

**From:** Vincenzo Iozzo <[REDACTED]>  
**To:** "jeffrey E." <jeevacation@gmail.com>  
**Subject:** Re: Speech at the EU parliament  
**Date:** Mon, 28 Sep 2015 11:06:30 +0000

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Unrelated, but I think you'd like this site: <http://nautil.us>

It's a "science" magazine

Sent from my Iphone

On Sep 28, 2015, at 18:39, jeffrey E. <jeevacation@gmail.com> wrote:

great

On Mon, Sep 28, 2015 at 6:36 AM, Vincenzo Iozzo <[REDACTED]> wrote:

Yeah good point, will run through it and simplify!

Btw a fancier way of saying the market for lemon thing is that attackers are adaptive players, so "back testing" on previous data doesn't give you a good indication of whether the product will protect you in the future or not

Anyway thanks again for reading it! You alright?

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On Sep 28, 2015, at 18:33, jeffrey E. <jeevacation@gmail.com> wrote:

try to make the talk more to a 6th grade level. . overly long complex sentences put people to sleep

On Mon, Sep 28, 2015 at 6:31 AM, Vincenzo Iozzo <[REDACTED]> wrote:

Thanks for reading it. Noted on sentences, I tend to write overly long ones :/

Cost center: with the exception of anti-fraud and stuff that boosts customers confidence, people buy (defensive) security stuff either because of fear, regulation or because they might lose money/IP otherwise.

Market for lemons: for most products it's impossible to tell whether they work or not because it's impossible to fully predict what a new attack will look like. Which means that you cannot really test them

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On Sep 28, 2015, at 18:23, jeffrey E. <jeevacation@gmail.com> wrote:

Security is a cost center for

nearly all organizations and it is also a perfect market for lemons.?? sentences should be simplified

On Sun, Sep 27, 2015 at 9:30 PM, Vincenzo Iozzo <[REDACTED]> wrote:

Jeffrey,

I'm giving a 15min speech at the EU parliament next week on the regulation of intrusion/surveillance software.

Attached my notes for the talk, if you have time to go through them and have some feedback that would be great. I think you'd be a good example of the target audience. Thank you!

How are things otherwise?

Take care,  
Vincenzo

Sent from my Iphone

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