

**Information Security Awareness**

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We have a Basic Instinct ( reminds you of Mike and Sharon? ) within us to react to anything affecting our acceptable, believed, proven and normal state, irrespective of what gets affected, our body, our mind, social status, financial status, environment, job, Business Information(BI) etc. Any deviation in set status makes us uncomfortable. We always feel **safe** and **secure** when everything is in the state of normalcy.

Our body reacts instinctively to regain the **Feeling of Security**. For some other things like business, job, travel, financial status or marriage, we need **awareness** of how to be secure.

When we are pinched, the information of this change in physical state of skin and muscles reaches our Brain and we feel the pinch, in the real sense. We react to it in a manner we feel the normalcy would return in the fastest possible way, so that we are **safe** and **secure** again. In this case the details of untoward incident are passed on by skin and muscles to a central authority - the Brain. And the Brain decides further action so that acceptable state is regained. For all such abnormal, and even normal events, our other organs also report and consult the Brain time and again. The purpose is to bounce back to stable condition.

All our organs are incapable of taking independent decision. Neither they can have the entire picture nor the overall control needed to restore the stability - something the Brain has. It knows & decides what levels of danger each of the organs has reported and what amount of time & attention needs to be given to which organ. That is how steady state is maintained and we're ready for work, fit and agile.

With such synchronization among organs, all of them work in tandem - an example of good *teamwork*.

Let's take a case of Business and its key ingredient - the **Information** or **Business Information (BI)**.

Let's correlate our Body and Business Information. Employees can be thought of as different organs of the body. Let us not bother about which employee corresponds to which organ. Let us only consider the anatomy broadly.

- As our body finds security with the help of our organs, controlled by the Brain, the BI too should be secured with the help of employees and Information Security Organization (ISO).
- When the organs become aware of dangers, they inform the Brain for taking necessary action. Likewise the employees need to be aware of the dangers affecting the BI to be able to alert the Information Security Organisation (ISO).

The following table indicates that as all the organs strain & strive for the common goal of security, employees too should contribute towards securing the BI.

<i>Body</i>	<i>Business Information (BI)</i>
Organs	Employees
Do what they have to with common goal of Securing the Body	Should do their job and have common goal of Securing the BI
Organs work in tandem	Employees should work in tandem
Know what is good / bad for the security of the Body as a whole and work proactively	Should be alert about Security of BI
Consult Brain in case of untoward incident/s	Should consult ISO
Works as per instructions from the Brain	Should work as per guidelines from ISO
Use Anti Biotic Drugs	Install Anti Virus Software

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Well, the list is long, imagination wild and the message clear.



Let's work with common goal of keeping your Information Assets and INNOVATIONS **secure** before anybody else starts using your ideas.

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