

The Danes' digital self-defense

*ECPA-entry 2017,
representing*

Denmark

*Presented by
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co-creation consultant.*

Financed by:

TrygFonden



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The app 'My digital self-defense'

You can find it – free of charge - on AppStore and GooglePlay.

- **Launch**, april 7th. 2017.
- On May 7th. 2017
20,000 downloads.
- On december 1st (week 48) 2017
63,956 downloads.



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DET KRIMINAL
PRÆVENTIVE RÅD

What was the problem behind?

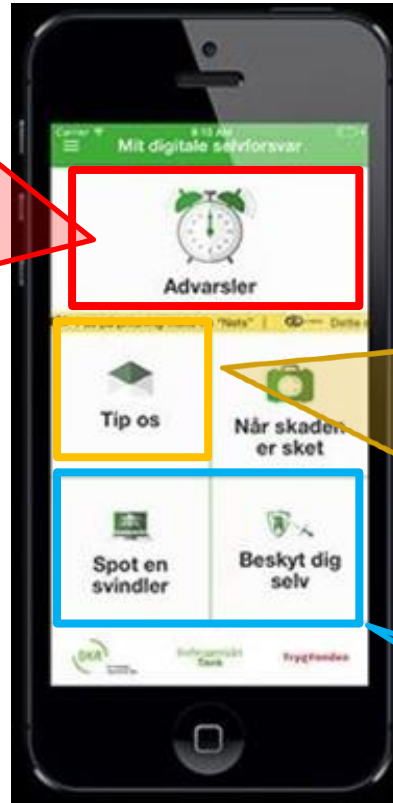
Knowledge gap



“They don't know enough about it-security, and we don't know enough about them.”

How it works...

Partners **pushing content** (Alerts)



Consumers **pushing tips** about personal experiences/asking questions.

"I am not sure if this is a fraud, but somebody tagged me on Instagram, and it is not everyday you get your hands on an Iphone 7 for free."

"See this"

"I have recieved an e-mail with an invoice, but both the link and the sender seems suspicious."

Static informations for the app users on 'how to protect yourself', 'how to spot fraud' and 'what to do if damage is done.'

The communication in the app

Generate knowledge in industry of t.ex. brands being abused.

67 alerts published by the content providing partners

- Kaspersky Lab, private it-security provider.
- Microsoft Denmark, private software provider.
- Nets, Norwegian payment provider.
- PostNord, postal company in DK and S.
- Nordea Denmark, Scandinavian bank.
- The Danish Bank, Scandinavian bank.
- Danish Supermarket Group,
- NC3/The Danish police,
- e-mærket, the Danish cooperation for secure, transparent online shopping.

2286 tips received from the appusers

- 97 on false websites
- 1150 on phishing
- 411 on mobile
- 126 on fraud attempts via telephone calls
- 34 on other threats
- 131 comments on the app
- 347 on un-identifiable threats

2 angles on the problem



Strongly contribute to creating awareness among consumers

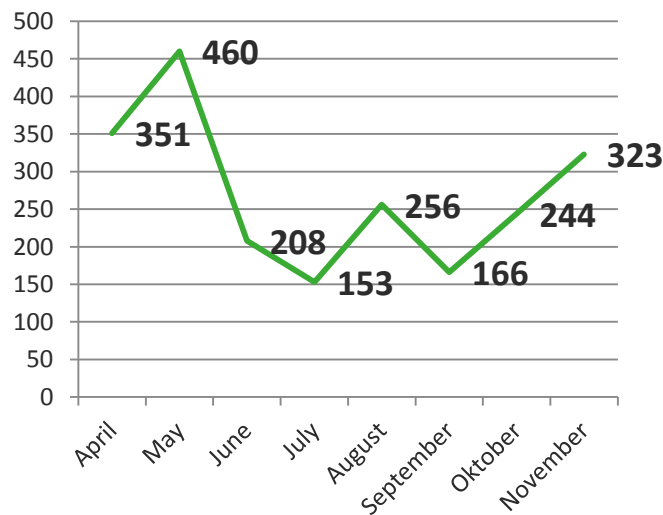
User activity in the app

Average numbers, of december 1st, 2017.

Weekly sessions	4,811*
Length of session	1 min, 18 sec.
Active users	76 %
Passiv users	24 %
First time users	35 %
Recurrent users	65 %
(Total number of sessions since launch	177,075)

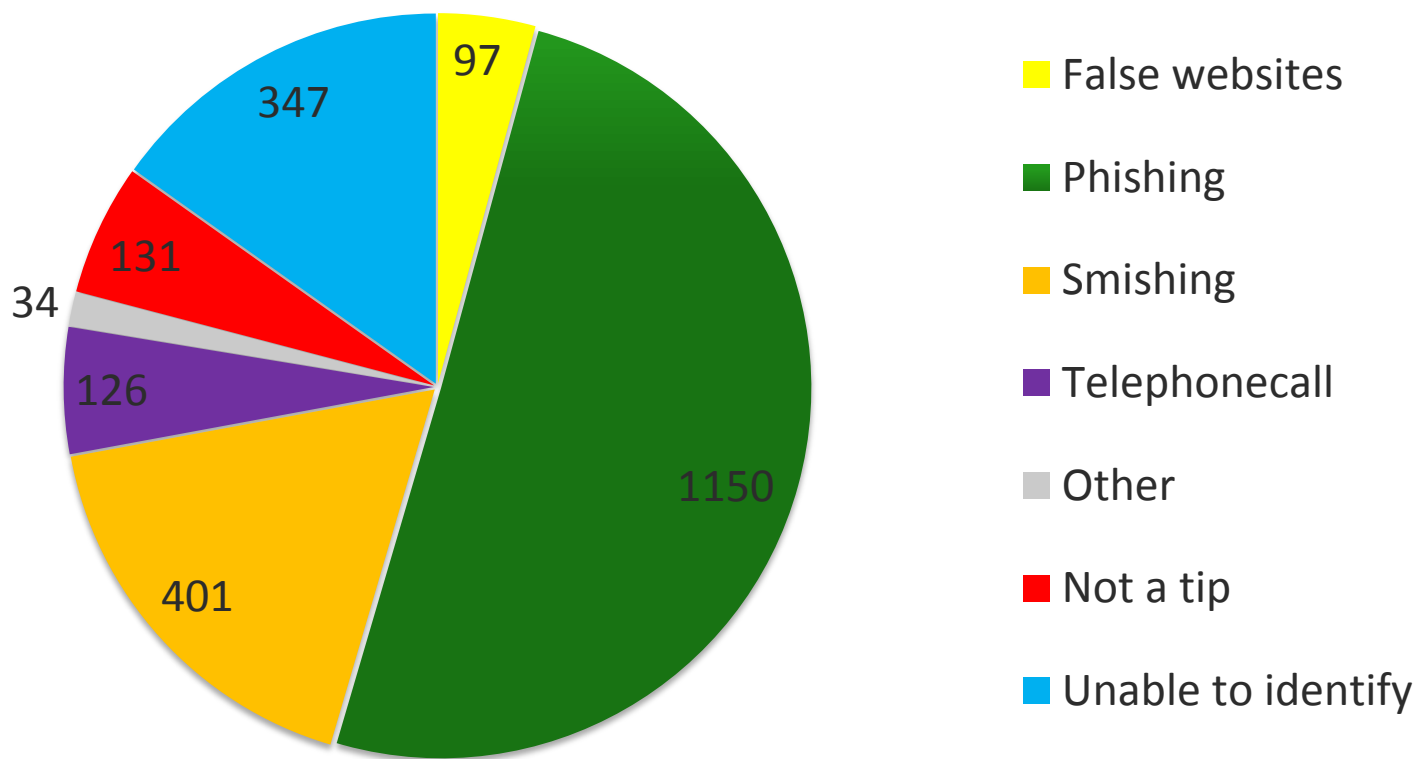
*! One session lasts from when the app is opened, till it is closed again, regardless the number of pages in the app the user visits.

Monthly number of tips



What the consumers tip about

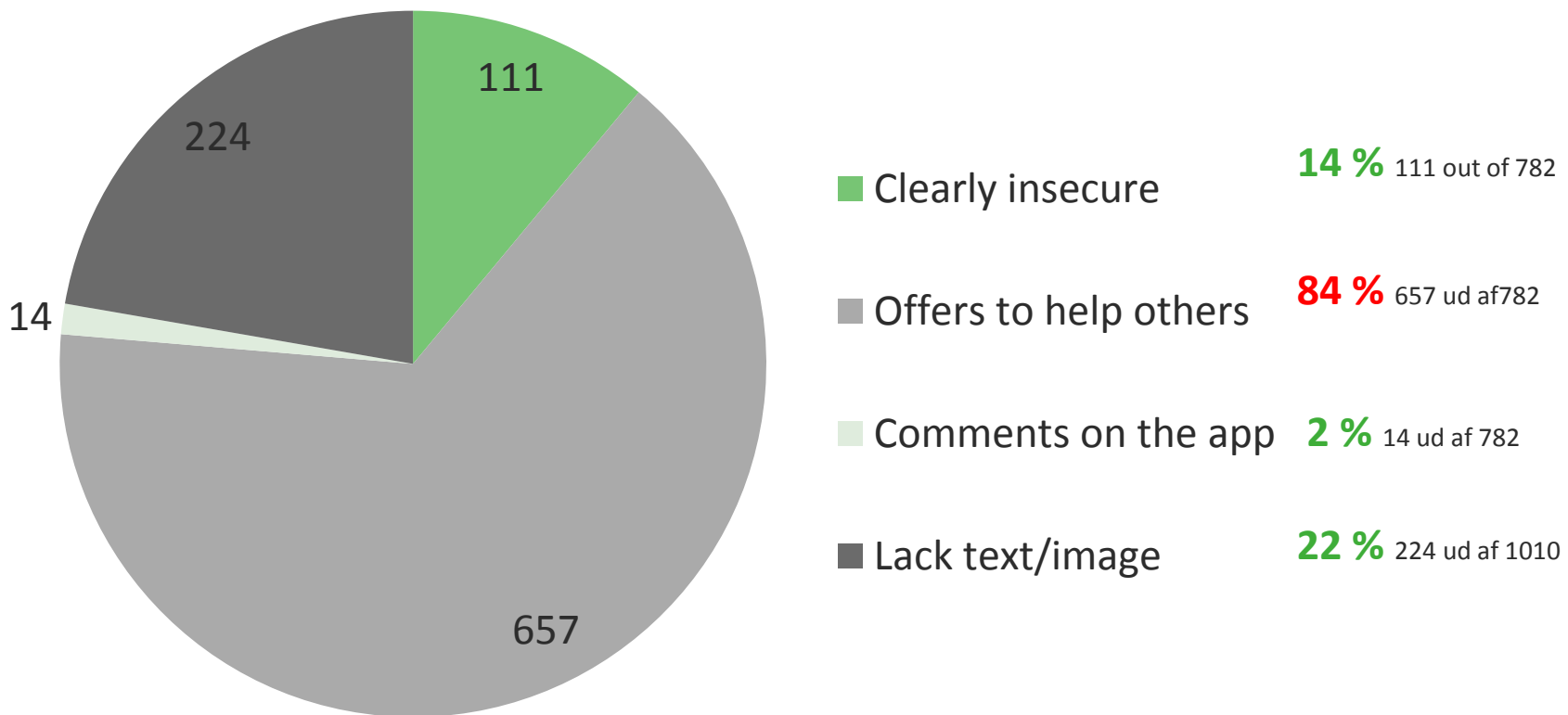
as of december 1st , 2017.



Total of 2286 tips

Qualitative analysis of first 782 tips

(from a total of 1010 on june 30th. 2017)



Clearly unsecure

Uses phrases like 'terrified, doubt, I don't know, afraid, suspicious, seem wrong, suspect'

"I am not sure if this is a fraud, but somebody tagged me on Instagram, and it is not everyday you get your hands on an Iphone 7 for free."

"I have a kind of bug crawling around in my Facebook, latest news – is it a virus?"

"This doesn't seem right."

"This is possibly a little bit false."

Recurrent message on computerscreen about DriverUpdate TM Notifikation. Should I activate it?"

Offers help to others

Writes 'so that others wont be trapped like me', write warning statements like 'don't do this', 'remember to..', or tell stories about what happened to them in order to state a (bad) example, but without asking for help for themselves.

"Microsoft called. But it wasn't Microsoft. They managed to gain access to everything including my bankaccount. It took them 2 minutes to clear it all."

"ADVICE ABOUT LINKS IN E-MAILS (never follow links from emails, but open your browser and go to the original site to log in, links and senders are spoofable.) Keep an eye on attached files, they are often harmful, when not pdf or jpg. Only open the ones you expect."

"See e-mail from Netto"

"I have just recieved this. The file is a virus! My antivirus luckily caught it."

About the project

Steering Group

- 3 annual meetings.
- Representatives from the 3 organisations.

Coordinating Forum

- 6 annual meetings.
- Representatives from the 3 organisations.

Content Providers Forum

- 4 annual meetings.
- Representatives from all organisations.

Project Team

- Weekly meeting.
- Relevant staff.

Yearly budget: 3 mio. DKKR/approx. 400.000 €.

Thank you for your attention.

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