

# **The Cavalry Year[0]**

**A Path Forward for Public Safety**

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## 3 Planks of a Platform

- **Body - Public Good/Safety**
- **Mind - Security Research**
- **Soul - Civil Liberties**

## **Problem Statement:**

**Our Dependance on Technology is Growing  
Faster than our Ability to Secure it.**

**While we struggle to secure our organizations, connected technologies now permeate every aspect of our lives; in our cars, our bodies, our homes, and our public infrastructure.**

## **Our Mission:**

**To ensure technologies with the  
potential to impact public  
safety and human life are  
worthy of our trust.**

**Our Approach:**

**Collecting, Connecting,  
Collaborating, Catalyzing**

## **Our Approach:**

**Collecting existing research and researchers  
towards critical mass.**

## **Our Approach:**

**Connecting researchers with each other and stakeholder in media, policy, legal, and affected industries.**



## **Our Approach:**

**Collaborating across a broad range of  
background and skill sets.**

## **Our Approach:**

**Catalyzing research and corrective efforts  
sooner than would happen on their own.**

**The Cavalry Isn't Coming**

**One thing is clear...**

**It Falls To Us**

**The Cavalry Isn't**

**One of**

**~~Us~~**

**It Falls To YOU!**

**I am The Cavalry**

**We must be ambassadors of our profession**

**We must be the voice of technical literacy**

**We must research that which matters**

**We must amplify our efforts**

**We must escape the echo chamber**

**We must team with each other**

**Year[0] Activities**

# **Year[0] Activities**

**Research**

**Conferences**

**Government**

**People**

**Industry**

**Press**

**Deliverables**

**What Worked Well**



# **What Worked Well**

## **The Mission**

- The problems statement, instinct & timing were right. While pieces of this were tried before, timing matters...**

## **Collecting, Connecting, Collaborating, Catalyzing**

- Teamwork and collective knowledge proved immediately useful to existing research & researchers. E.g. in Medical & Auto**

## **It Takes a Guild**

- Diverse, but complementary skills made us stronger - including people from industry and from government**

# **What Worked Well (cont'd)**

## **Finding Members to Educate Us**

- To ready ourselves to be better ambassadors to the outside world**
- To train us on Professional Development and Soft Skills**

## **Outside Interest, Feedback, New Members**

- Tangible results fueled interest and commitment**
- Positive and constructive feedback loops**

**What Worked (Less Well)**

# **What Worked (Less Well)**

## **Too Much Initial Scope**

- **“Body, Mind & Soul” focused more on “Body”**
- **AKA “Public Safety & Human Life”**

## **Poor Project Management**

- **In lieu of concrete, bite-sized roles & tasks willing parties grew impatient**

## **Poor Balance**

- **Discrete progress vs external communication**
- **The void was often filled w/ false information & avoidable friction**

**Surprises**

# Surprises

## Soft Skills

- It was clear early we needed to build muscles in things like:
  - Communication Empathy
  - Professional Media Training
  - Eliminate/Soften Our Jargon

## Public Policy

- We found incredible and unlikely allies here
- Congressional Staffers were more savvy than we expected

# Surprises

## Industry Reception

- **Affected Industries had people VERY ready for the help who proved to be amazing guides and assets**

## The Mission

- **The Mainstream Media & Policy makers found the mission clear & compelling instantly**
- **Buy-in Opened More Avenues**

# The “Legal Entity”



# The “Legal Entity”

**501(c)(3)  
Educational**

**501(c)(4)  
Lobbying**

**501(c)(6)  
Professional**

**For Profit  
Various  
Forms**

# The “Legal Entity”

501(c)(3)

Educational

- All of our options came with trade-offs...
- We are now seeking a 501(c)(3)
- After forming the business plan, core work, identity, etc. this appears to be the best of our options
- We've explored being "Adopted" by an existing 501(c)(3)
- If "adoption" doesn't work, we will file directly

**Changes Going Forward**

# **Changes Going Forward**

- **More Self-Service & Structured Support**
- **Better Communication**
- **Transparency in Projects & Decisioning**
- **Production of Public Education Deliverables**
- **Initiation of “Cavalry Summit”**
  - **Events per target industry**
    - **Auto/Medial/Home/Infrastructure**
- **More International Balance/Reach**



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## Hacking group wants to play nice with automakers

LAS VEGAS - A group of well-known hackers and security professionals are trying to build better ties with the auto industry in an effort to enlist their help in improving vehicle security, one of the hottest areas of cyber research.

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**An Open Letter to the Automotive Industry:  
Collaborating for Safety**



# **An Open Letter to the Automotive Industry: Collaborating for Safety**

## **Five Star Automotive Cyber Safety Program**

- 1. Safety by Design**
- 2. Third-Party Collaboration**
- 3. Evidence Capture**
- 4. Security Updates**
- 5. Segmentation & Isolation**

# **Five Star Automotive Cyber Safety Program**

## **1. Safety by Design**

**a. VALUE: We take public safety seriously in our design, development, and testing.**

**b. PROOF: As such, we have published an attestation of our secure software development lifecycle, summarizing our design, development, and adversarial testing programs for our products and our supply chain.**



# **Five Star Automotive Cyber Safety Program**

## **2. Third-Party Collaboration**

**a. VALUE: We recognize that our programs will not find all flaws.**

**b. PROOF: As such, we have a published coordinated disclosure policy inviting the assistance of third-party researchers acting in good faith.**

# **Five Star Automotive Cyber Safety Program**

## **3. Evidence Capture**

**a. VALUE: We learn from failures and fuel continuous improvement.**

**b. PROOF: As such, our systems provide tamper evident, forensically sound logging and evidence capture to facilitate safety investigations.**

# **Five Star Automotive Cyber Safety Program**

## **4. Security Updates**

**a. VALUE: We recognize the need to address newly discovered safety issues.**

**b. PROOF: As such, our systems can be securely updated in a prompt and agile manner.**

# **Five Star Automotive Cyber Safety Program**

## **5. Segmentation & Isolation**

**a. VALUE: We believe a compromise of non-critical systems (like entertainment) should never adversely affect critical/physical systems (like braking).**

**b. PROOF: As such, we have published an attestation of the physical/logical isolation and layered defense measures we have implemented.**

# **Five Star Automotive Cyber Safety Program**

**Sign the Petition and Share it!**

**<http://bit.ly/5starauto>**

# Possible Futures

**Attitude**

# How to Get Involved



# How to Get Involved

- **Get a Job in a Target Industry**
- **Research Target Technologies**
- **Speak at Target Industry Events**
- **Help Educate Policy Makers & Media**
  
- **Join the Mailing List - <http://bit.ly/thecavalry>**
- **Follow on Twitter - [@IamTheCavalry](https://twitter.com/IamTheCavalry)**
- **Provide Feedback - [info@iamthecavalry.org](mailto:info@iamthecavalry.org)**

# The Cavalry

**The Cavalry**  
isn't coming

isn't coming

isn't coming  
it falls to us

it falls to us  
it falls to you

**it falls to you**

**I am**



**I am The Cavalry**

**You are The Cavalry**

**We are The Cavalry**

**I am The Cavalry**

**I am**

**I am a father**

**I am a son**

**I am a mother**



**I am a daughter**

**I am a citizen**

**I am a Voice of Reason**

**I am The Cavalry**

**I am The Cavalry**  
**(and so are you)**

**I am The Cavalry**

**(and so are you)**

**@iamthecavalry**