding, logos, templates and more

A monthly partner newsletter

Ongoing opportunities to get involved with NCSA and STOP. THINK. CONNECT.™

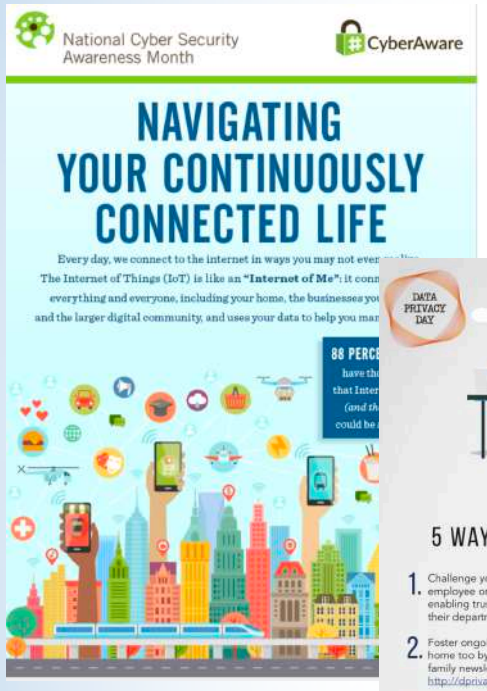
Dear STOP. THINK. CONNECT. partner,
Here's what we've been up to lately:

Welcome

We would like to welcome the following recently added partners: 88innovations Limited; Ameri-X-Guard Inc.; Authority of the Tennessee Attorney General; Barclays; Black River Technologies LLC; Brookfield Renewable; Cisco; Comprehensive Financial Services, LLC; Cone Health; Emporia State University; Integrity Technology Solutions; LP3-SecurIT; Mike the Tech Guy; Santa Cruz Public Libraries; SSI GUARDIAN, LLC; Staples; Supportdesk; Upgraded Era; VMware; and WINS1, LLC.

Partners also receive creative license to use STOP. THINK. CONNECT.™ branding and messaging for online safety awareness efforts. We have some great samples to share...

SAMPLE OF NCSA-CREATED RESOURCES



STOP. THINK. CONNECT.™ AROUND THE WORLD

ENISA/EUROPEAN CYBER SECURITY MONTH

PUBLIC SAFETY CANADA

CIBERVOLUNTARIOS

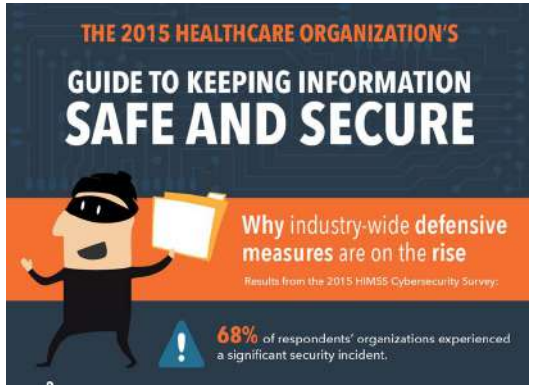
COUNCIL OF ANTI-PHISHING JAPAN

SAMPLE OF PARTNER-CREATED RESOURCES

ESET/NCSA

FEDERAL TRADE COMMISSION

HEALTHCARE INFORMATION AND MANAGEMENT SYSTEMS SOCIETY (HIMSS)



U.S. DEPARTMENT OF HOMELAND SECURITY (DHS)

PRIVATE WIFI

PARTNER-CREATED RESOURCES (CONTINUED)

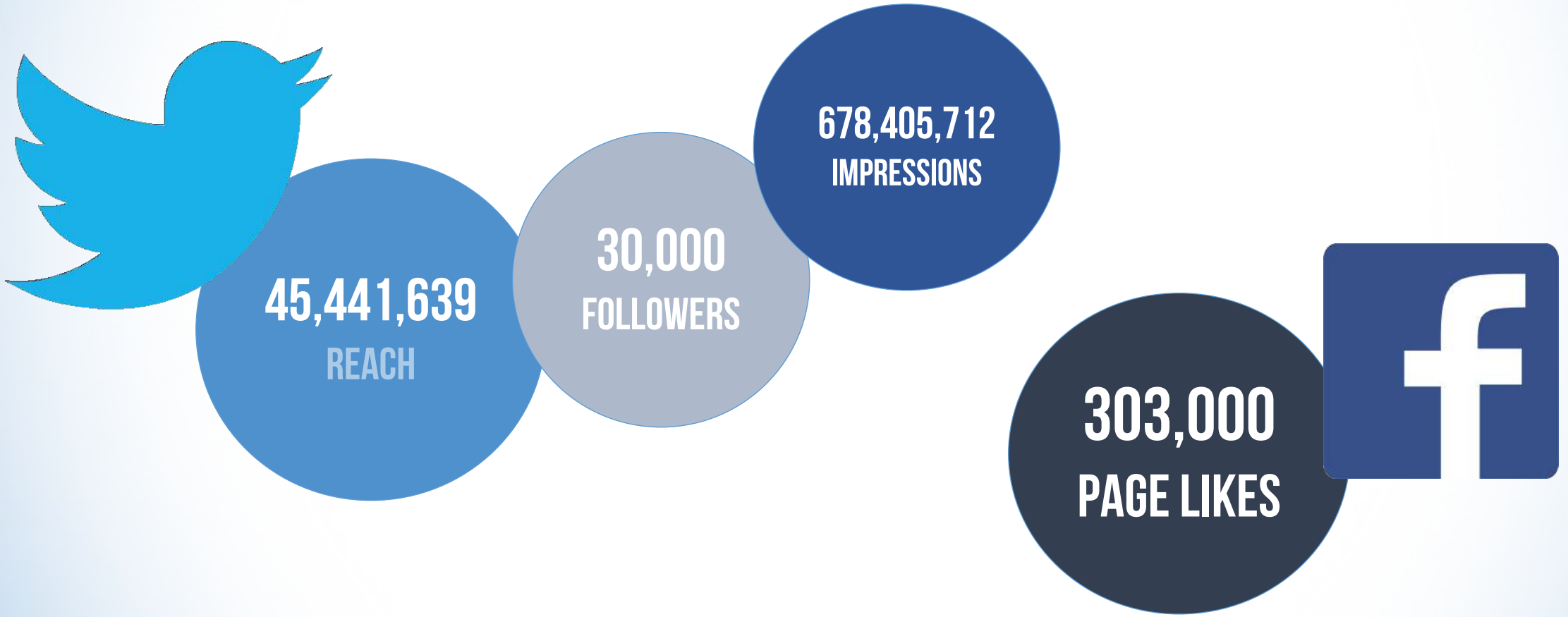
MATCH.COM

MICROSOFT

GOOGLE

STOP. THINK. CONNECT.™ ON SOCIAL MEDIA

AS OF APRIL 2017



STOP | THINK | CONNECT™

STOP | THINK
CONNECT™

600 PARTNERS
91% PARTNER GROWTH

IN

50+ COUNTRIES

72%
OF TEENS

RECOGNIZE
STOP. THINK. CONNECT.™
ADVICE

Keep a Clean Machine
Own Your Online Presence
Lock Down Your Login
Share With Care

#ChatSTC

16 TWITTER CHATS

25 MILLION POTENTIAL REACH

488 MILLION POTENTIAL IMPRESSIONS

STOP. THINK. CONNECT.™ ACCOMPLISHMENTS

In the last year[1], the STOP. THINK. CONNECT.™ campaign generated

486,058,605 IMPRESSIONS

in a variety of consumer, political, business and trade outlets across all forms of media including print, online print and broadcast.

The Mercury News · OREGONLIVE The Oregonian · CNBC · THE HUFFINGTON POST · POLITICO · Bloomberg · FOX31 DENVER · msn

STOP. THINK. CONNECT.™ Tips have been

TRANSLATED INTO FIVE LANGUAGES.

MORE THAN 100 ONLINE SAFETY RESOURCES

are available on stopthinkconnect.org.

[1]April 2016 - April 2017

MORE INFORMATION

ADDITIONAL DETAILS ABOUT BECOMING A PARTNER CAN BE FOUND AT

HTTPS://STOPTHINKCONNECT.ORG/GET-INVOLVED

CONTACT US AT

INFO@STOPTHINKCONNECT.ORG

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