

CyberSafety Games Localization

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Localization steps

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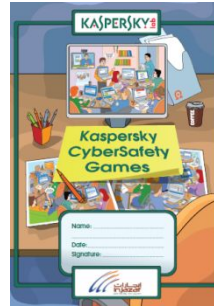
Localizing In-Game Texts

CyberSafety Game Materials are:

Maps and chips



Materials used during the training



Game Server



Presentations shown to people

Maps



3 maps

Printed on A2

On a durable material, like film

Rules presentation

Shown to participants before and after the gaming part



RULES

EXAMPLES OF THE BETS
MADE

CyberSafe



REMEMBER:

Afraid of people, not broken computers

You don't have to be a target to be a victim

Security = part of Efficiency

Good people always win

DO:

This you

Be oth

Co

Ma
Cyt

Where to learn more

www.securelist.com



In-Game Slides

Shown to participants from the CyberSafety Games server, during the gaming part

Opening suspicious link

- Unknown contact
- Strange language
- Address/link too long or unfamiliar

OPENSOURCE

CELEBRITY NUDE PHOTOS LEAK

KASPERSKY

August 2014



Fast and simple:

- The cracking program was published
- By Sunday 4am somebody star photos on 4chan

OPENSOURCE

CRIMINAL – VANDALISM FOR FUN



Calce, a.k.a. MafiaBoy, a high school student from Montreal Canada, for using a cracking program to launch a publicize attacks on sites such as CNN

People who use borrowed programs (developed by professional hackers) to attack networks and deface websites in an attempt to make names for themselves.

WHAT CAN I DO?

- Carry your portable media with you (like a bag in the airport)
- Store portable media in a safe place
- Return unattended portable media to IT Security
- Encrypt devices/files
- "Clean desk" policy

Omega legend

Legend: Omega company & its staff

Omega is in trade business, company is a good financial health, but on a highly competitive market. Omega employees need to work hard, fast and smart to make decent revenues and bonuses.

In their daily job they face different cyber threats as all common staff of common company.

People of Omega team:

Ron - back-office manager

Rita - Omega's sales executive

Michael, Alex, Dina, Joe and Jenny - back-office people

IT/IT Security people are not on the pictures, working behind the scenes, so for today Omega employees are on their own when it comes to withstanding the cyber threats.

Your goal is to help Omega team to identify the cyber threats they are facing.



Bets & Scores:



Given to participants during the game, as a hints for making bets

2-sided A4

Working with maps

During the game you will receive the maps with scene from work life of Omega company staff.

There are Omega personnel on the map. You can see their names on badges on their clothes.

Employees use corporate and personal equipment for their jobs.

The "Click" symbol means the person clicks on a button or opens a web-link.



Your goal is to detect whether each of the marked zones contains or does not contain a cyber threat, and put your bet on how confident you are about it.

Optional: if you bet for the cyber threat for the zone, you can put extra bet on how frequent such cyber threat is in the typical office environment.

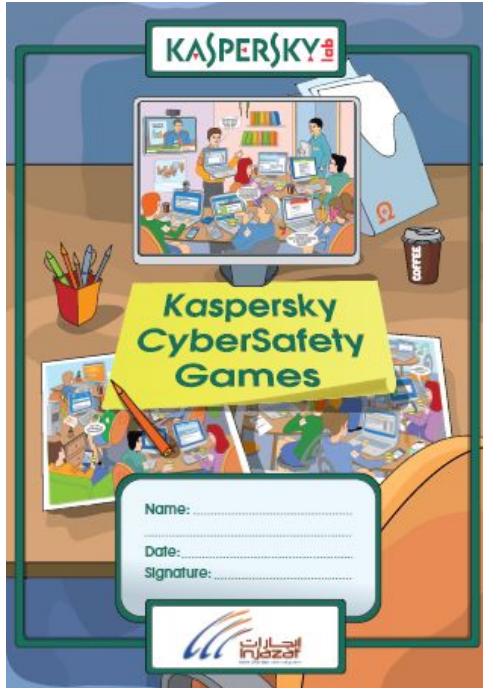
Your score is points for Threat + points for frequency of the threat

Examples:

Your bet is	Reality	Threat	Your score	Your bet is	Reality	Threat	Your score
100%	+	-	+15	100%	+	-	+35
50%	+	-	+5	50%	+	-	+5

Good luck!

Takeaways



Kaspersky CyberSafety Games

Passwords

Account with simple password may be broken / stolen / misused

THE CHECKLIST:

- Use password family
- Store passwords in safe locked place, (next to home key)
- Create strong/memorable passwords
- Use password testing utility (Kaspersky)
- Change/Report potential compromise to IT
 - One saw your password
 - Actions you didn't do
- Use Passwords Managers

Where to learn more:

- Creating passwords: <http://www.wikihow.com/Create-a-Password-You-Can-Remember>
- Password Manager: <http://www.kaspersky.com/password-manager> (the version, 5 passwords)
- Checking passwords: <http://blog.kaspersky.com/password-check/>

Take the following training modules from Kaspersky Online skills training platform:

- Passwords

7

Given to participants after the training

30-pages 2-sided A5 brochure

Co-Branded with the customer name

Localization

Keep the name “Kaspersky CyberSafety Games” – it’s a brand.

Do not translate it.

Localization sequence

- **Translate Maps**
 - Training map
 - Office, Airport, Conference Room
- **Create online versions of Map and load into the CSGames server**
- **Translate CSGames Rules presentation**
- **Translate Slides from CSGames In-Game Slides**
 - and upload them into CSGames Server
- **Translate Messages in the CSGames Server**
- **Translate Takeaways**
- **Translate Omega Legend**
- **Translate training materials:**
 - Criminal plagues
 - Form 1 / Form2
 - Risk cards

Localizing CSGames Maps

Important notice:

Players are 100% dependent on the content of the maps when playing. If they can't get the picture right, they lose the score and get angry.

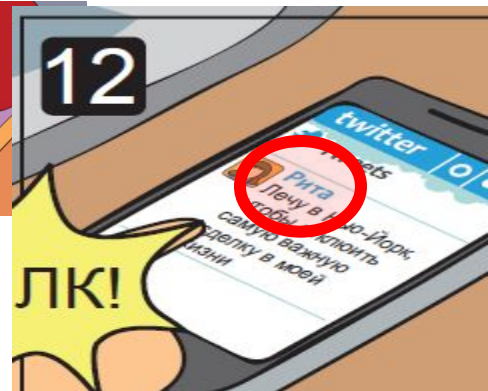
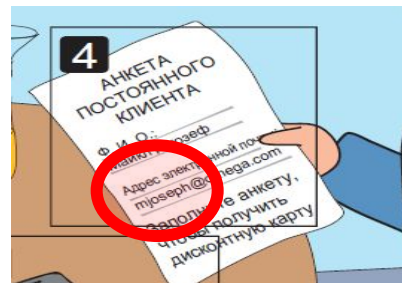
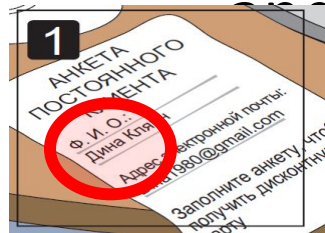
So every map should be 100% bullet-proof with each small detail that can help players to understand where the threat is and why.

Names

- Change (not translate!) all names to typical local people names

- Keep the same names in Maps, and in the Omega Legend
- Don't forget “small details” like

email



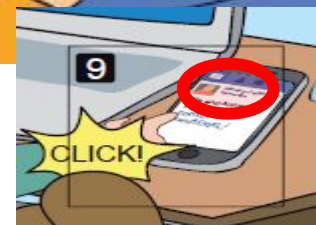
Screenshots

- Change real phishing/malicious emails screenshots for the same/similar examples of malicious mails, etc – but in the local language.
- Don't translate screenshots, use typical local malicious examples
- Use examples which match to the “Red flags” on the corresponding Slide from “InGame slides” (slide 23, suspicious email – signs for the zone 11)



Change all non-Omega names mentioned on the Maps also

- Here “John Doe” stands for English euphemism of “non-existing person”.
- Don’t translate /keep “John Doe”
- Substitute with local euphemism of “non-existing person”



Same for zone9 – substitute “Henry Johnson” to illustrate that this is “known person”. Refer to the corresponding “In-Game Slides” to learn what the picture should demonstrate (Slides 1-2 “malicious email for zones 1-9)

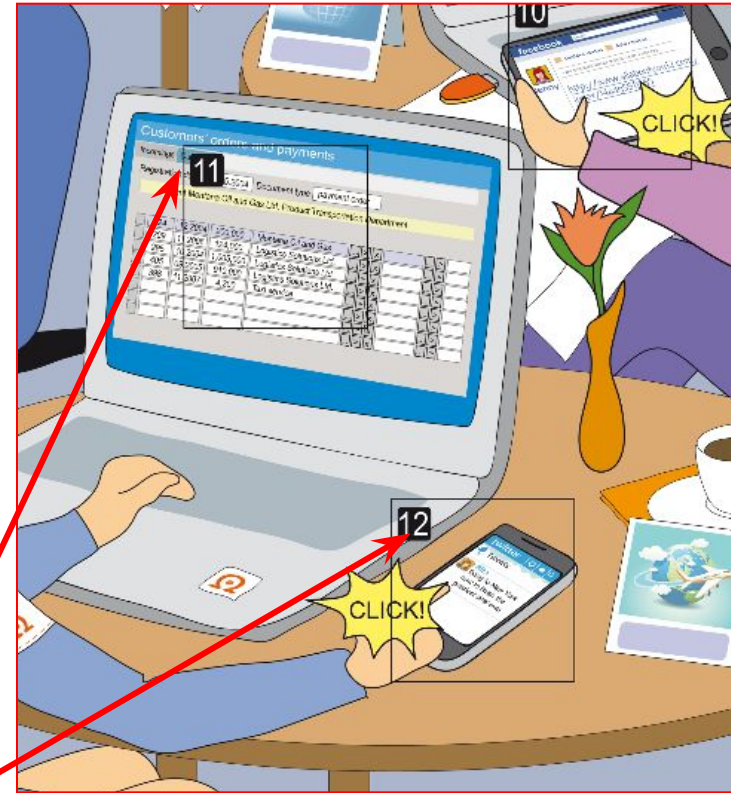
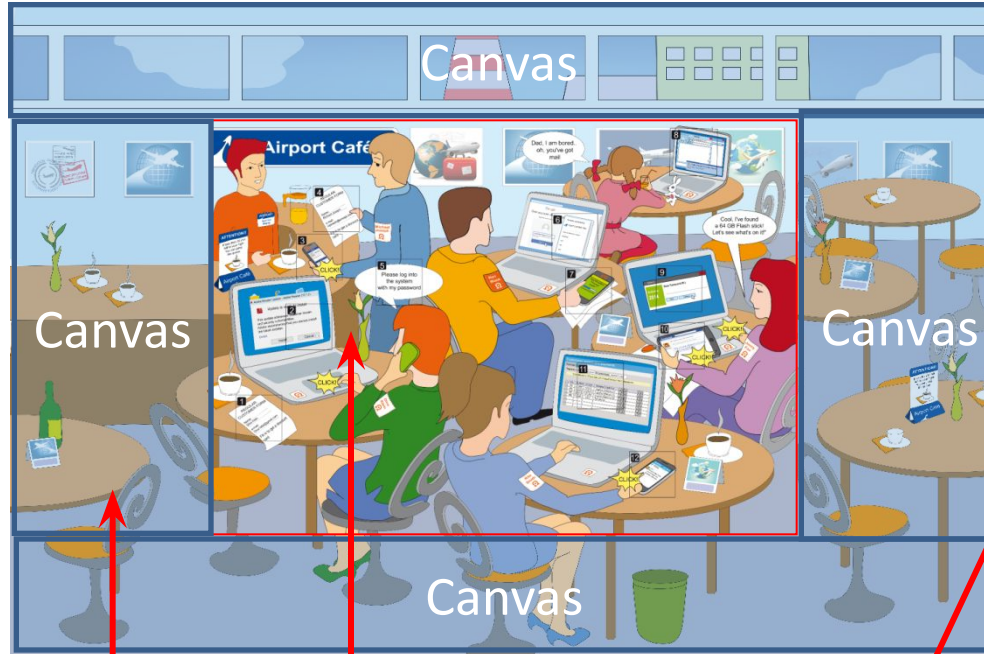
Don't lose the meaning when translating

- Zone 3 – its essential that it is a online game championship, outside of office hours, in the computer club, outside of office.
- Substitute the address (Lexington st.) to be local, but keep the meaning of the whole zone



PRODUCTION OF MAPS AFTER LOCALIZATION

MAP elements



Canvas

Main area with
all risk zones

Risk zones with
numbers

Output 1. Map for printing - no canvas, Marked risk zones, A2

Instruction:

- Open document in .ai
- Make active Layer 1 and Layer 2
- Set centering A2 size paper in Document Setup
- Save fragment in pdf or tiff format for further printing

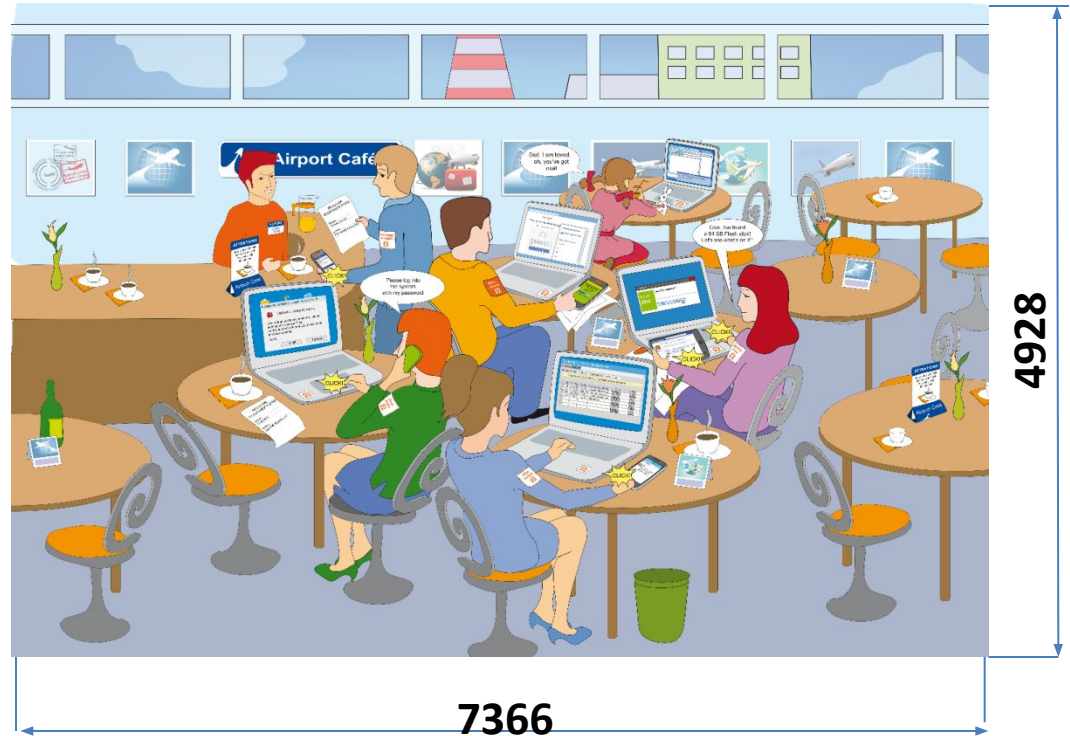
-Print on A2 size



Output 2. Map for software - with Canvas but without risk zone markers (png)

Instruction:

- Open document in .ai
- Make active Layer 1 only
(but not Layer 2)
- Export file to Photoshop
- Set resolution 7366 x 4928 pixels
- Save in PNG format



Upload Map t

- Upload PNG file
- Set the “Margins” to be xxx and yyy
- Verify the rectangle on the screen includes all areas with Zones, and not the “canvas space” around it, where there is a picture but no meaningful zones.

Trial Map: No

Name: Openspace

Name for the trainer:

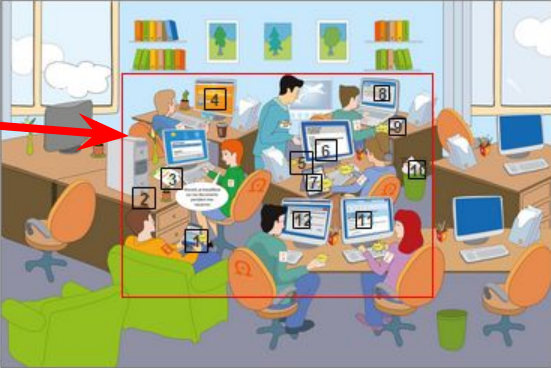
Offset X: 1807

Offset Y: 981

Width: 7366


Height: 4928

Map image:



Choose File No file chosen

Map icon:



Choose File No file chosen

Comment: Office v3.6_240215_png_s polyami

Verify or Correct Zones on the maps

- Open each and every Zone of the Map
- Verify that Zone on the Maps shows exactly in the same place where the zone is on the printed map.
- Modify the Zone coordinates and sizes, if necessary
 - Please ensure all zones are the same size
- **DO NOT MODIFY ANYTHING ELSE IN THE ZONE FIELDS**

Zone coordinates type * percentage

Position X(pixels) * 1157

Position Y(pixels) * 2788

Position X(%) * 20

Position Y(%) * 70

Zone width * 300

Zone height * 300

Criminal criminal..

Security Domain Password
AV/Apps
DataLeak
Mobile

Exercise Exercise..

Situation description Opening suspicious link in social network

Zone

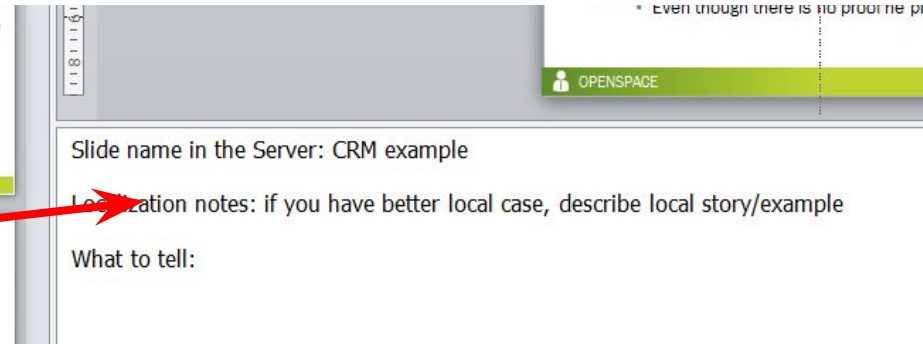
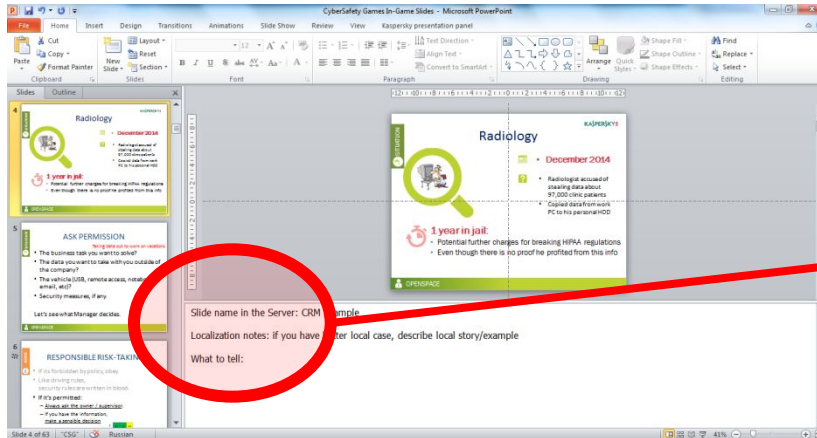
Vincent, je travaillerai sur ces documents pendant mes vacances

Making Slides for CyberSafety Games

- Translate
- Upload to CSGames Server
- Embed into the CSGames Takeaways

Translate each and every slide from “CyberSafety Games In-Game Slides v2.ppt”

- Mind the “Localization notes” in Powerpoint!
- Always substitute pictures from the Maps with the pictures from the localized maps.



- Save as PPT for future edits
- Save As PNG
(choose “save Every slide” option, and set 220ppi resolution)
- Slides should be named SlideXX (1..63) (Powerpoint will do it itself)
- Uploading slides into CSGames server
(see next pages)

Open Slides part on the CSGames server, sort by Slide number.

The screenshot shows a web browser window with the URL `cybersafety-de.cloudapp.net/admin/slide/index`. The page title is "USERSTORY" and the user is logged in as `admin@admin.com`. The breadcrumb trail is "Main / Manage Slides".

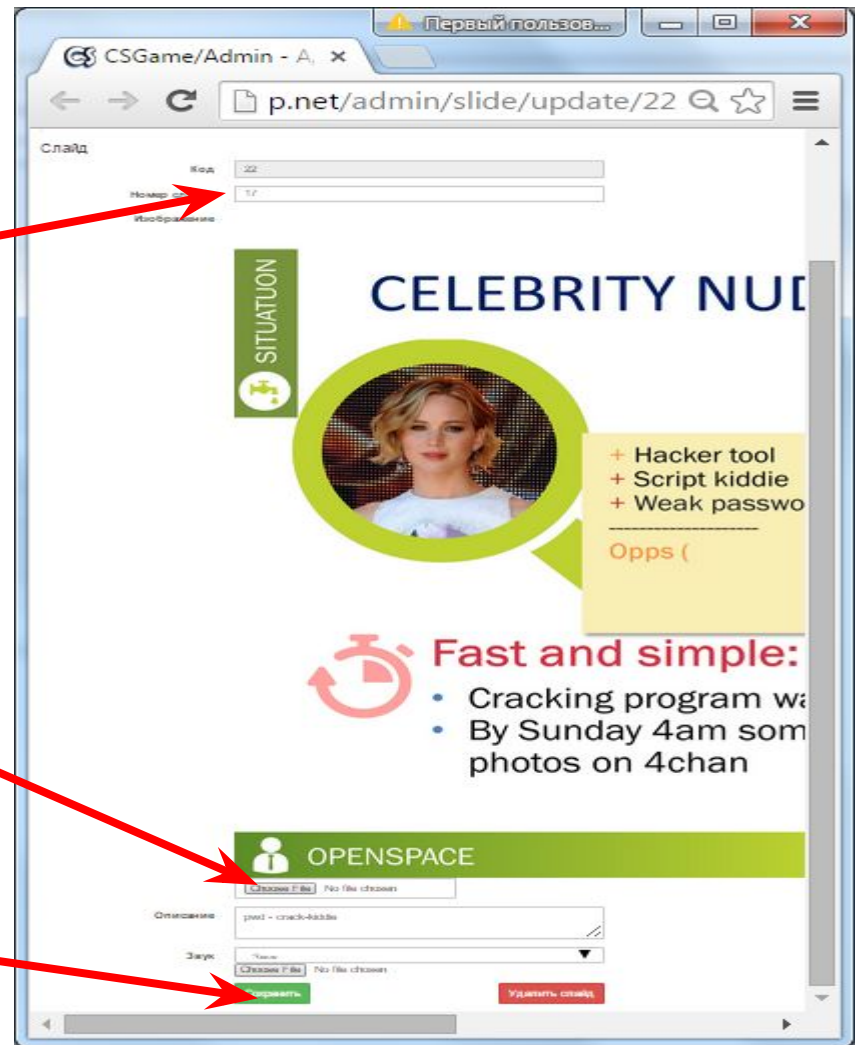
Slides

Buttons: [Create slide](#) [Bulk upload](#)

Code	Slide number	Image	Description	Zones
27	1		Malicious email - details	Opening suspicious link in social network
28	2		malicious email - compare	Opening suspicious link in social network
29	3		Malicious email - checklist	Opening suspicious link in social network
23	4		CRM example	Taking corporate data outside
26	5		CRM out - exerc. rules	Taking corporate data outside
36	6		info ownership	Taking corporate data outside Sending confidential information outside, ignoring security alerts Copying a large data to the personal HDD

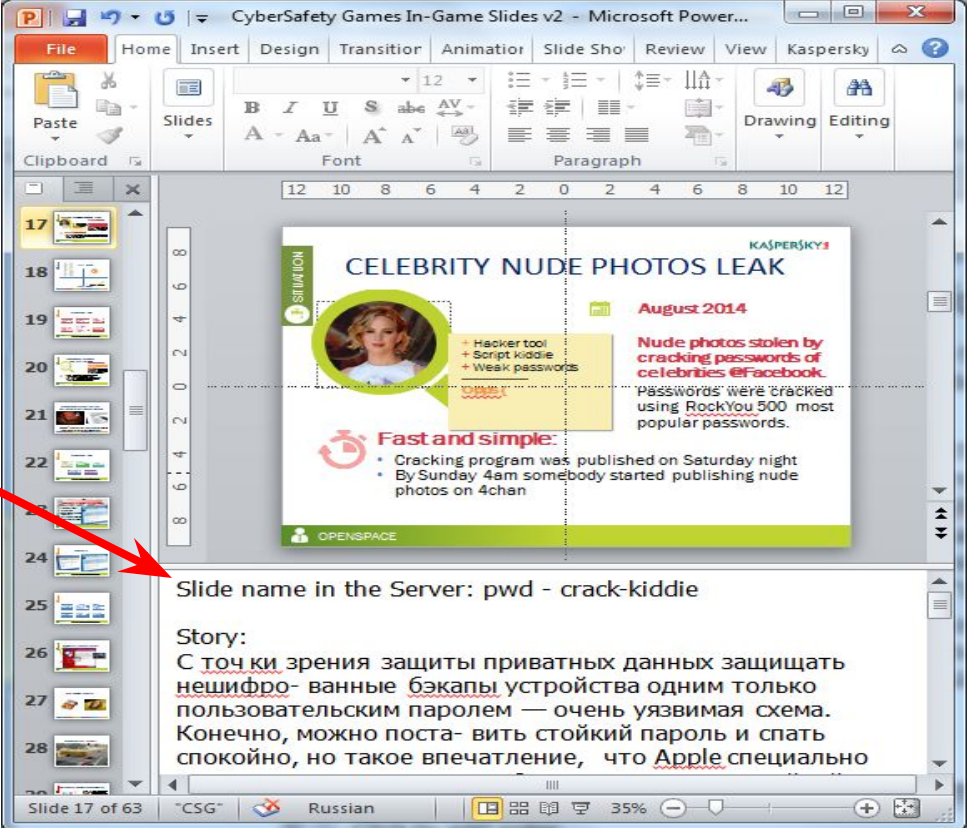
Open each Slide for editing

- Note the slide number XX
- Select the corresponding SlideXX PNG file instead of English image
- Do not edit anything else in the Slide record
- “Update”



Double-check yourself

- In the “In-Game Slides.PPT”, each slide is also marked where it should go on the CSGames server
- in Notes, read “Slide name in the Server”.
- It should be the same, as “Description” field of the Slide on the CSGames server



The screenshot shows a Microsoft PowerPoint window titled "CyberSafety Games In-Game Slides v2 - Microsoft Power...". The slide displayed is slide 17, titled "CELEBRITY NUDE PHOTOS LEAK". The slide content includes a Kaspersky logo, a date "August 2014", a photo of a woman, and text describing a "Fast and simple" cracking program. The notes section below the slide contains the following text:

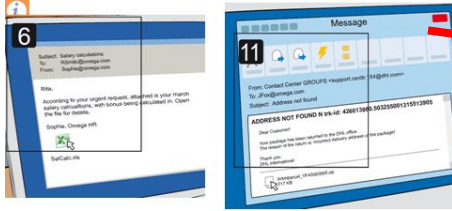
Slide name in the Server: pwd - crack-kiddie

Story:
С точ ки зрения защиты приватных данных защитить нешифро- ванные бэкапы устройства одним только пользовательским паролем — очень уязвимая схема. Конечно, можно поста- вить стойкий пароль и спать спокойно, но такое впечатление, что Apple специально

A red arrow points from the text "Slide name in the Server" in the notes to the "Description" field of the slide on the CSGames server mentioned in the list.

Insert Slides texts into Takeaways

Compare



Change screenshots to localized
Insert texts from slides into “Title” and “Checklists” of the takeaways

OPENSOURCE CYBER SAFETY IS EVERYONE'S RESPONSIBILITY

ADVICE

Do you know the contact?	Does it seem normal? • Subject? • Language? • Urgent actions?	It's too good to be true! • Offering Money • Threatening with penalties
Unnatural greeting?	Invitation to install software?	Request to enter data?

OPENSOURCE CYBER SAFETY IS EVERYONE'S RESPONSIBILITY

Kaspersky CyberSafety Games

Email and attachments

Attachments may contain malware



THE CHECKLIST:

Known contact?
Is it normal? Subject Language Force urgent actions
It's too good to be true! Offering Money Threatening with losses
Awkward greeting?
Asked to install software?
Ask to enter data?

Where to learn more:

- Take the following training modules from Kaspersky Online skills training platform:
- Email security
 - Anti-phishing Phil
 - Anti-phishing Phyllis

Translate Messages in the CSGames Server

Substitute each and every text entry in the “Texts and Settings” in the dedicated CSGames server (**“Value” field**)

Don't change any other parameters/settings

Do not change non-text settings (like Colors, timers)

- are mandatory

group	<input type="text"/>
Alias *	<input type="text" value="status_select_for_info"/>
is language *	<input type="text" value="is language.."/>
value	<input type="text" value="Making bets"/>
	<input type="button" value="Save"/>
	<input type="button" value="Delete"/>

Do not change “Is language” field – keep it blank

Translate Messages in the CSGames Server

Substitute each and every
editable text field
for each and every Exercise in
the “Exercises” section of the
CSGames server

Field marked with * — are mandatory

Exercise

Code: 15

Name for the exercise: Exercise Mitigation

Name for the exercise: * Hash mitigation

Exercise question: What can you do to prevent the threat?

Question for the Balance assessment:

Enter your suggestion here. You can suggest several options or means.

Axe X - start: frequency

Axe X - middle:

Axe X: high

Axe Y - start:

Axe Y - middle:

Don't change any non-text
parameters, specially timers

Translate Messages in the CSGames Server

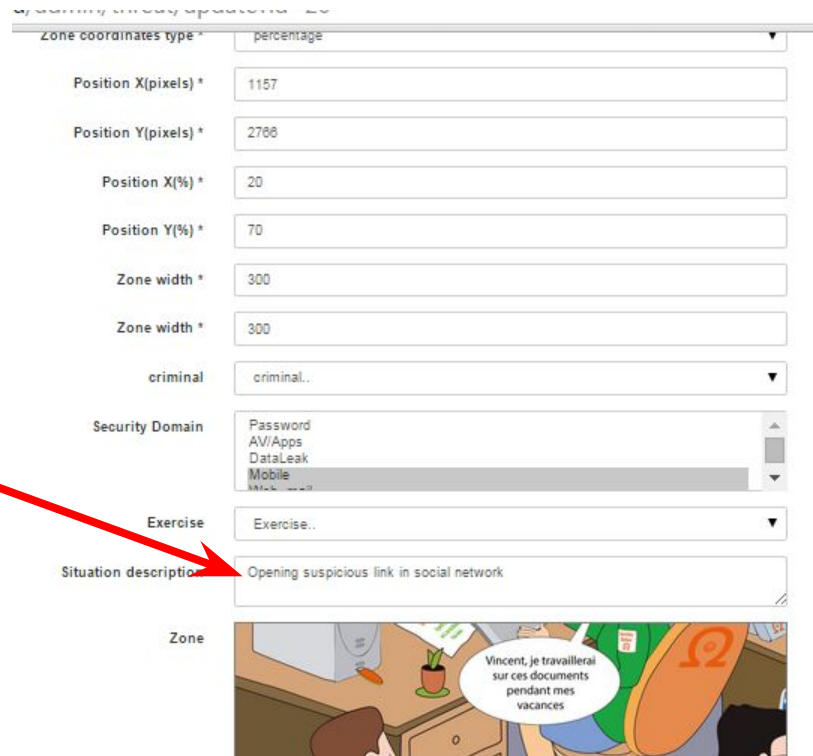
Open Map

Open each Zone for editing

Change the name of the Zone for each and every Map (only field “**Situation description**”)

Save

Don't change any other parameters



Zone coordinates type * percentage

Position X(pixels) * 1157

Position Y(pixels) * 2788

Position X(%) * 20

Position Y(%) * 70

Zone width * 300


Zone width * 300

criminal criminal..

Security Domain Password
AV/Apps
DataLeak
Mobile
Mick...

Exercice Exercice..

Situation description * Opening suspicious link in social network

Zone 

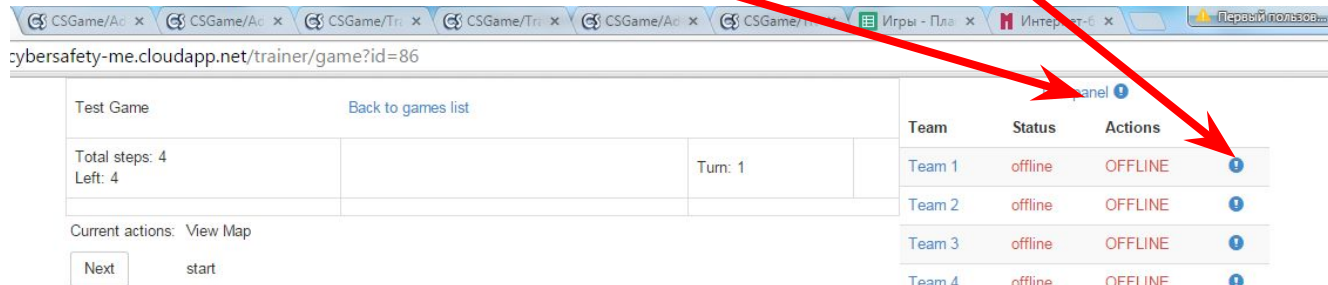
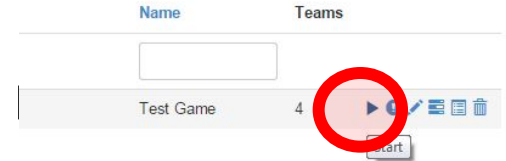
DO NOT EDIT THE FOLLOWING SERVER SECTIONS :

- Security Domains
- Criminals
- Sounds
- Scenarios
- Tickets
- Basic settings

Generally, do not change any fields,
except texts and images

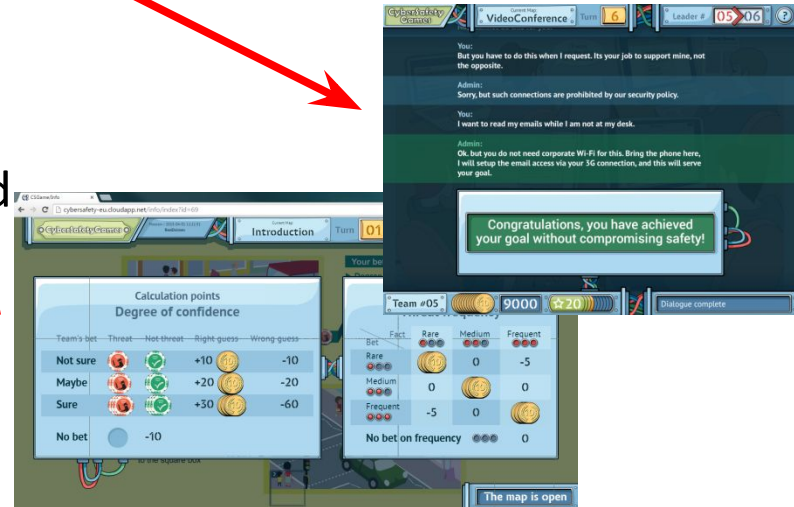
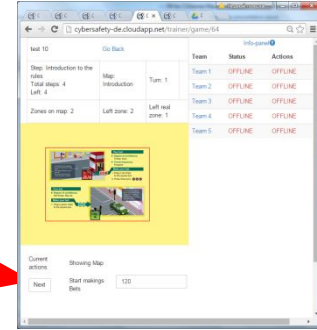
Testing your CSGames server localizations

- On the CyberSafety Games Server, open the Trainer's
- Use the Game named "Test Game" and Play it
- Then in TrainerView, open Team 1 (click on it to open in new window) and Info panel (click on it to open new window)
- You are ready to see how your localization looks for the user
- Any time you can "restart the game" and start the testing over



Testing your CSGames server localizations

- Open trainer panel, run “Test Game” make each and every step by clicking Next
- Look at what appears on the Team1 screen and on the Information screen on each step of the training
- If you don't like how your localization work, open Administration panel, and change relevant Texts, Exercise texts, Slides, etc- and refresh Team1 and InfoPanel, and do this until you are satisfied with the results.



Thank you for your contribution

Vyacheslav.borilin@kaspersky.com

Please mind I am OOF
23.07 – 20.08.2015