

An Analogy for Cybersecurity

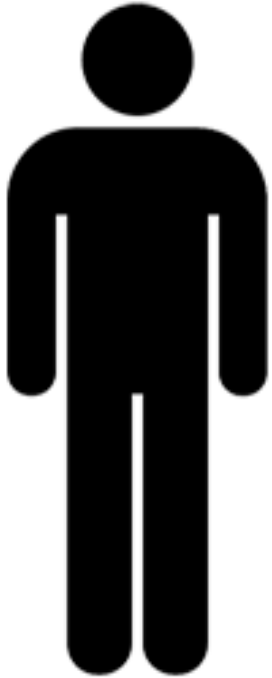
Starring John and His Bike!

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This is John



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Dream

John really wants a new bike.



Bad neighborhood



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Garage



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Analogy

Bike

Theft

Potential thief

Unlocked garage

Stealing bike from garage

John must determine risk

Risk avoidance

Acceptance

Mitigation

Deterrence

Transference