Microsoft

Hvordan beskytte demokratiet?

Microsoft Defending Democracy Program

Partnerskap for digital sikkerhet og robusthet (Paris Call)

NOKIOS, 28. oktober 2021

***Kristine Beitland**, Director Corporate Affairs, Microsoft* #AI

@KBeitland

Kristine Beitland

Every company is a data company

Global Cybersecurity Today

Microsoft

25+ Billion
Internet-connected devices worldwide

$6+ Trillion
annual estimated cost of cyberattacks

60+
Countries with military cyber capabilities

100+
Governments developing cybersecurity legislation

Microsoft Confidential

Our commitment to sustainable development

Supporting UN Sustainable Development Goals focusing on inclusive economic opportunity, protecting fundamental rights, earning trust and commiting to a sustainable future.

[Microsoft Corporate Social Responsibility - Microsoft CSR]

Microsoft

Microsoft Digital Defense Report

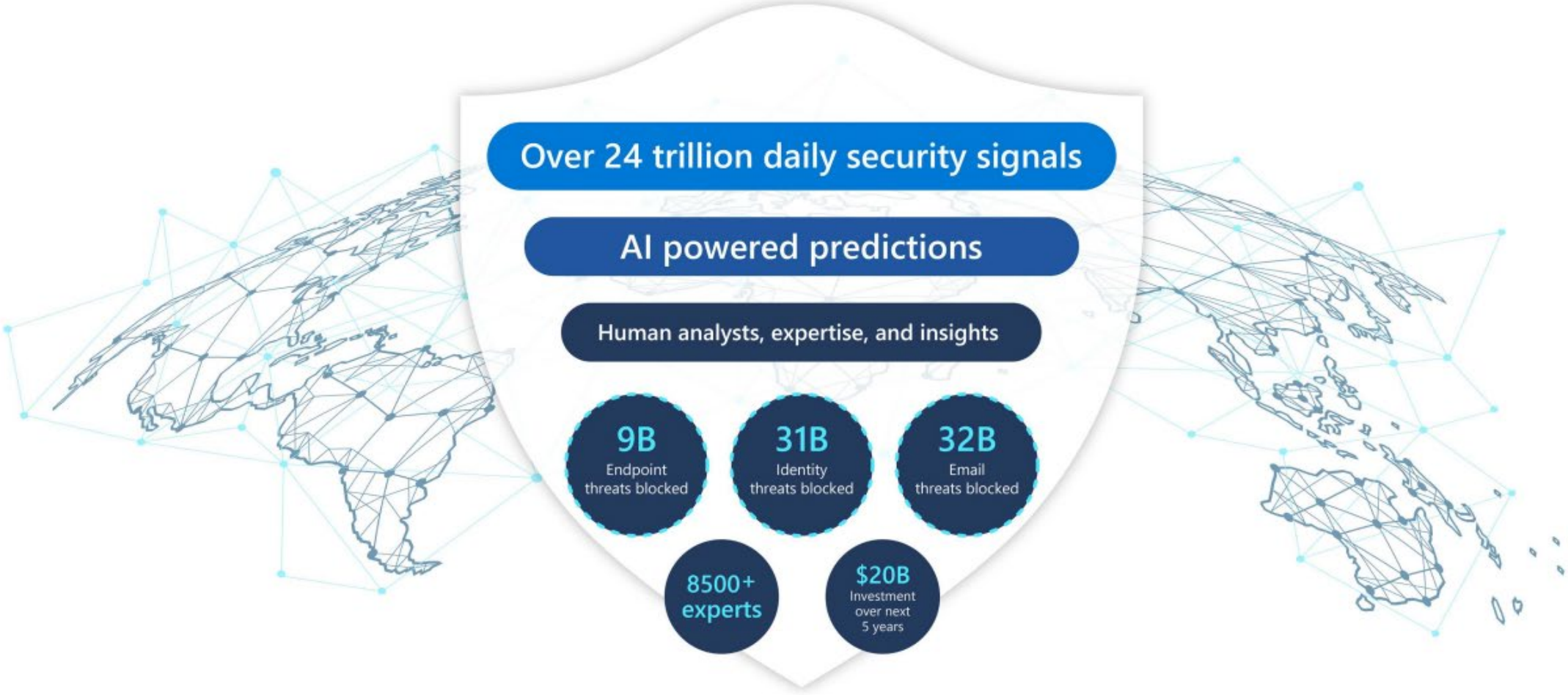
OCTOBER 2021

Mission

Advance trust, security and human rights in cyberspace

Microsoft security signals

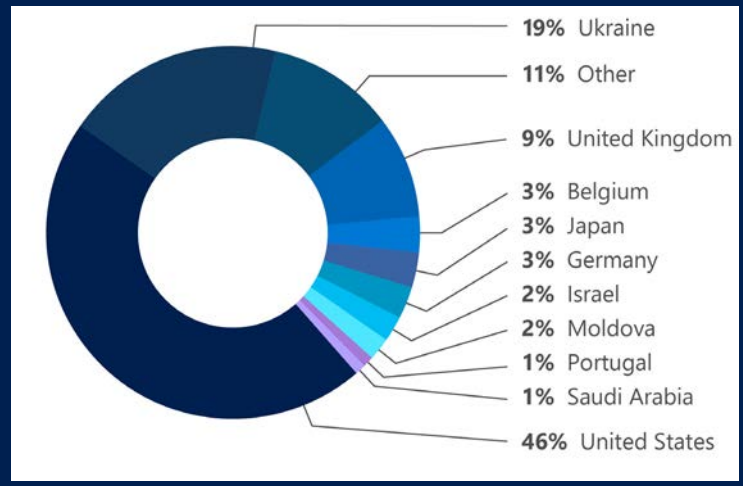
Volume and diversity of signals processed by Microsoft



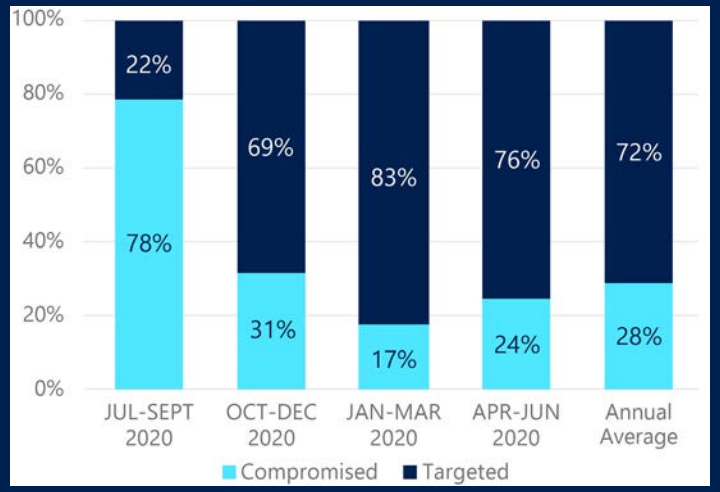
Microsoft Digital Defense Report

OCTOBER 2021

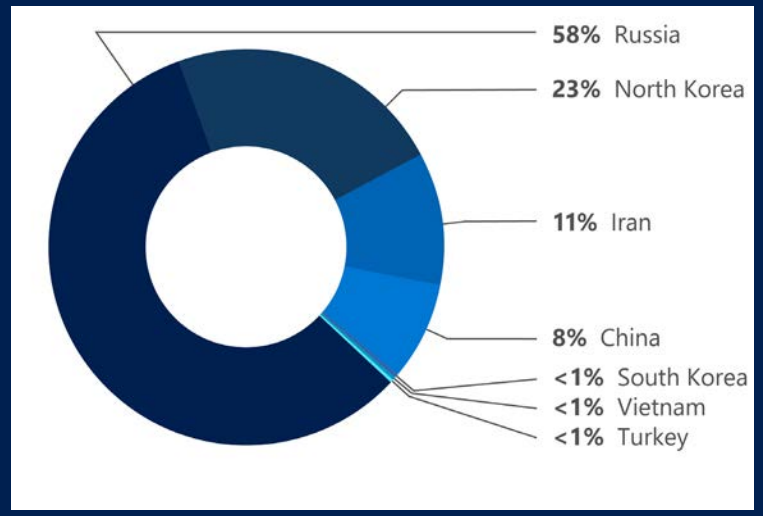
Most targeted countries (July 2020-June 2021)



Compromise rate (July 2020-June 2021)

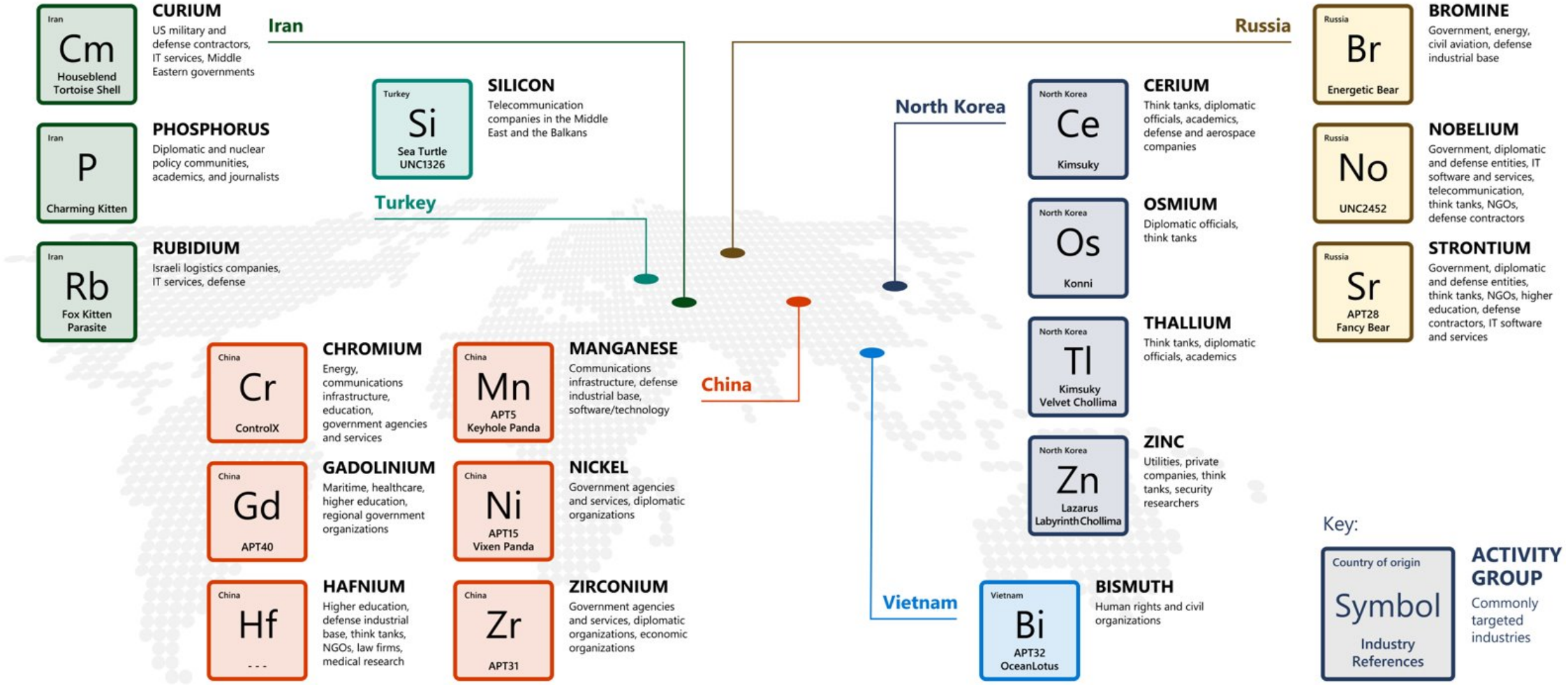


Attacks by country of origin (July 2020-June 2021)



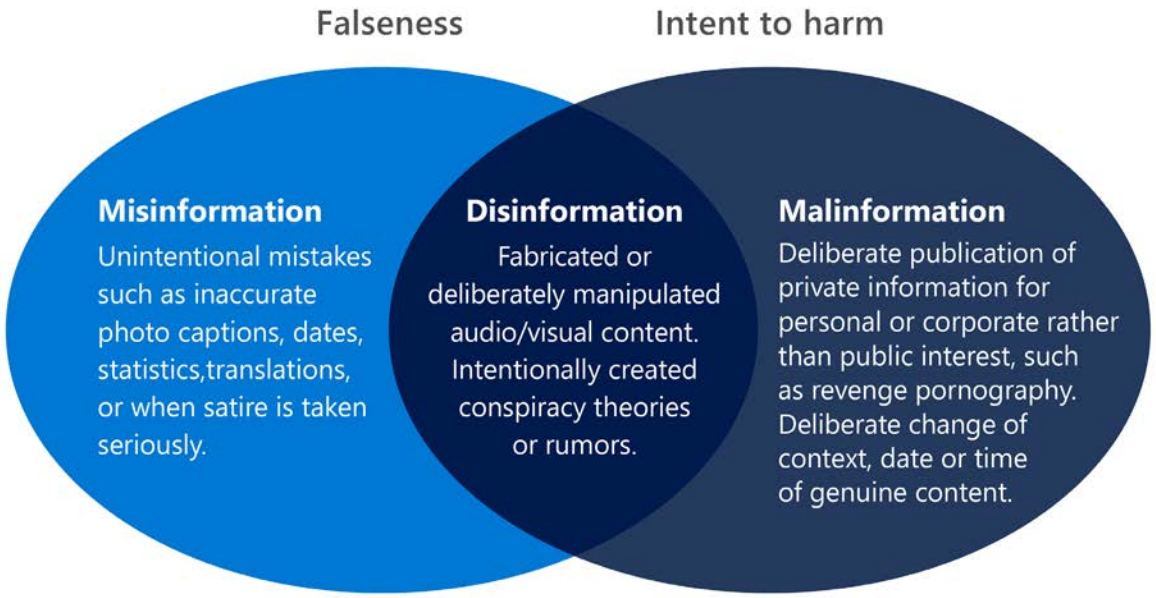
Nation state threats

Sample of nation state actors and their activities



Disinformation as an emerging threat

Mapping the problem



These methods are injecting new powers of persuasion into disinformation campaigns.

Disinformation as an enterprise disruptor

- Disinformation in enterprise workflows.
- Enterprise signals and data infused with disinformation.
- Situational intelligence supplanted with disinformation or nuanced in ways to generate bias or create doubt in the minds of decision makers.

Four-point plan for enterprise executives

1. Catalog enterprise exposures to disruption, manipulation, and disinformation.
2. Assess the impact of manipulation or disinformation.
3. Quantify the consequences of disruption.
4. Assess privacy implications of disruption.

Teknologiaktører
den nye
"førstelinja"

Operativ kapasitet

Digital Diplomacy Program

Microsoft

Defending Democracy

Cybersecurity Policy

Digital Peace

Cyber-enabled Threats to Democracy Continue

Microsoft

DIGITAL PLATFORMS | NEWS | POLITICS | RESEARCH

The "Next Frontier of Propaganda": Micro-Influencers are Paid to Spread Political Messages, Disinformation

TECH

SolarWinds Hackers' Attack on Email Security Company Raises New Red Flags

Customers of Mimecast were targeted in cyberattack, showing the multiple layers of potential victims at risk in massive hack

Democracy at risk due to fake news and data misuse, MPs conclude

Federal investigators find evidence of previously unknown tactics used to penetrate government networks

SECURITY

Iran-linked hackers tried to compromise presidential campaign, Microsoft says

The company said that it had seen "significant cyberactivity" from a group of hackers that it believes "originates from Iran and is linked to the Iranian government."

RESEARCH

Social Media Influencers and the 2020 U.S. Election: Paying 'Regular … Digital Campaign …ation

Hackers attack Norwegian parliament

1 September 2020

Data stolen in new cyberattack on Norwegian Parliament linked to Microsoft software – spokesperson

10 Mar, 2021 15:30 Get short URL

The fight for truth: How misinformation and disinformation can lead to 'chaos, civil war'

Fake news and its impact on society

Microsoft's Approach to Defending Democracy

Microsoft

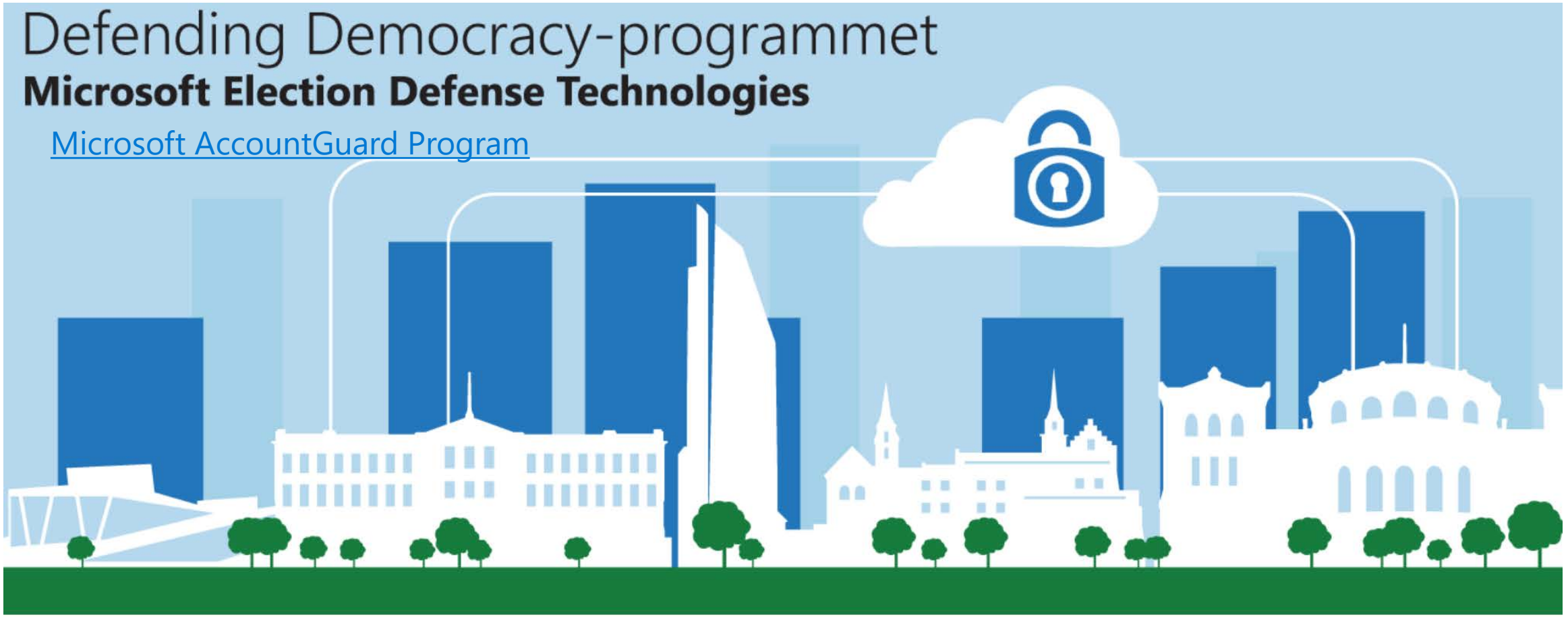
Protecting democratic processes and institutions is **critical to ensuring resilience** of our democratic societies

1. **Leverage technology to help defend democracy**
2. **Play a leadership role in industry**
3. **Develop** strategic partnerships
4. **Be non-partisan** in our efforts
5. **Work to support** democracies globally

Defending Democracy-programmet

Microsoft Election Defense Technologies

[Microsoft AccountGuard Program]



Microsoft AccountGuard

Microsoft AccountGuard er en ny sikkerhetstjeneste som tilbys gratis til kunder som anses som særlig utsatt for cyberangrep, hovedsakelig innenfor det politiske området. Tjenesten er designet for å hjelpe kunder som står i stor risiko for å bli angrepet med å beskytte seg mot cybersikkerhetstrusler.

Disinformation Defense

Microsoft

The Defending Democracy Program's disinformation defense pillar aims to build trust in the information ecosystem.

We collaborate with both Microsoft teams and external partners to increase societal resilience against disinformation, develop technical solutions, and drive impactful thought leadership.

Technology Solutions

- **Reality Defender**: deepfake detection technology
- **Project Origin**: media authentication and provenance technology with Microsoft Research & Azure

Policy & Advocacy

- Internal policy coordination through the **Information Integrity Community**
- **External engagements** including supporting academic research, strategic policy initiatives, and emerging policy frameworks

Building Resilience

- Media Literacy: **Spot the Deepfake** and **Know My News** quizzes to educate users about disinformation/deepfakes
- **Public service announcements** to encourage people to think about the source of their information

Microsoft

Advancing multi-stakeholder diplomacy for Digital Peace

Digital Peace

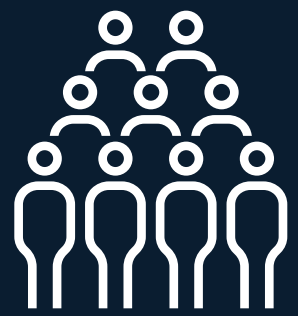
Advancing Multi-stakeholder Norms

Sparking Global Discussions & Citizen Engagement

Driving Industry Action & Partnership

Paris Call for Trust and Security in Cyberspace

Microsoft



Protecting Citizens

Protecting Elections

Protecting the Internet

"We need to work together to strengthen the laws governing relationships between state- and non-state players in cyberspace. This is why France supports the Paris Call" ,

Emmanuel Macron, President of France

Cybersecurity Tech Accord

Microsoft

Four Commitments for Global Technology Companies

1. Protect users & customers everywhere
2. Oppose all cyberattacks on innocent citizens & enterprises
3. Increase cybersecurity capabilities everywhere
4. Help each other respond to cyberattacks

Microsoft Confidential

The CyberPeace Institute

Microsoft

Deliver assistance at scale to the most vulnerable victims of sophisticated cyberattacks

Increase accountability for cyberattacks with significant harm of civilians

Advance the role of international law and norms

GoForIT

Telia IBM KnowBe4 NTNU

ATEA IGM UiA Universitetet i Agder ITERA

Tekna USN IKT Norge accenture

DELL sopra steria NMBU Microsoft

Høyskolen Kristiania NITO Redpill Linpro SINTEF

bouvet SpareBank 1

Innhold og aktiviteter i GOFORIT

- Være en **arena** for mobilisering og samhandling rundt bærekraft
- Sparring rundt ambisjoner i **studieprogrammer**
- Bistand og samarbeid rundt **undervisningsopplegg** for bærekraft
- **Politisk påvirkning**
- Stimulere til **forskning**
- Inspirere til strategisk bærekraftfokus i **arbeidslivet**
- **Samarbeid**: Gjesteforelesninger, prosjektoppgaver, hospitering, forskningsprosjekter
- Stimulere til **innovasjon** - utvikling av tjenester og produkter som Norge kan bringe til verden

Norway leading in the transition towards a sustainable world

Tech & Free Press

Healthy Journalism

=

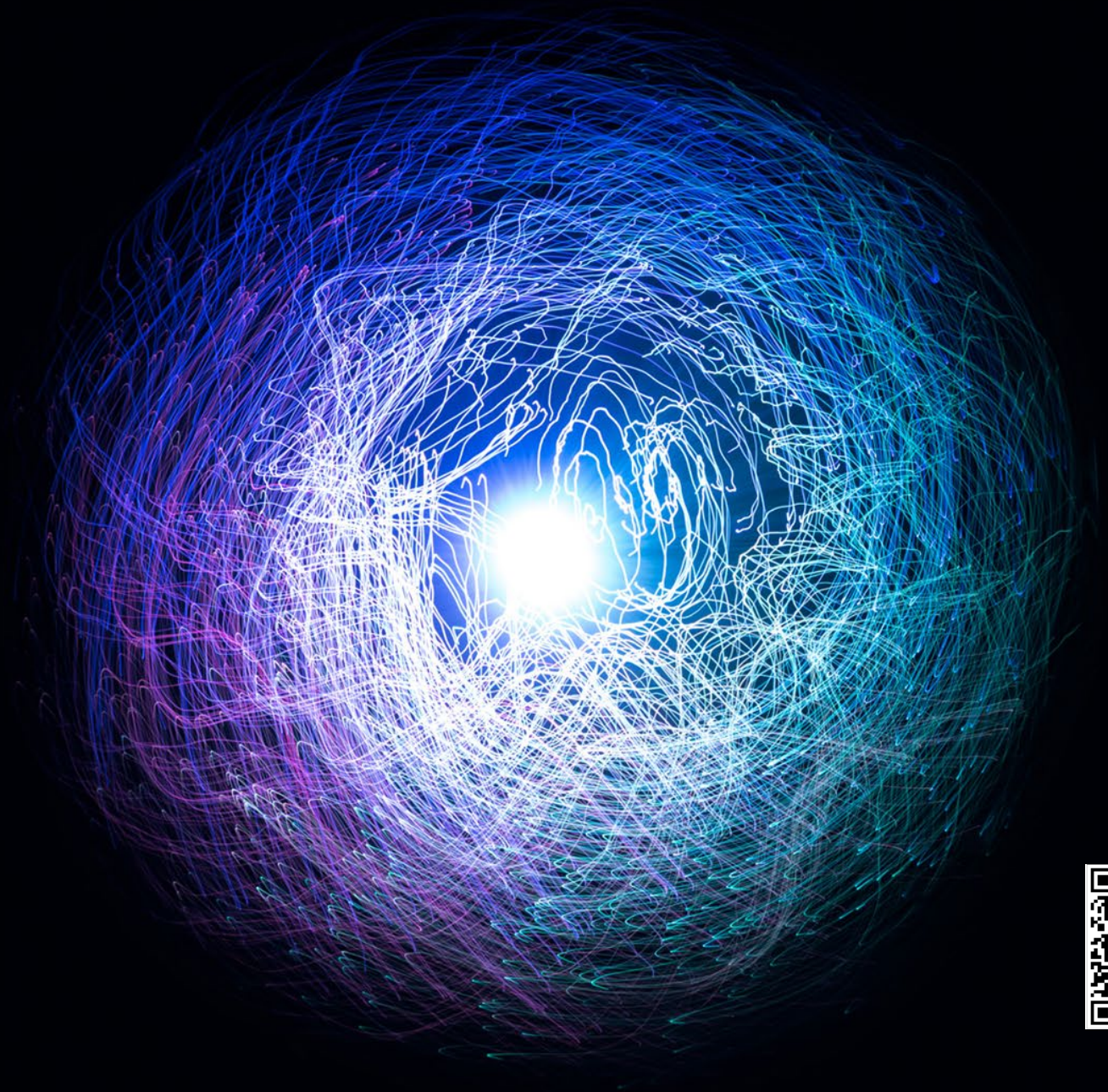
Healthy Democracy

Two fundamental challenges for Cyber Diplomacy:

- Rules and principles for state behavior in cyberspace
- Accountability for states that violate these principles

Microsoft

Takk



Kristine Beitland
@KBeitland