

Ubiquity of Email Security Compliance and Content Management



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Agenda

- What is driving the need for secure eMail?
- Ubiquity verses Silo approaches.
- What are the key issues in managing encryption?
- What are the key issues in managing email content?
- Where is the separation – or should there be separation?
- Conclusions.
- Q&A

Issue: Emails are Postcards

The Problem

A traditional clear text email can be intercepted and read or altered by anyone



Readily Available Hacking Tools

```
Content-Type: text/plain;
Charset="us-ascii"
Content-Transfer-Encoding: 7bit
X-Mailer: Microsoft Office Outlook, Build 11.0.5510
X-MS-Exchange-Organization: MjEwLWU0L2000.2180
Thread-Index: AcTHVt8apcLW/1HRKuc98Sp7E1zka=

Hey, Todd,

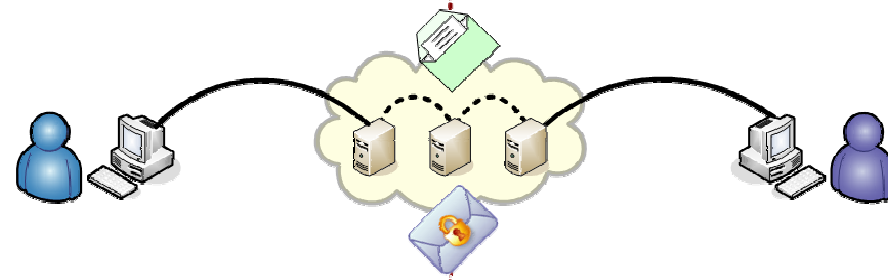
Please purchase the additional 5 Servers with our corporate Amex.

The number is 4727 299 8387 6929 and the expiration is 08/2005.

Best regards,

Amy Markinham.
```

Normal Email Messages can be opened by anyone



```
X-Mailbox-From: ben@bensbox.com
Subject: RG
X-Status:
X-Keywords:
X-UID: 6

MIIeXWYK2IhveNAQeDeIIEHDOCHgCAQxggIQMII BBAIBAD BmFRxCeAJ BgNVBAYTRmNh
HR0w
GhIVVQKXERFYzhvd29yeC9De3Jvb3JhdG1vbG9ENR8a GAUUCXKERGVbeE1MCAGAUUCeXN2
R08Q
bS6vcm90VWV9eXUJ1IeIhaWg9J7bWIFE7ieIwAAAAAIIIDANBgkqhkiG9w0BAQ8FAP8g747
NR8Q
sVtUSK12L7bAluKCZK TuSN4eqbSeIyx/yH2g4wXantNHg5V/ND2hSHWk8 3W JpeP85+NOXL
sVtUSK12L7bAluKCZK TuSN4eqbSeI+y799
Wix047CQMS-X+ZheTIAIye9P181pe+q6dXka2Upaw/MT5+QAb9/e4+U48qKYaqbwayRoIL
Wix047CQMS-X+ZheTIAIye9P181pe+q6dH
aDT #TMC92aMIIBBBIABASIMF8XCZAU3gNVERVTRmNRR0wGhIVVQKXERFYzhvd29yeC9D
bStv
b3JhdG1vbG9ENR8aGAUUCXKERGVbeE1MCAGAUUCeXN2R08Qb3drcnggU2Vj dXJ1IEIhaWg
```

Encrypted Email Messages can be opened only by the intended recipients

The Solution

The contents of an encrypted email cannot be viewed by anyone other than the intended recipients

Why Encrypt Your Email?

- **Confidentiality of electronic communications**
 - Protection of trusted relationships
 - Prevent brand damage and reputation risks
 - Associate your brand with security
- **Digital signatures**
 - Non-repudiation
 - Assurance of sender's identity
- **Protect businesses & consumers**
 - Privacy and personal security
 - Corporate governance
- **Comply with privacy legislation and adhere to ethical and fiduciary duties**
 - Sarbanes-Oxley Act (SOX)
 - FDA 21 CFR Part 11
 - Gramm-Leach-Bliley Act (GLBA)
 - Health Insurance Portability and Accountability Act (HIPAA)

Issues with Adoption

- Corporate policy and restrictions (do not use email – insecure)
- Cost
- Convenience and efficiency
- Fear of consequences (legal, personal)
 - Privacy invasion
 - Phishing attacks
 - Identity Theft
- Elimination of personal touch and relationship between parties
 - Is email appropriate for provider / patient communications?
 - Is email appropriate for provider / provider communications?

Technology Adoption Examples

- Telephone Solutions for Financial Services?
- Telephone Solutions for Healthcare Providers?
- Telephone Solutions for Government?
- Telephone Solutions for Manufacturing?
- Telephone Solutions for Consumers?

OR

telephones are telephones are telephones, very standard

A ubiquitous method of communicating, securely

Right of privacy is “assumed”

Barriers to Email Adoption in Healthcare

- Email Solutions for Financial Services?
- Email Solutions for Healthcare Providers?
- Email Solutions for Government?
- Email Solutions for Manufacturing?
- Email Solutions for Consumers?

OR

email is email is email

A ubiquitous, standard method of exchanging information

Should it be secure?

Should it be easy?

Should it be universal?

Infrastructure Issues and Concerns

- Compliance, Hygiene and Content Solutions for Healthcare
- Compliance , Hygiene and Content Solutions for Financial Services
- Compliance , Hygiene and Content Solutions for Government
- Hygiene and Content Solutions for Consumers

Very specific, regulatory based, industry focused solutions

- Market focused business demands
- Varying regulatory requirements
- Unique technology deployments

Should there be separation – User Perspective

- Email growth as a primary communication vehicle – all industries
- Email is a ubiquitous, standards based communication vehicle
- Security and privacy is a “right”, not just limited to healthcare
- Technology costs significantly decrease when commoditized
- Adoption significantly increases when commoditization occurs

As a user, why should I have different systems for different purposes?

Perhaps, my “providers” (health, financial services, legal etc) should adopt a standard approach and get back to business

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Q&A

Thank you!

