Threema.Work

Messaging Services in Companies:

The Cornerstone of a Successful Cybersecurity Strategy!

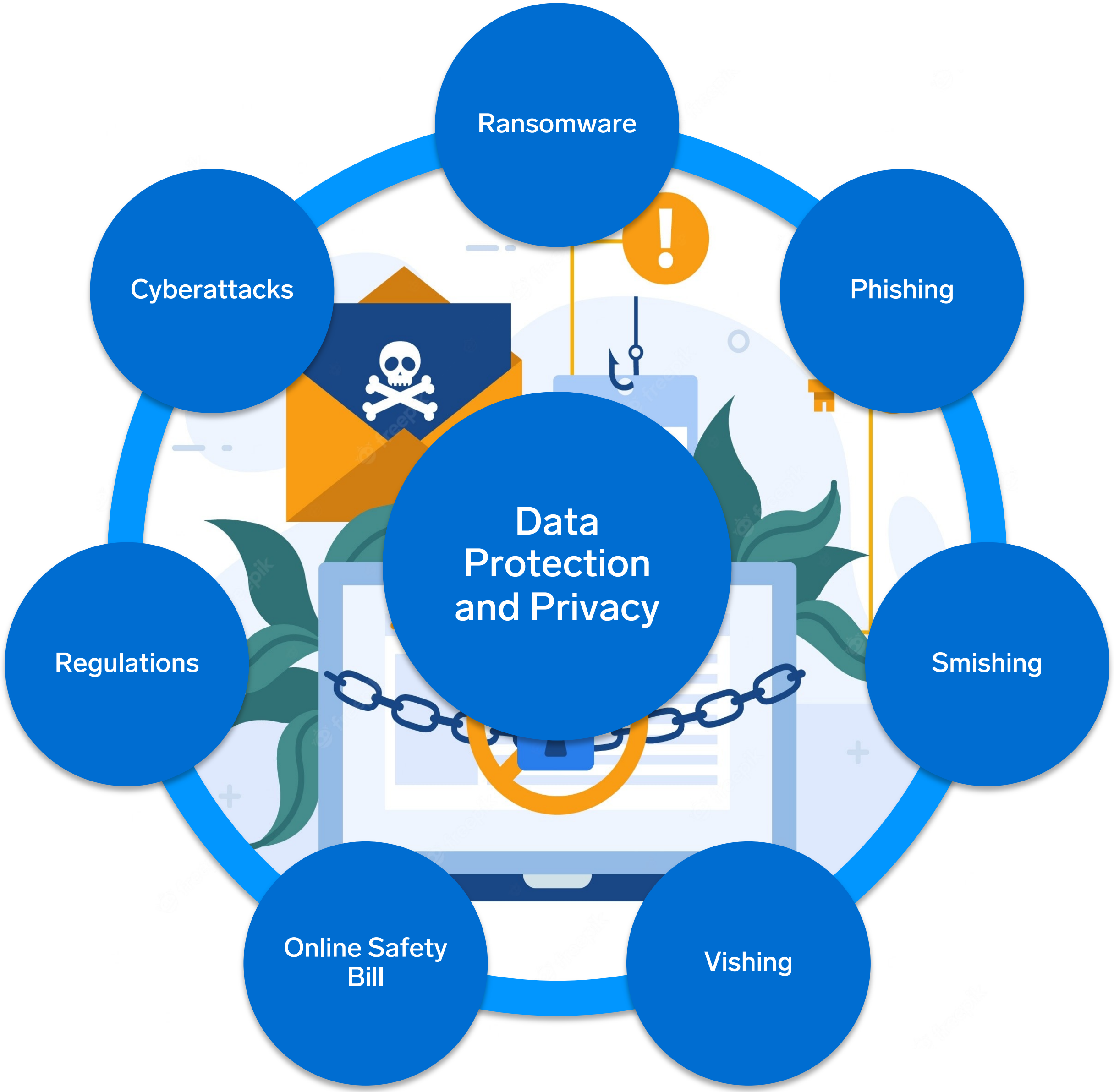
Miguel Rodriguez, Chief Revenue Officer, October 2023

Mission

«No one shall be subjected to arbitrary interference with his privacy, family, home, or correspondence, nor to attack upon his honor and reputation.»

Universal Declaration of Human Rights Act, Article 12, 1948.

The Protection of Our Privacy and Information is at Risk



Cyberattacks: Is your business at risk?

86%

of German companies suffered material damage due to cyberattacks in 2020 or 2021.

Source: Bitkom

€223.5 billion

was the total damage to the German economy in 2021 caused by cybercrime.

Source: Bitkom

Every 11 seconds

a ransomware attack occurs. Every company can be affected

Source: Cybersecurity Ventures

How do you maintain communication when MS Teams and Outlook can no longer be used?

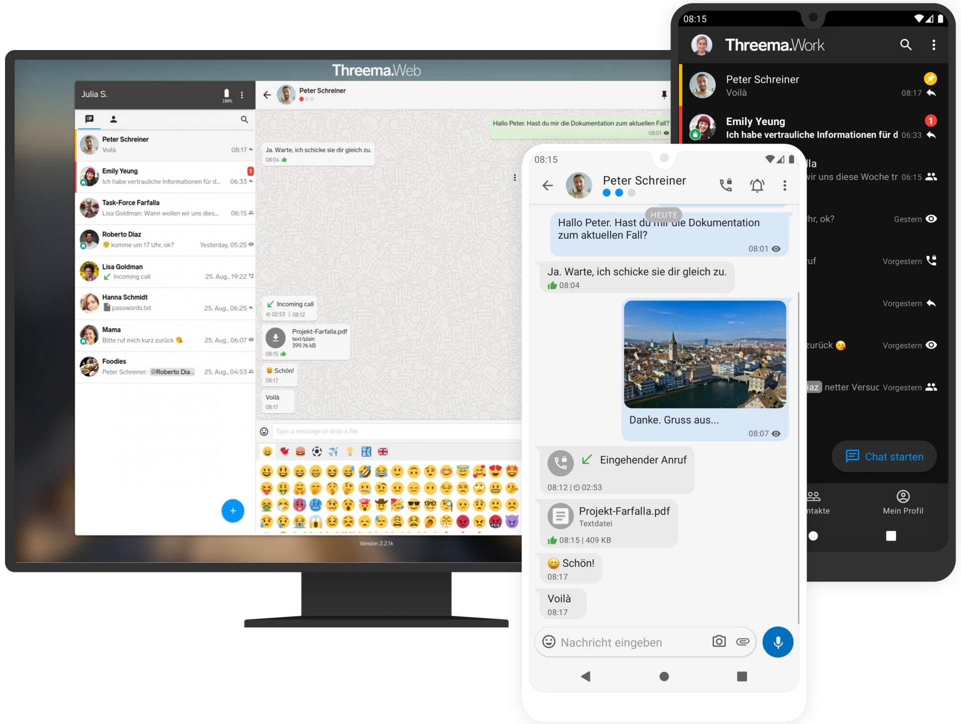
Cyberattacks: The Danger of Phishing, Smishing, and Vishing

- **91% of all cyberattacks** begin with a **phishing email** to a random victim.
- **32% of all breaches** involve the use of **phishing** techniques.
- **90% of phishing attacks** sent via messaging apps are sent via **WhatsApp.**
- Europe saw a **234% spike in ransomware attacks** in 2021.
- On average, the **total cost** of ransomware attacks for companies/ organizations was **€18 million in 2021.**
- The **average downtime** a company experienced in 2021 after a ransomware attack was **23 days.**
- The demanded ransom in Europe grew from €13 million in 2019 to €62 million in 2021.

By using a corporate messenger, you can reduce the risk of attacks considerably!

Secure Communication and Privacy Protection

- Threema is a **pioneer** in the field of **secure communication**. We protect our users' data and privacy since 2012.
- More than **11 million users** trust in Threema for **personal communication.**
- More than **7,500 companies** and government agencies with over **2.5 million users** rely on the **business solutions** Threema Work and Threema OnPrem.
- Our app is **open source** for complete transparency, and our servers are hosted in **Switzerland** in a high-security data center of an "ISO 27001"certified colocation partner.
- Threema Work is **GDPR-compliant** and suitable for compliance with the **NIS2** and **DORA** regulations.



Hallo Peter. Hast du mir die Dokumentation zum aktuellen Fall? 08:01

Ja. Warte, ich schicke sie dir gleich zu. 08:04

Danke. Gruss aus... 08:07

Eingehender Anruf 08:12 | 02:53

Projekt-Farfalla.pdf Textdatei 08:15 | 409 KB

Schön! 08:17

Voilà 08:17

Nachricht eingeben

Mercedes-Benz

DEUTSCHE BUNDESBANK EUROSYSTEM

Schweizer Armee

polizeischweiz

Schweizerische Eidgenossenschaft
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CONSORCIO DE COMPENSACIÓN DE SEGUROS

GOBIERNO DE ESPAÑA

MINISTERIO DE ASUNTOS ECONÓMICOS Y TRANSFORMACIÓN DIGITAL

STADT FRANKFURT AM MAIN

And over
7,500
other companies

Threema Work: Main Areas of Use

WhatsApp Alternative

Supplement to MS Teams

Business Continuity Management

C-Level Communication

Include Mobile Workers in Internal Communication

Protection of Trade Secrets

Why Everyday Messengers Are Not Suitable for Companies

Protect Data and Comply With Regulations

Threat 1

Insufficient Data Protection

Using everyday messenger services might expose trade secrets and other company data.

Threat 2

Violation of Regulations

The use of everyday messengers is neither GDPR-compliant nor suitable for compliance with NIS2 and DORA.

With a secure business messenger, you can protect your data and comply with regulations!

Everyday Messengers: Insufficient Data Security

Lack of Administrability

No possibility to **administrate the users,** automate user management processes, and connect the app with **Active Directory** or roll it out using a **mobile device management (MDM)** solution.

No Configuration Options

No possibility to configure the messenger and define security parameters such as whether data can be backed up, external communication is allowed, or information can be forwarded.

Insufficient Security of Apps

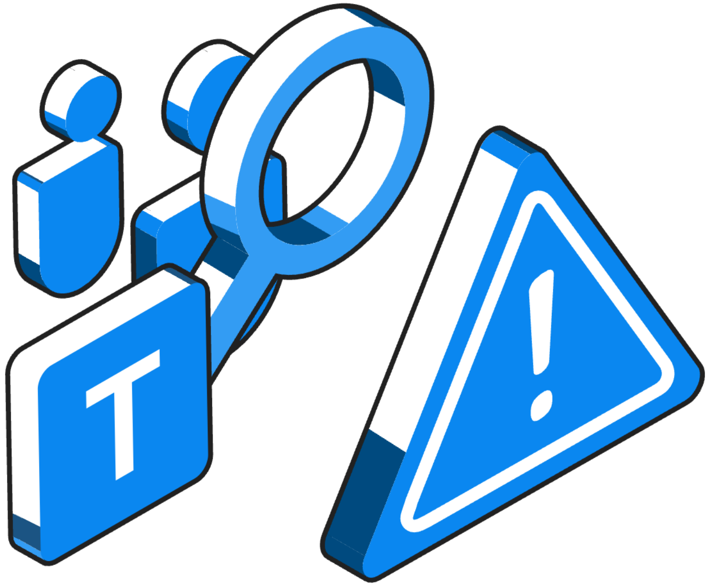
Most popular messengers are not **open source and not end-to-end** encrypted. In addition, some services collect a lot of metadata and store it centrally on a server.

As a manager, you are responsible for protecting trade secrets.

Loss of Trade Secrets

Information leaks can **cause irreparable damage** with long-term effects on the company. Companies that don't comply with existing regulations might face the following consequences:

- **Liability of management** (claims for forbearance/damages against delinquent)
- Value reduction of the company
- **Reputational damage**
- Operational downtime
- Costs for settlement negotiations
- Costs for legal action and litigation
- Costs for compensating affected customers
- Costs for investigations
- Costs for implementing new security measures
- **Loss of IP**



A Companies are required to take reasonable measures to maintain confidentiality; otherwise, liability protection does not apply.

Regulations

What regulations do you need to pay attention to?

Regulations: Data Protection and Information Security

GDPR

- The **General Data Protection Regulation (GDPR)** regulates the **protection of personal data** in the EU and affects companies that process such data.
- Companies can be fined up to **4% of their annual global turnover or €20 million** for non-compliance with the GDPR.

NIS2

- The **Network and Information Systems Security Act (NIS2)** is an EU directive that regulates the **security of network and information systems in critical sectors** such as energy, transport, and health in order to prevent and minimize cyberattacks.
- Companies can be fined up to **€10 million or 2% of their annual global turnover** for non-compliance with NIS2.

DORA

- DORA is a **regulatory framework** that requires **financial firms** to take measures to withstand, respond to, and recover from all types of ICT-related disruptions and threats, with the goal of **preventing and minimizing cyberthreats.**
- Companies that violate DORA may be subject to fines of up to **€10 million, 5% of their annual global turnover**, or other sanctions.

E2E Encrypted, But Not GDPR-Compliant

WhatsApp is not GDPR-compliant because...

...WhatsApp collects personal data:

- The phone number of users
- Who communicates with whom
- Who uses the app how often and for how long
- For long-time users: the billing details
- When and from where the messenger service is used
- The users' registration date
- The date of when WhatsApp was last used
- Profile pictures
- Frequently used features
- Information about who is on the same Wi-Fi network

Encryption is not synonymous with data protection and privacy..

Danger of Everyday Messengers in Companies

WhatsApp is not GDPR-compliant, because...

...given that access to the address book is granted, it must be ensured that contacts (e.g., of customers) are only stored in the address book if they've given their consent!

- The synchronization of the address books with the server's database requires the consent of all users concerned.

Companies are subject to the GDPR if...

...they require their staff to use a messenger for business purposes.

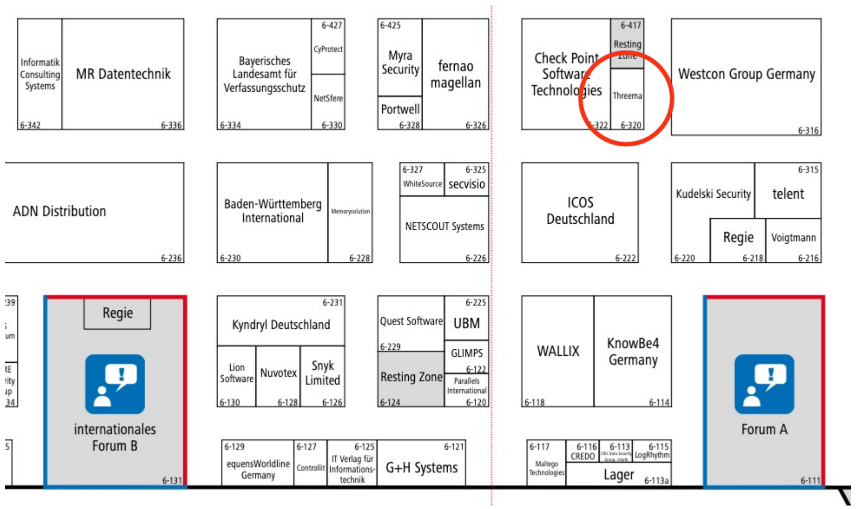
- This includes, for example, internal coordination of work and shift schedules, or the exchange of information on customer projects.

"As far as the corporate context in the European Union is concerned, various instant messengers, especially ones developed for personal use, hardly, if at all, meet the relevant legal requirements for data protection or for the protection of trade secrets."

Dr. iur. Manuela Wagner,
FZU Research Center for Information Technology

Next Steps

- Visit us at Hall 6, booth number 6-320
- Start a trial free of charge for 30 users and 30 days
- Implement Threema Work and communicate securely and privacy-compliant!



Try Threema Work today and join our customer base of over 2.5 million users from companies, organizations, and public authorities such as:

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