Opening Remarks of FTC Chairwoman Edith Ramirez
Start with Security
San Francisco, California
September 9, 2015

I am delighted to be here in San Francisco this morning to welcome you to the Federal

Trade Commission's first "Start with Security" workshop. At the outset, I would like to thank

Chancellor Wu and the University of California Hastings College of the Law for co-sponsoring

this event and hosting us today. I also want to acknowledge the FTC staff who organized this

program, as well as express my gratitude to the speakers who are joining us today to share their

insights and expertise.

A few blocks from here, Apple is unveiling its newest products. Here we have a launch

of a different kind – the launch of the FTC's promote a

ng that consumers' personal

urity" initiative, we are hosting

ical guidance to small and medium-

tices.

ppers can integrate security into their

engine of growth in today's economy,

ce secure.

vices, you are transforming the lives

, we can instantly hail a ride, optimize

evices. Thanks to you, we can track

ven contribute to medical research

through the devices we wear. The software revolution has left little untouched, with tremendous benefits to consumers and society as a whole.

But in a world where everything is connected, insecure products and services can have significant consequences. In recent months, we have heard about online dating service breaches that exposed users' intimate information, the theft of digital currency through attacks on bitcoin exchanges, and the hacking of vehicles that could place lives at risk. It has never been more clear that we must secure the software supporting our digital lives.

The tech industry is critical to this effort. Innovation begins with you, but so too should security. As start-ups, you spend much of your time thinking about raising capital, securing patents, or increasing your marketing. But the security of your products can also play an important role in the success of your business and widespread consumer adoption. The consequences are very real when consumers' privacy and security are compromised. It is bad for business, and bad for consumers. Your presence here today underscores your commitment to prioritizing security.

I.   FTC Enforcement

Before I turn to how you can build in security from the start, let me briefly describe the FTC's privacy enforcement program. To protect consumer privacy, the FTC brings law enforcement actions against companies of all sizes in both the online and offline arenas. We have taken action against social networks, pharmacies, and mobile app developers, among others. Through our enforcement, we aim to ensure that companies make truthful representations about their privacy and security practices, and that they provide reasonable security for consumer data.

Unfortunately, as our cases demonstrate, not all companies have implemented reasonable

security

First, think about privacy and security as you design your product

III. **Workshop Overview**

You may wonder how a start-up that is bootstrapped for resources, growing at breakneck speed, and continuously pushing code can implement these practices. How can security be adapted to such a dynamic, fast-paced environment?

To answer these questions, today's workshop will focus on creating a secure app development lifecycle. That lifecycle has many phases – building a culture of security from the start by embracing "security by design," adapting security testing in high-growth settings, and developing a plan for responding to vulnerabilities. Our exchange today will leverage the expertise of tech industry experts, as well as the FTC's own enforcement experience, to identify practical ways that each of you can build secure apps.

You will hear from security engineers who have built security programs at high-growth start-ups like Dropbox, Etsy, Pinterest, and Twitter. You will also hear from experts at platforms like HackerOne that help companies of all sizes create the kinds of security programs once reserved for only the largest tech companies. From securely designing and coding your apps to engaging with the security community when bugs are discovered, you (pps)]TJ   18.71 0 Td   ( )Tj   [(t)-2(o)]TJ

IV.   Conclusion

To close, I want to emphasize that by adopting security best practices in your organization, you can ensure that your products and services are trustworthy. So while your motto may be "Move fast and break things" or "Think different," I would also urge you to take a step back and implement your creative and disruptive ideas responsibly. As you innovate, keep in mind that you are also stewards of consumer data, that the loss of that data could have disastrous consequences, and that, to avoid these consequences, you have a responsibility to start with security.