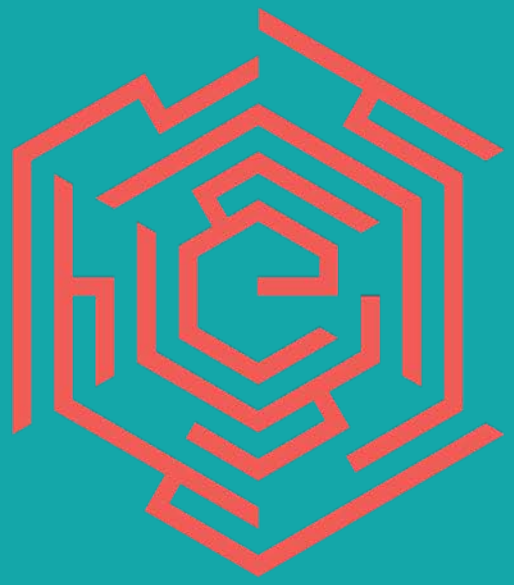


ENIGMA

Melanie Ensign

Founder & CEO

Discernible Inc

Da Da🎶

What Shark Conservation Teaches Us About Emotionality and Effective Communication Strategies for Security and Privacy


DA DA
DISCERNIBLE

Why is shark science and conservation relevant for security and privacy?





Shark Bites & Security/Privacy Incidents

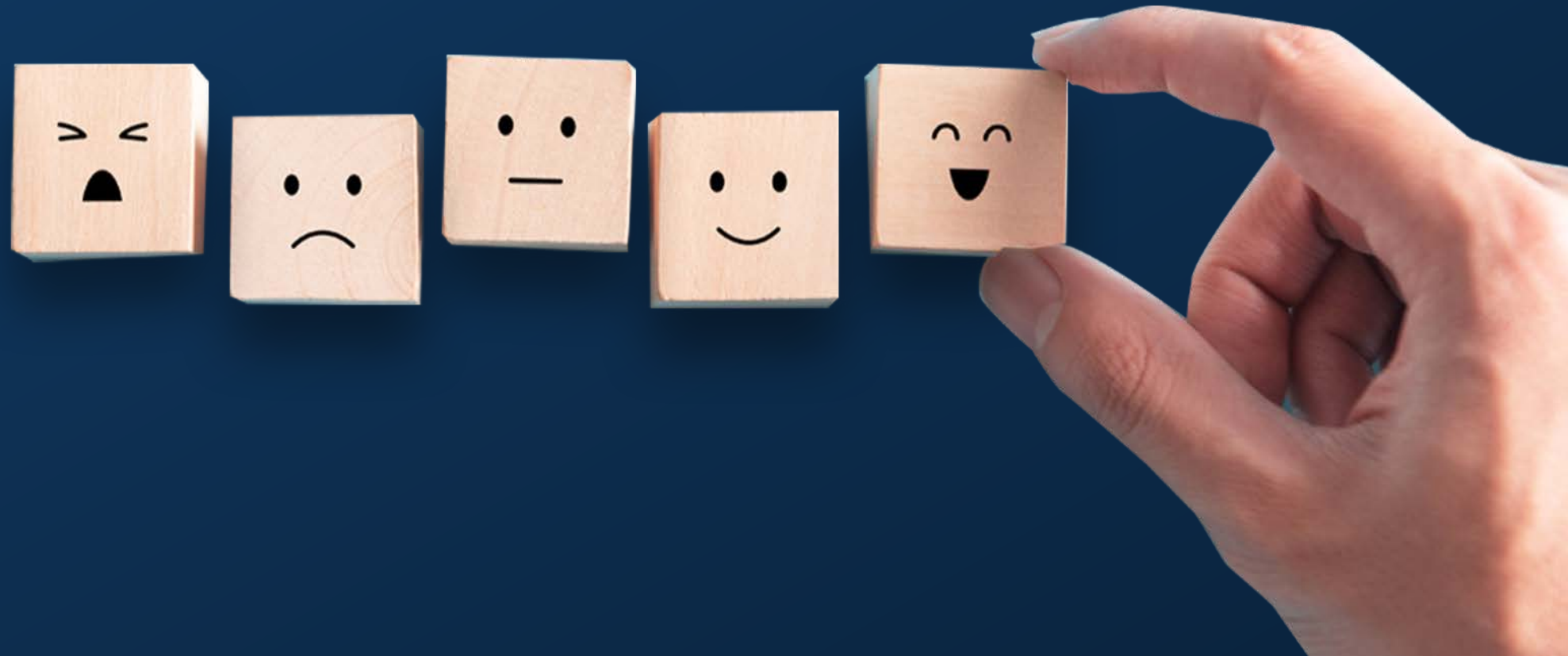
- Incidents are emotional
- Risks will never be zero
- Public is ill-informed and fear is common
- Science-based policy is not the norm



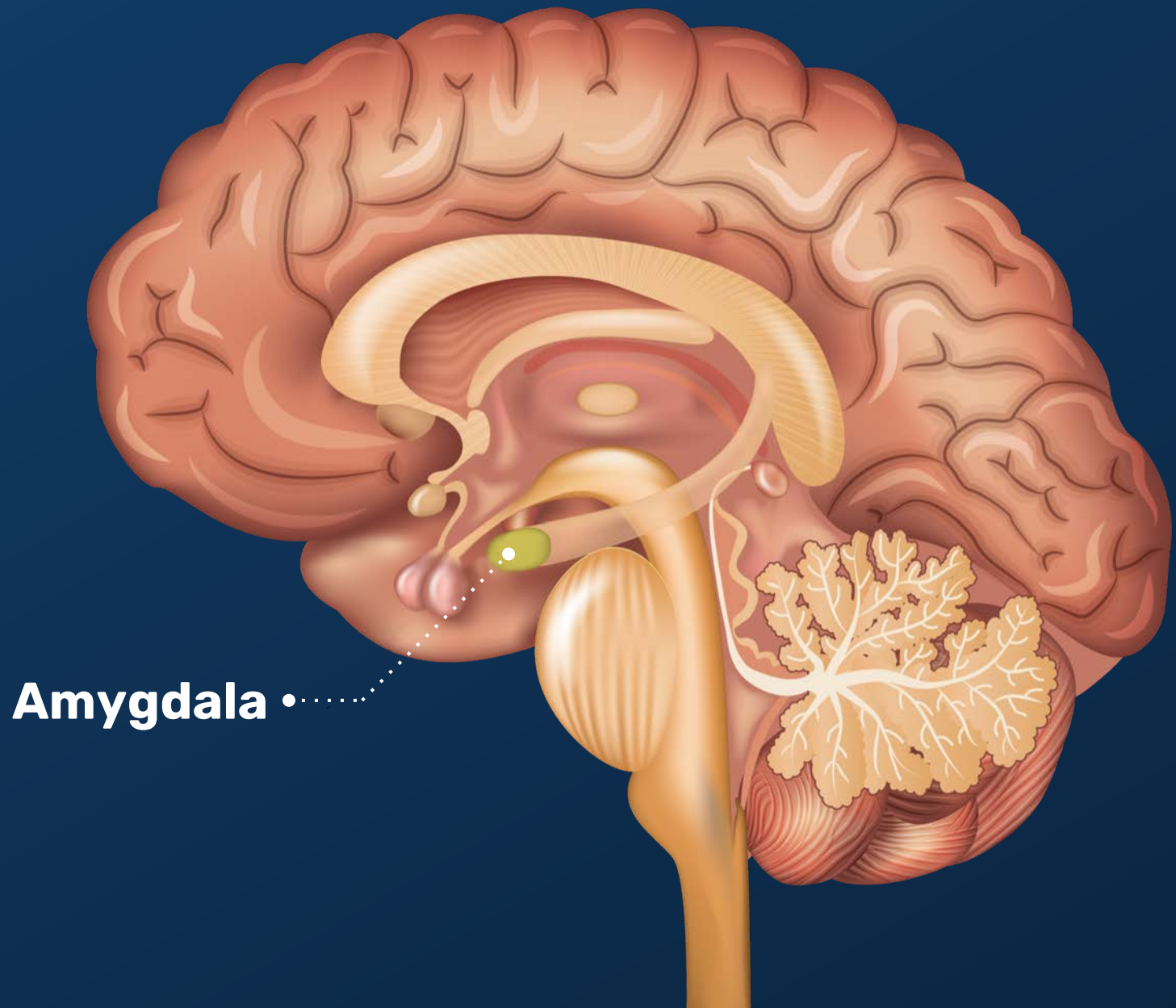
Govern by Crisis

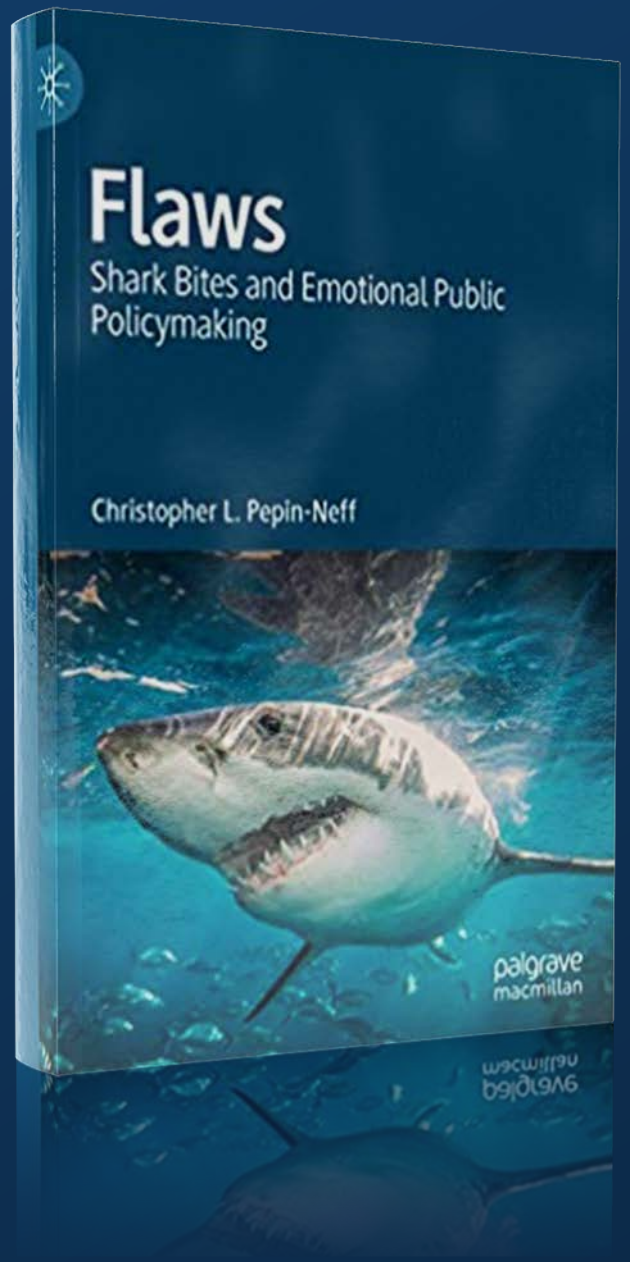
- Frequent or erratic policy changes
- Everything becomes a crisis
- Manipulation of public anxiety
- Control and protection for the powerful using ***emotionality***

Emotionality






Amygdala

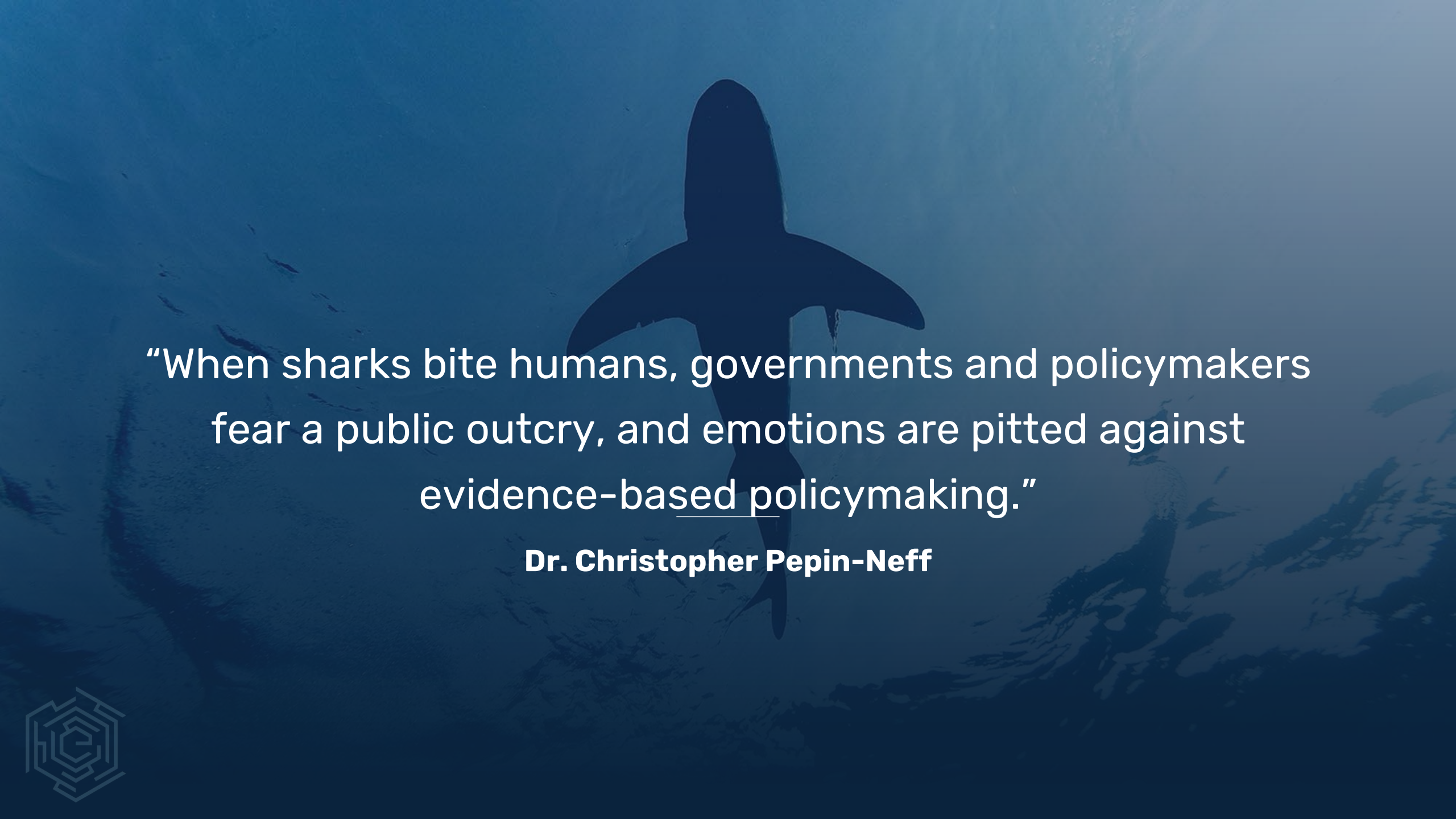


Flaws: Shark Bites and Emotional Public Policymaking

Dr. Christopher L. Pepin-Neff

Senior Lecturer in Public Policy at the University of Sydney, Australia

Published 2019



“When sharks bite humans, governments and policymakers fear a public outcry, and emotions are pitted against evidence-based policymaking.”

Dr. Christopher Pepin-Neff



Lethal Control Program

2012



Summer of the Shark

2001

Encryption and National Security



Data Breach and Privacy Enforcements



Incident Response Red Flags🚩





Political emotionality following a security or privacy incident can lead to perception narrowing and ineffective enforcement.





#SquadGoals

- Proactive
- Community-based
- Public service
- Current and historical information
- Reduce dangerous interactions
- Disciplined, strategic focus



Thank You

CONTACT —

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