

Building Partnerships to Combat Cybercrime



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**BETSY BRODER
US FEDERAL TRADE COMMISSION
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Key Message



- Cybercrime is a complex and multifaceted threat
- There is no single solution
- Different stakeholders bring different tools and expertise
- Be open to partnerships

Public-Private Partnerships



- **Cybercrime hurts everyone**
 - Who are the stakeholders in the business community?
 - What are their interests?
 - Why would they want to assist in an investigation?

Public-Private Partnerships



- **Assistance in criminal investigations**
 - Subscriber information
 - Consumer complaints
 - Financial impact of the unlawful conduct
- **Development of industry best practices**
 - Make everyone part of the solution
 - Adoption of technological solutions
- **Consumer awareness and education**
 - Prevention of harm
 - Assistance in recovery

Public-Private Partnerships



- **Ideas for outreach**
 - What entities in your jurisdictions might be appropriate partners?
 - Who are the fraud detection/prevention partners
 - Are there opportunities to create networks or working groups to share updates?
 - What other opportunities can you identify?
 - Are you involved in any such partnerships now?

Partnerships with Other Governmental Authorities



- What authorities share enforcement or regulatory enforcement authority?
 - Telecom regulators
 - Consumer protection authorities
 - Others?

Partnerships with Other Governmental Authorities



- What can other authorities bring to the effort?
 - Consumer protection authorities
 - ✦ Deception, marketing standards, false advertising, no refunds provided as promised
 - ✦ Remedies available
 - ✦ Burden of proof and absence of intent
 - Telecom
 - ✦ Termination of service
 - ✦ Chargebacks for consumers

Multinational Partnerships



- Cyberfraud has no national boundaries
- Investigations often require coordination with counterparts in other nations
 - MLATs
 - Other data sharing opportunities
 - Coordinated law enforcement activities

Multinational Partnerships



- **International Mass Marketing Fraud Working Group**
 - Mass marketing – sweepstakes, sweetheart, business opportunities, often marketed through mixture of online and telephone contacts
- **London Action Plan (LAP)**
 - Anti-spam network of enforcement, regulatory and technology professionals
 - Training, policy development, coordinated law enforcement
- **International Consumer Protection Enforcement Network (ICPEN)**
 - Regulatory, civil and criminal enforcement authorities
 - Access to econsumer.gov database

Building Partnerships to Combat Cybercrime



- **Public-Private Partnerships**
 - To take advantage of the resources and expertise
- **Multi-Agency Partnerships**
 - To maximize the impact of government resources and enforcement tools
- **Multinational Partnerships**
 - Develop network of contacts
 - Engage in multinational

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