

Data Sheet

Security Hygiene Compass

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The Immersive Security Hygiene Compass

The Need to Change Behaviors

Many cybersecurity leaders talk about the need to reduce risks by understanding the security acumen of their workforce, but very few actively gauge security behavior.

Employee security risks fundamentally stem from risky behaviors, from poor password practices to clicking on phishing links and even failing to report security issues. Employees need to be empowered to be as secure as possible, both at home and at work - and organizations need to be empowered to enable them. It is crucial for leaders to invest in human risk management to better address insecure employee behaviors.

Unfortunately, traditional approaches primarily focus on security awareness training and compliance requirements, offering just basic training and limited reporting, which don't provide true insights into behavioral risks and can negatively impact security culture.

The Security Hygiene Compass powers behavioral change

While completion rates and simulated phishing click rates are commonly used metrics, they are inadequate and don't accurately measure behaviors.

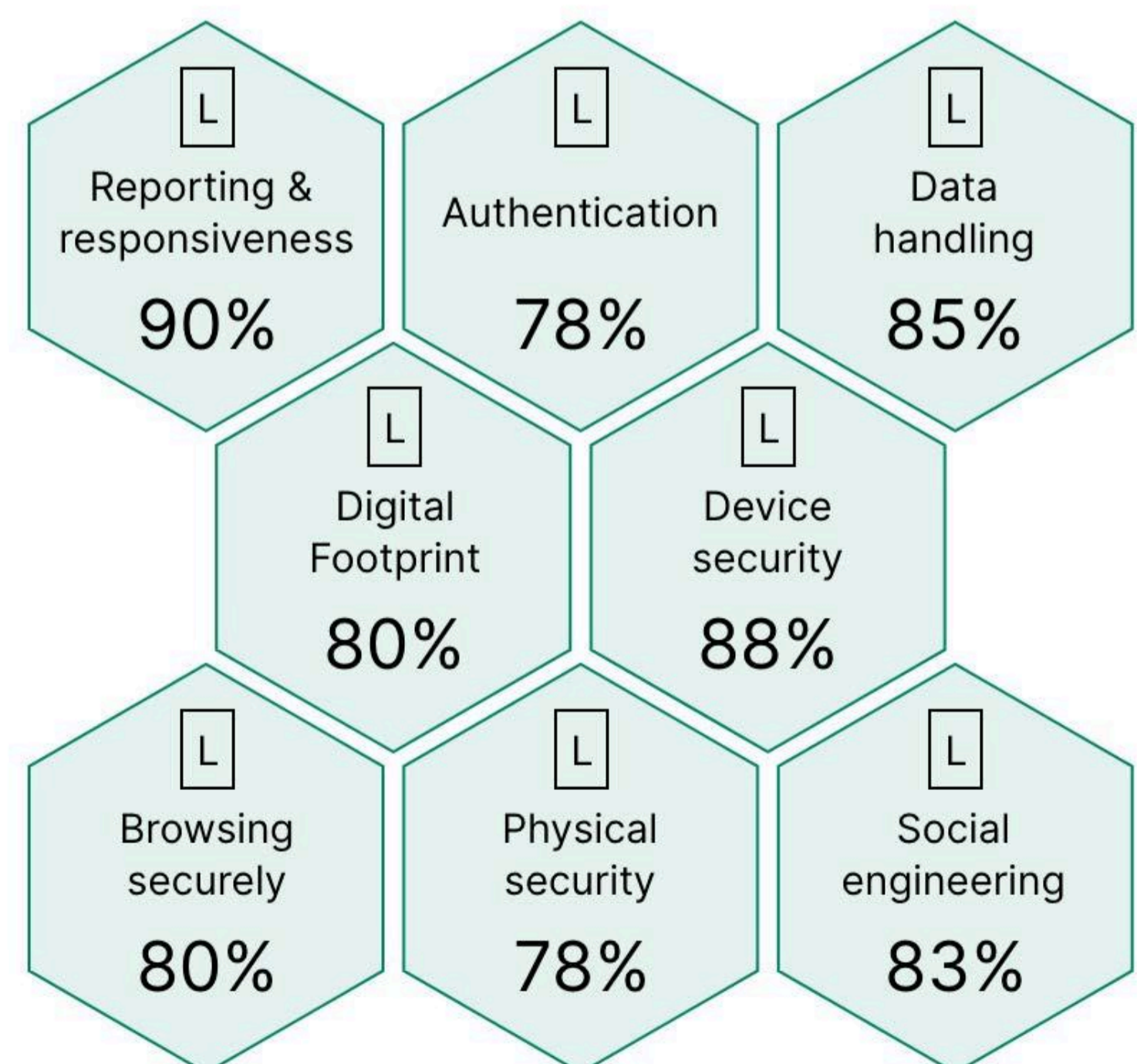
Instead, the Security Hygiene Compass from Immersive uses a situational judgment test approach to enable organizations to find "true north" when assessing behavioral risks that deliver accurate insights into human-based security vulnerabilities.

Score By Risk Area

This is your workforce's overall score across the different risk areas. Risk areas labeled "medium-high" can be addressed by reaffirming internal policies, assigning relevant lab content, and exercising again in a different scenario.

Benefits

- Accurately measure behavioral risk to facilitate targeted interventions
- Use with ease, with a single, pre-built exercise covering all risk areas
- Customize to speed integration with your organizational policies
- Build trust through more rigorous behavioral science methodologies
- Spotlight what matters: individual, team, or departmental strengths and weaknesses to see results faster
- Provide baselining and assessments for deep analysis to aid in tracking change over time
- Encourage realistic security scenario exploration
- Measure employee judgment and knowledge to accurately understand risky behaviors



| Informative and easy to understand graphical scoring

The Security Hygiene Compass is vital in multiple ways. Human risk management ensures compliance with audit standards by enabling targeted interventions and awareness campaigns. It addresses human cyber risks by promoting behavior change and proactively identifying knowledge gaps across diverse teams and areas. This approach focuses on optimizing behavior, using psychological theories to assess, understand, and educate through tailored upskilling, exercising, and the use of gamification. Lastly, it prioritizes measuring behavioral risk over completion and click rates, providing more accurate security insights.

It's time to start measuring what truly matters when assessing organizational risk – human behavior.

Scenario 1

ROLE:
WORKFORCE

After a long day at work, you decide to kick back and relax at home. Scrolling through social media, you receive a notification. Your friend has shared a quiz that creates your superhero name.

You click on it and are asked to enter the name of your pet and your first car. A few of your friends have already completed the quiz and are excited to use their superhero names for an upcoming murder mystery party you're all planning. They're asking you to post yours.

What do you do?

Choose Your Response

Option 1

Option 1
Complete the quiz and post the superhero name it returns.

Option 2

Option 2
Make up your superhero name based on the information asked for and post that.

Option 3

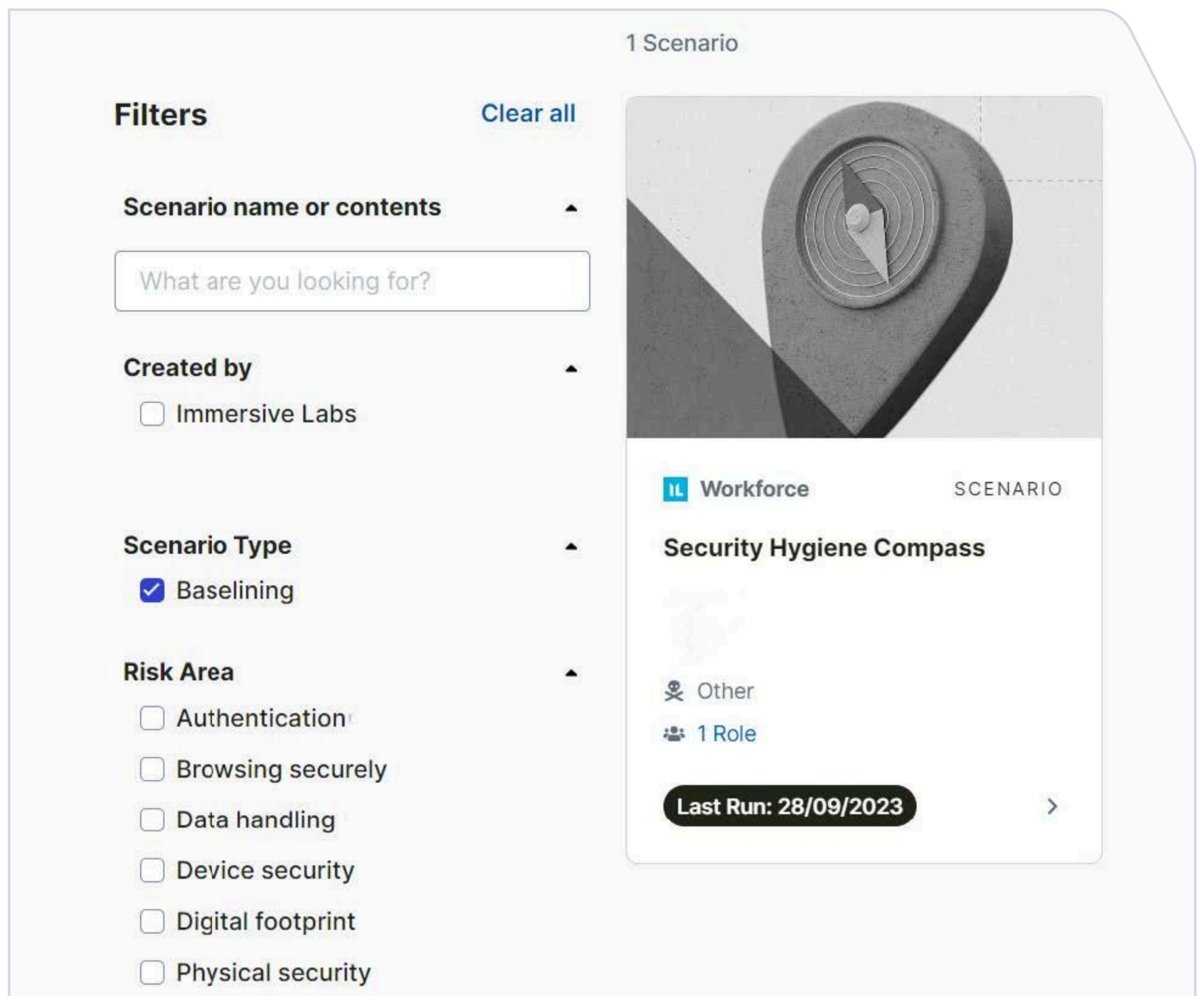
Option 3
Share the post in case any of your other friends haven't seen it.

Questions and answers structure using behavioral science

Why the Security Hygiene Compass Matters

<div style="display: flex; align-items: center; margin-bottom: 10px;"> <h3 style="margin: 0;">Human Risk Management</h3> </div> <ul style="list-style-type: none"> ■ Meet compliance requirements to satisfy minimum audits across a broad range of security areas ■ Plan and tailor security awareness campaigns and exercises ■ Target resources and interventions where you need them most 	<div style="display: flex; align-items: center; margin-bottom: 10px;"> <h3 style="margin: 0;">Behavior and Culture Change</h3> </div> <ul style="list-style-type: none"> ■ Develop interventions that persuade and motivate employees ■ Tailor and adapt user upskilling journeys to specific employee needs ■ Leverage gamification ■ Educate on the how and why through targeted upskilling and exercising to empower with knowledge and judgment ■ Assess and measure education and upskilling impact over time 	<div style="display: flex; align-items: center; margin-bottom: 10px;"> <h3 style="margin: 0;">Measure What Matters</h3> </div> <ul style="list-style-type: none"> ■ Avoid data inadequacy: Completion rates aren't sufficient ■ Stop limiting data: Simulated phishing click rates offer incomplete information and neglect other risk areas ■ Increase data enhancement: Organizations need to utilize behavioral science to assess risks ■ Measure change over time: Baseline and monitor strengths and potential risks
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Most security awareness methods don't accurately measure security behavior. Quizzes and surveys are prone to bias – making you seem risk free.



The “magic” behind the science

The Security Hygiene Compass is not just another tool; it's been rigorously tested and fine-tuned to provide powerful insights into your organization's cybersecurity readiness. We've ensured its effectiveness through an expert consensus study, user testing involving 500 independent participants, and rigorous statistical analysis.

What sets it apart is the comprehensive coverage it offers. Developed and tested by chartered psychologists, the questions are carefully designed to identify knowledge gaps objectively. Unlike other assessments, each question stands alone, eliminating any inadvertent hints from one question to another, ensuring a fair evaluation.

But what truly makes it exceptional is its flexibility. It can be customized to align with your organization's priorities, focusing on what matters most. It's a versatile, scientifically structured tool that empowers you to find your true north and rapidly enhance your cybersecurity posture.

Certification & Compliance			Trusted by the World's Largest Organizations			
			400+ Customers	>3.5M Total Labs Complete	>100K Unique Users	>2K Hands-on Challenges

Be Ready

Immersive is trusted by the world's largest organizations and governments, including Citi, Pfizer, Humana, HSBC, the UK Ministry of Defence, and the UK National Health Service. We are backed by Goldman Sachs Asset Management, Ten Eleven Ventures, Menlo Ventures, Summit Partners, Insight Partners and Citi Ventures.

