

From: "jeffrey E." <jeevacation@gmail.com>
To: Vincenzo Iozzo <[REDACTED]>
Subject: Re: Speech at the EU parliament
Date: Mon, 28 Sep 2015 10:39:52 +0000

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?

Sent from my Iphone

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

Sent from my Iphone

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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