

WARNING TELECOM USERS ABOUT CYBER THREATS



Guidelines for National Authorities and telecom providers on how to inform users about cyber threats.

CYBER THREATS: TYPES OF CONSUMER OUTREACH



General awareness raising activities about potential security threats

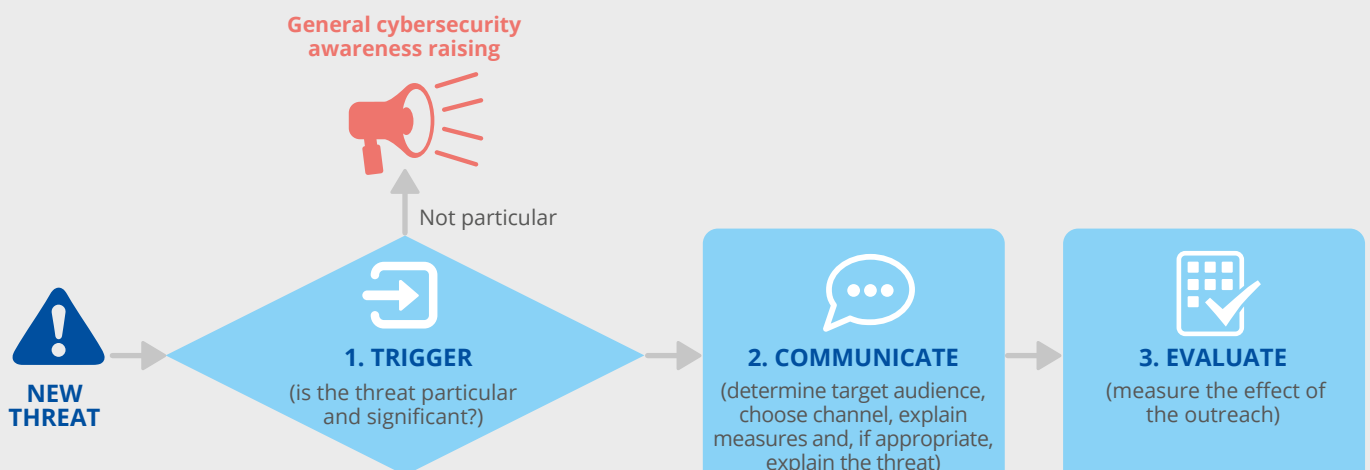
General, ex ante communication about possible threats and preventive measures e.g. importance of strong passwords.



Communications about specific security threats

Communication about a specific threat, including advice for mitigative measures e.g. protecting against SIM Swapping

FRAMEWORK FOR CONSUMER OUTREACH



CHECKLIST – WHEN AND HOW TO CARRY OUT OUTREACH ACTIVITIES

THREAT INFORMATION 	Short name	Descriptive name of the threat
	Date	Date
	Description	Short description of the threat
	References	Reference to background information, media reports, etc
	Nature of the threat	Choose from: System failures, Natural phenomena, Malicious actions, human errors, third-party failures.
	Potential impact	Describe the potential impact on the network or service
1. TRIGGER 	Particular	Determine if the threat is particular or common/general.
	Significant risk	Determine if there is a significant risk: Assess the likelihood and the potential impact to find the level of risk.
	Outreach or not	Yes or no
2. COMMUNICATE 	Channel	Choose from: SMS, emails, social media (general or direct), company's app, company's website, other (please specify)
	Measures or remedy	List specific measures the customer can take or, if there are none, explain what the outreach aims to achieve.
	Include threat information	Assess whether information about the threat itself can be included in the outreach.
3. EVALUATE 	Communication received	Describe how to measure if the communication reached the customers.
	Did customers take action?	Describe how to measure if the customers reacted
	Other KPIs	Describe other KPIs that can be used to assess effectiveness.

