Introduction

SSP Blue is the leading advisory firm for online Safety, Security, and Privacy ("SSP") challenges facing corporations and governments worldwide. Our goal is to protect the public by helping our clients strengthen and safeguard the integrity of the online assets their customers rely on every day. We have developed specific protocols and methodologies to minimize threats and protect the SSP of your users.

For over 20 years, Hemanshu (Hemu) Nigam, founder of SSP Blue, has spearheaded programs to protect the safety, security, and privacy of users at the most scrutinized government institutions and corporations. SSP Blue works with an established network of legal and technical experts, crisis communications professionals, and former law enforcement officials, which gives the firm the agility to support clients of any size. Through Hemu's deep relationships, the firm also provides clients with access to the right influencers and builds strong coalitions within the SSP community.

Hemu is proud to have worked with Harvard University's Berkman Center for Internet & Society and the State Attorneys General of the United States to develop the next generation of online SSP standards. These standards have repeatedly been hailed by governments and academics as the new benchmark for any entity concerned with online safety. That's why Hemu has recently been called upon to serve as the online security authority for The United Nations, the Obama Administration, and other high-profile entities.

We have the ability not only to provide strategic counsel and coalition building, but also to get inside your products and services and implement solutions that work.

Your Blueprint for Safety, Security, and Privacy. SSP Blue.

Services

Safety	Security	Privacy
• New Product Reviews • Technology • Educational Programs • Government Compliance • Crisis Response • External Affairs	• Technology • Educational Programs • Enforcement • Application Security • Government Compliance • Crisis Response • External Affairs	• Privacy Planning • Privacy Implementation • Educational Programs • Government Compliance • External Affairs

Services Explained

A holistic approach to safety, security, and privacy is the best way to protect both your users and your reputation. When possible, we prefer to work with clients on each of the three Ps – Programs. Policies. Processes. Addressing these three areas is the key to effectively protecting any online infrastructure and the people who rely on it. And we believe in introducing your efforts to influential members of the industry, government, and media who can attest to your work. We also recognize that every business has different needs as it grows, and the urgency of a situation sometimes requires support for specific aspects of a client's online properties. For these circumstances, we're pleased to offer the services described below.

Safety

Cyberbullying. Solicitation. Exposure to illegal content. These are just a few of the perils threatening the safety of your customers, employees, and partners – especially when you offer interactive consumer products online. SSP Blue's leadership wrote the book on online safety, and the standards we developed are widely used by governments, NGOs, academics, and the private sector. Let us put these standards to work for you to keep your users safer and prevent your network from being exploited by child pornographers, predators, and human traffickers.

New Product Reviews
Show us a great online idea, and we'll show you how an ill-intentioned user might exploit it. Then we'll help you design your products and features in a way that minimizes risk and keeps your users safer online.

Technology
With a myriad of technologies designed to keep your users safe, we can tell you where your investments are best placed and help you and your users make the most

of the safety technologies you choose. We can also work with your in-house experts to make your own technologies safer.

Educational Programs
Academic institutions and NGOs have developed benchmark programs for online safety education. We can help you extend their standards to your platform and help teach your users how to stay safer online.

Government Compliance
Overlooking a simple government expectation or regulation can cause a major impact to your business' bottom line. We stay on top of the latest regulations and enforcement trends, helping you identify and fix risk areas and exceed government expectations.

Crisis Response
We know crisis. And we've helped top government, media, and technology companies respond to unexpected threats under the most stressful situations. The larger you are, the higher the risk of an attack on your users and your brand integrity. We'll work with you to implement incident response plans that can be triggered anytime, anywhere.

External Affairs
We live at the intersection of online issues, talking with journalists, NGOs, academics, governments, and top companies each day. Let us build a coalition of influential advocates who can attest to your investments in user safety. And if a crisis hits, your CEO or president isn't always the right spokesperson. We can go beyond crafting your messaging to doing the talking for you – in print, online, on radio, and on camera.

Security

From identity theft to data breaches, the Internet has brought a world of online criminals to our doorsteps. We believe you should put the same level of thought into your online security as you do your physical security, but it can be difficult to know where to start. We'll find your weak spots and work with you to build defenses.

Technology
Front- and back-end technologies that identify and prevent spam, phishing, and malicious attacks can go a long way to deter criminals. We will work with your engineers and vendors to clearly define an implementation strategy that benefits enforcement efforts and consumers.

Educational Programs

Users need education to navigate online systems securely and to utilize the security tools created by your company for their benefit. We will identify 'teachable moments' across your site and build the proper messaging for these events. We will also help you create a security awareness site that builds trust with your user base while giving them the knowledge they need to be secure online citizens.

Enforcement

The best deterrence comes from a strong enforcement program. We will help develop an internal team that can investigate, identify, and prosecute criminal activity and civil harm. We will also help investigate breaches, leaks, and other IP theft to reduce loss and build a case for law enforcement referral or civil action.

Application Security

As your users demand more and more applications, you will need a way to prevent rogue applications from violating your terms of use, user privacy, and user security. We will define and help you build a program that can efficiently allow applications to go live with reduced risk and quickly remove rogue applications that attempt to beat the system.

Crisis Response

Major spam, phishing, and malicious code attacks can cause severe setbacks to your users, leading to a loss of user and advertiser trust and ultimately harming your revenue potential. We will provide strategic guidance during such occurrences, including bringing in key public relations expertise when needed. We will also provide the know-how to build an infrastructure that is ready for future crises.

Government Compliance

With the federal government increasingly active in online investigations and many states passing laws on public disclosure of data breaches, it's easy to stir up a government inquiry. When the law changes or new compliance trends emerge, we know it and will work with your teams to determine what needs to be done.

External Affairs

We live at the intersection of online issues, talking with journalists, NGOs, academics, governments, and top companies each day. Let us build a coalition of influential advocates who can attest to your investments in online security. And if a crisis hits, your CEO or president isn't always the right spokesperson. We can go beyond crafting your messaging to doing the talking for you – in print, online, on radio, and on camera.

Privacy

In an increasingly interconnected world, we all engage in quick communication with our colleagues, partners, and friends. But we want to safeguard that information from the peering eyes of others. We've created privacy programs for some of the most complicated and most trafficked social networks, and we can do it for you.

Privacy Planning
Each website is different in its user base and user expectations. We will work with you to define your philosophical views on privacy and set clear expectations with your users.

Privacy Implementation
Transparency, control, and choice are the most important facets of any privacy program. We will help you define and execute a program that proves to your users that you truly care about their privacy.

Educational Programs
Your users may falsely assume they have more privacy online than in the physical world. We'll help you explain to them the importance on keeping personal information private and how to maintain privacy online.

Government Compliance
From online advertising principles to privacy principles, many voluntary programs exist to reduce the risk of user revolt or privacy lawsuits. We will guide you through this process and help you comply efficiently.

External Affairs
Many NGOs, government bodies, and trade associations have claimed a stake in the privacy arena. Let us build a coalition of influential advocates who can attest to your investments in protecting your users' privacy. And if a crisis hits, your CEO or president isn't always the right spokesperson. We can go beyond crafting your messaging to doing the talking for you – in print, online, on radio, and on camera.

Hemanshu (Hemu) Nigam Biography

Hemanshu (Hemu) Nigam is the founder of SSP Blue, the leading advisory firm for online safety, security, and privacy challenges facing corporations and governments. A veteran of online security, he brings over 20 years of experience in private industry, government, and law enforcement. He has been called upon by institutions from the United Nations to The White House to provide counsel on the world's most critical online information security challenges and has been a featured expert by BBC, *BusinessWeek,* CNN, *Financial Times,* Fox News, *The New York Times*, and *The Wall Street Journal*.

From 2006 to 2010, Hemu was Chief Security Officer for News Corporation's numerous online properties, responsible for protecting the personal information of over 200 million users around the world. He has been credited with making MySpace safe and secure after launching initiatives like Sentinel SAFE, technology to identify and remove criminals from the social networking site. He also drove the launch of over 150 other safety, security, and privacy protection features for MySpace and played a key role in an accord between MySpace and 49 State Attorneys General to develop key principles of social networking safety.

Previously, from 2002 to 2006, Hemu worked for Microsoft where he led a global initiative to build safety standards into products across the company from Xbox to MSN to Windows. He also implemented a virus enforcement strategy and collaborated with the U.S. Secret Service, Interpol, and the FBI to develop Microsoft's landmark Anti-Virus Reward Program. The program is credited with toppling one of the world's most notorious virus creators in 2005.

From 2000 to 2002, Hemu was Vice President of Worldwide Internet Enforcement at the Motion Picture Association of America, where he spearheaded a global effort to combat online movie piracy for the major Hollywood studios. During his tenure, Hemu implemented anti-piracy technology that allowed MPAA to eliminate more than 100,000 illegal movie websites in a year.

From 1997 to 2000, Hemu held simultaneous roles in the federal government, serving as a federal prosecutor against child and computer crimes for the U.S. Department of Justice, advisor to a Congressional commission on child safety, and counsel to The White House on cyberstalking. In addition to prosecuting Internet predators, Hemu was behind the prosecution of 17 foreign nationals engaged in the trafficking of women and children into the United States.

Hemu began his career as a deputy district attorney in Los Angeles County from 1990 to 1997, specializing in prosecuting sexual assault and child abuse cases. During his tenure, Hemu handled over 1,000 criminal matters and was a recurring lecturer at rape crisis centers across Los Angeles.

Hemu recently worked with Harvard University's Berkman Center for Internet & Society and the State Attorneys General to develop widely used online safety standards. He currently serves as co-chair of President Obama's Online Safety Technology Working Group and sits on the board of the National Center for Missing and Exploited Children.

He earned his juris doctorate from Boston University School of Law and his bachelor's degree in government and political theory from Wesleyan University.

###