



Securing the Datasphere

Standards-Based Trust for Global Leverage

Bangkok, Thailand — November 2019

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Our Global Presence



-  **HQs, Admin/Sales**
-  **Design**
-  **Manufacturing**
-  **Customer Support**



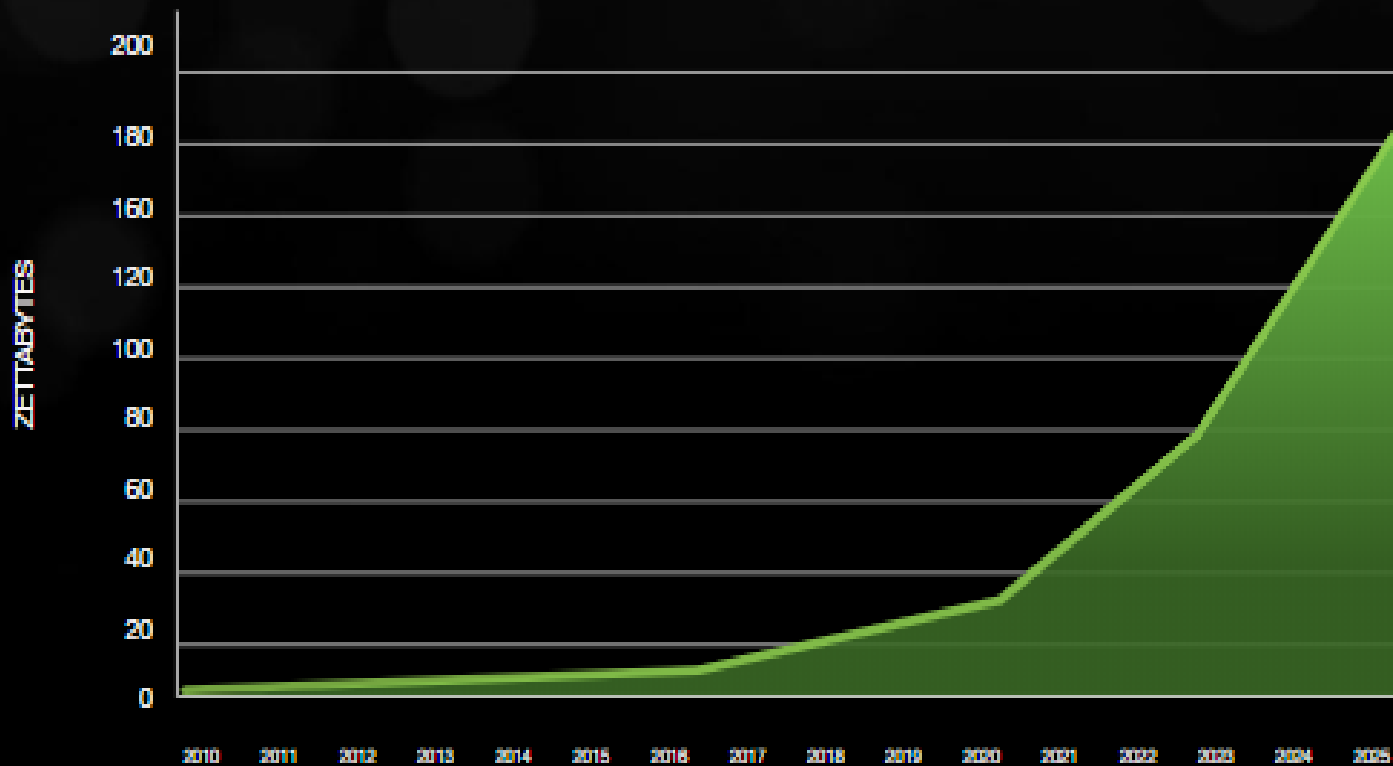


Crafting the Datasphere

Seagate was founded on the belief that **Data is Potential**. Our mission is to continuously craft a datasphere that maximizes data potential for everyone.

Global Data Explosion

The IDC Data Age 2025 report predicts massive volumes of data creation and a convergence of every industry utilizing the value of data



175ZB
● DATA CREATED

1 Zettabyte Printed



Covers Earth's
Surface 2 Times

175 Zettabytes = 175,000,000,000,000,000,000 Bytes



Evolution of The Datasphere

The Storage Market Continues to Transform

1.0

Clunky by today's standards, the beginning of the Data Age means that mainframe computers and basic software language begin to mediate information. We realize the potential of digital data.

2.0

The first wave of significant data growth takes place. PCs and client-server workstations provide direct access to data. Most data in this paradigm is local and just stored—not activated.

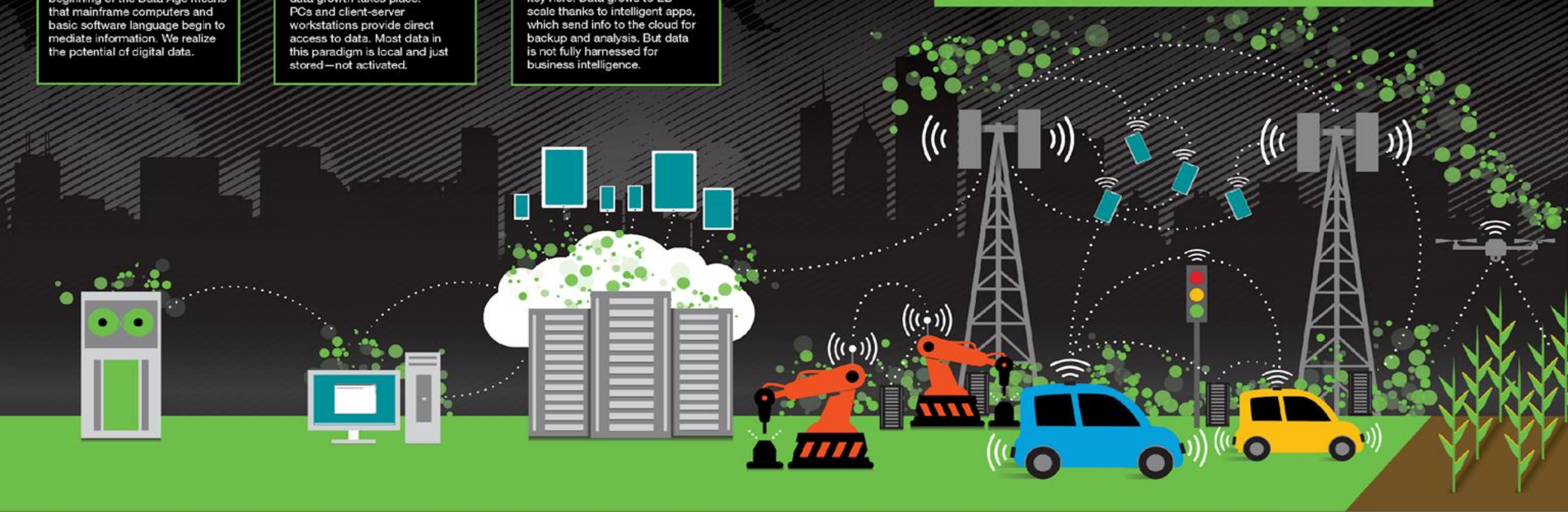
3.0

Mobile and cloud computing are key here. Data grows to EB scale thanks to intelligent apps, which send info to the cloud for backup and analysis. But data is not fully harnessed for business intelligence.

4.0

IT 4.0 is here.

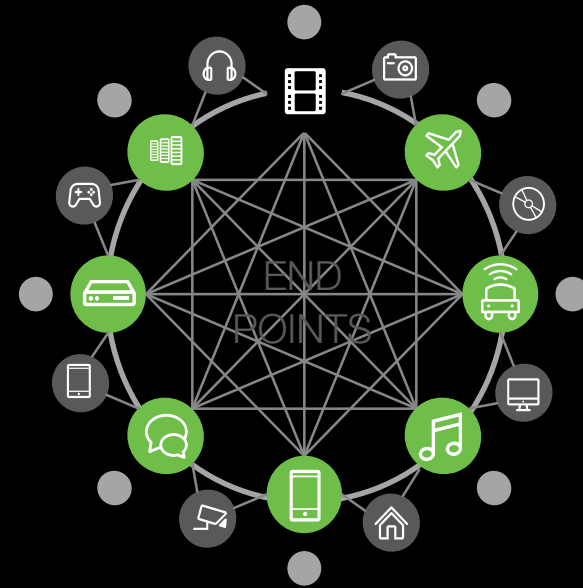
The new era means data that is active, not passive. AI is used for prediction. IoT data is analyzed and acted upon near the network's edge. 5G bandwidth enables massive growth of M2M communications.



DIGITAL DISRUPTION

4.0

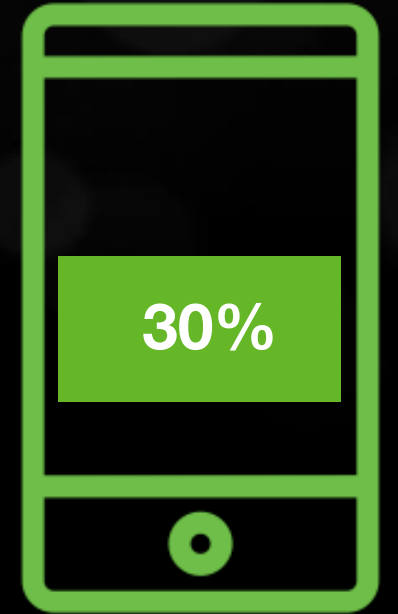
The Edge



| Data 2025 Report

True Mobile and Real-Time Data

- 75% of the world's population will be connected by 2025.
- Increase in connectivity requires parallel leaps in real-time and mobile data access.
- By 2025, almost 30% of data created will be real-time in nature.



| Data 2025 Report

Cognitive/AI Systems Change the Landscape

- Cognitive systems will become proactive drivers of action.
- New technologies make data analysis more frequent, flexible, and important to our lives.
- Machine-to-machine decisions real-time, some critical to life.



| Data 2025 Report

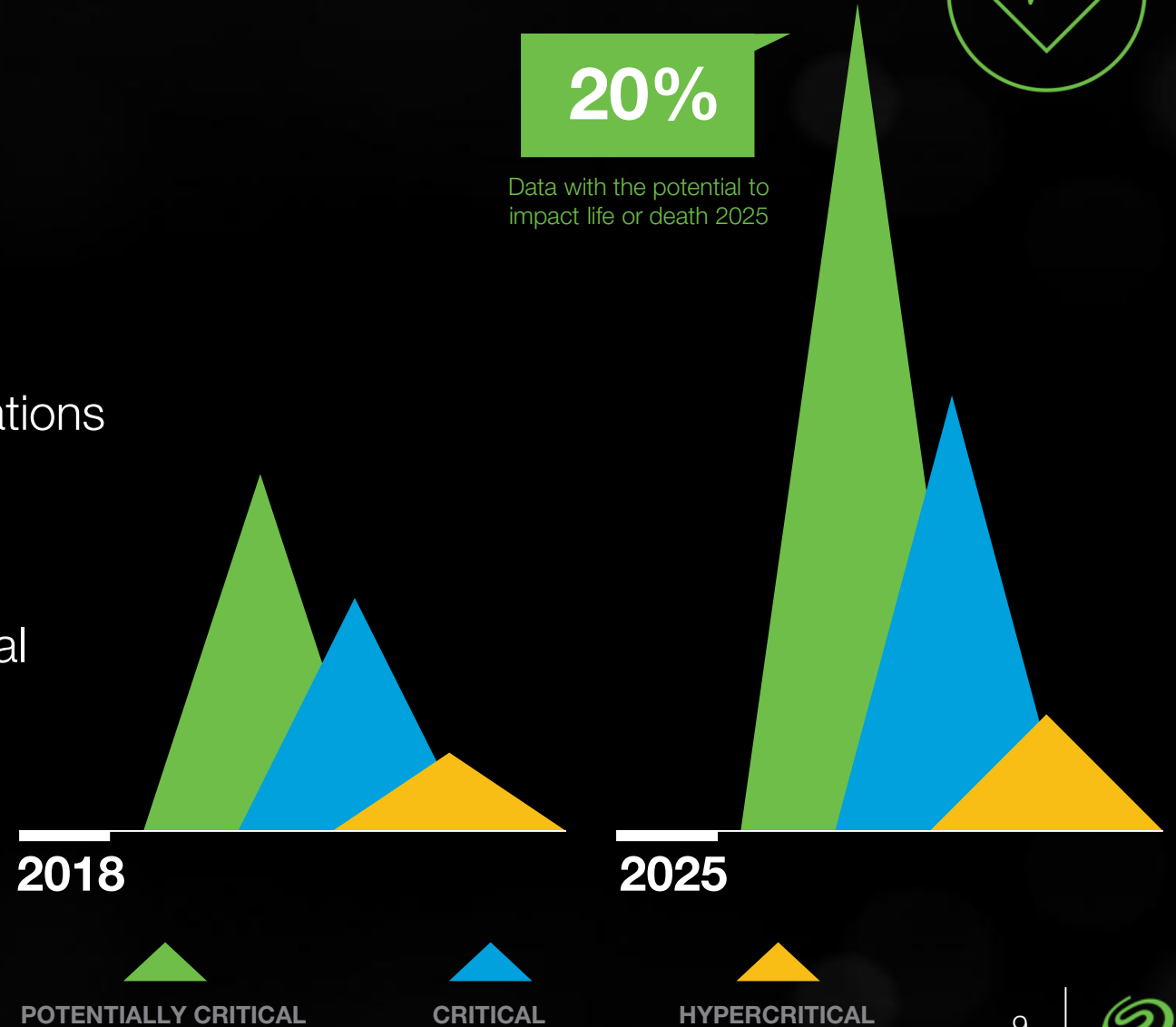
From Life-Enhancing to Life-Critical

- Data is essential to the optimal operation of our society and our lives.
- If the data flow stopped, our business operations and daily lives would be severely impacted.
- The proportion of data expected to be critical and hypercritical in 2025 illustrates this growing dependency.



20%

Data with the potential to impact life or death 2025



| Data 2025 Report

Security as a Critical Foundation

- More data means more vulnerability.
- As the global datasphere explodes in size, so does the gap between secure and unsecure data.



45%

The amount that
actually will be
protected

90%

Data created in
2025 that **should**
be secured

2025





Data Is Valuable

Data Protection Regulations

- EU General Data Protection Regulation (GDPR)
- California Consumer Privacy Act (CCPA)

Data Handling and Delete Regulations

- EU Lot 9 Regulations

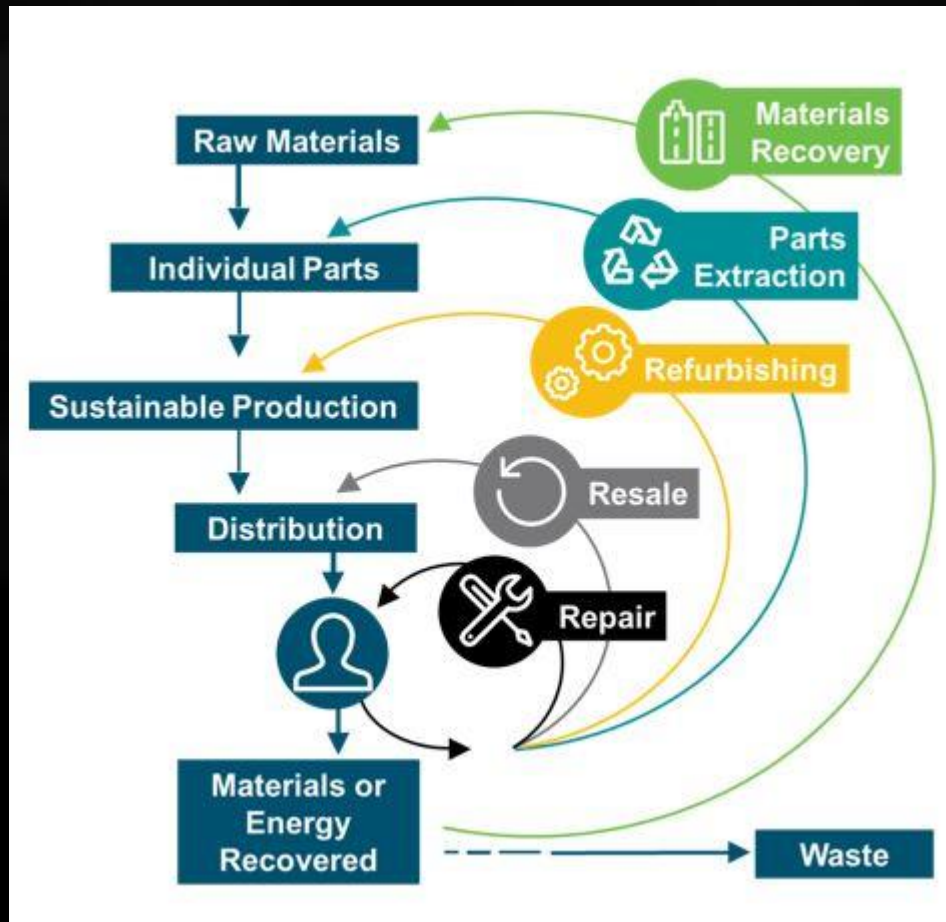
Cybersecurity Regulations

- Many countries & regions

Data regionalization and localization laws will influence the solutions



| Global Circular Economy



Compliance

Data Privacy Laws: HIPPA, GDPR, CCPA

Cybersecurity Laws: Many Countries/ Regions

Sustainability, Trade, and Fair Labor Regulations

Threats

Data Breach

Alternative Markets

Counterfeit / Fraud

Compromised Products



| End-To-End Product and Data Trust

End-To-End Trust Enables Product and Data “Chain of Custody” Proofs



- Components, devices, solutions, and services logically designed to be Secure and Trusted
- Trusted and immutable digital hardware identities and artifacts
- Trust networks for product and data integrity, and provenance proofs



Secure and Trusted Products



SECURE PRODUCT

	Essential	Certified
Secure Supply Chain	<input type="radio"/>	<input checked="" type="radio"/>
Hardware Root of Trust	<input type="radio"/>	<input checked="" type="radio"/>
Signed Firmware/Software	<input type="radio"/>	<input checked="" type="radio"/>
Secure Boot and Update	<input type="radio"/>	<input checked="" type="radio"/>
Instant Secure Erase	<input type="radio"/>	<input checked="" type="radio"/>
Self-Encrypting Drive	<input type="radio"/>	<input checked="" type="radio"/>
FIPS 140-2		<input checked="" type="radio"/>
Common Criteria		<input checked="" type="radio"/>

Essential
Device Trust

Essential Data
Trust

**Certified Device &
Data Trust**



- Globally Recognized Standards
- 3rd Party Evaluation
- Certification
- Public Security Certificates



| Global Standards for Leverage

Trusted Digital Products

ISO 15408: Common Criteria
ISO 19790/FIPS-140 Crypto Module
Validation Program (CMVP)

Trusted Data Protection and Erasure

ISO 27040: Media Sanitization
NIST 800-88: Media Sanitization
FIPS-197: AES Encryption

Trusted Hardware Identity

ISO 11889: Trusted Platform Module
Emerging TCG DICE, Cerberos, and
Titan Standards



Trusted Development and Supply Chain

ISO 20243: Trusted Technology Provider
NIST SP 800-161

Trusted Cryptography

NIST: Crypto Algorithm Validation
Program (CAVP)
NIST 800-57: Crypto Strength
NIST: 800-XX Series

Trusted Digital (IT) Infrastructure

NIST Cybersecurity Framework (CSF)
ISO 27001/2: Information Security
Management Systems
ISO 27XXX Series



ISO 20243: Open Trusted Technology Provider

Design, Source, Make, Deliver, Service



Category	Section	Subsection
Technology Development	Product Development / Engineering Method	Software / Firmware / Hardware Design Process
		Configuration Management
		Well-Defined Development / Engineering Method Process and Practices
		Quality and Test Management
		Product Sustainment Management
	Secure Development / Engineering Method	Threat Analysis and Mitigation
		Run-time Protection Techniques
		Vulnerability Analysis and Response
		Product Patching and Remediation
		Secure Engineering Practices
Supply Chain	Supply Chain Security	Monitor and Assess the Impact of Changes in the Threat Landscape
		Risk Management
		Physical Security
		Access Controls
		Employee and Supplier Security and Integrity
		Business Partner Security
		Supply Chain Security Training
		Information Systems Security
		Trusted Technology Components
		Secure Transmission and Handling
		Open Source Handling
		Counterfeit Mitigation
		Malware Detection



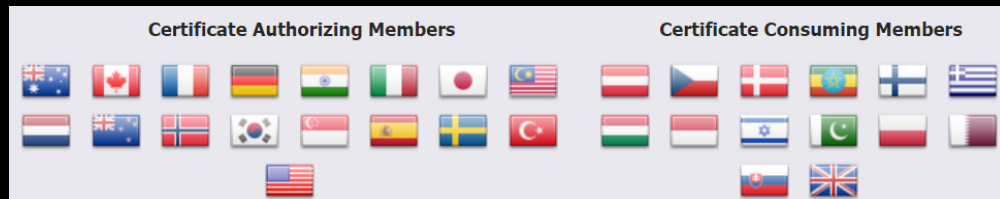
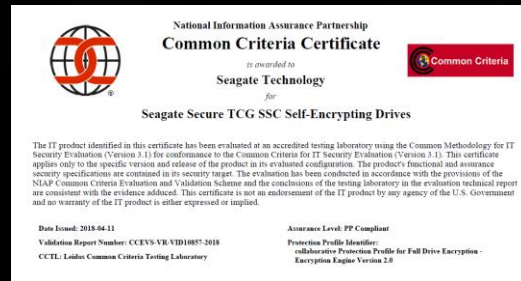
ISO 15408: Common Criteria Certifications

“Common Criteria for Information Security Evaluation”

Protection Profiles Across Data, Storage, Compute, and Networks



Certified Security



- Access Control Devices and Systems – 2 Protection Profiles
- Biometric Systems and Devices – 2 Protection Profiles
- Boundary Protection Devices and Systems – 11 Protection Profiles
- Data Protection – 12 Protection Profiles
- Databases – 3 Protection Profiles
- ICs, Smart Cards and Smart Card-Related Devices and Systems – 76 Protection Profiles
- Key Management Systems – 4 Protection Profiles
- Mobility – 2 Protection Profiles
- Multi-Function Devices – 2 Protection Profiles
- Network and Network-Related Devices and Systems – 10 Protection Profiles
- Operating Systems – 2 Protection Profiles
- Other Devices and Systems – 53 Protection Profiles
- Products for Digital Signatures – 19 Protection Profiles
- Trusted Computing – 9 Protection Profiles



ISO 19790 : FIPS 140

“Cryptographic Module Validation Program”

“Cryptographic Algorithm Validation Program”



Section
Cryptographic Module Specification
Cryptographic Module Interfaces
Roles, Services and Authentication
Software/Firmware Security
Operational Environment
Physical Security
Non-Invasive Security
Sensitive Security Parameter (SSP) Management
Self-Tests
Life-Cycle Assurance
Mitigation of Other Attacks

- Certified Information Security Products
- Certified Cryptography



ISO 27040 / NIST 800-88: Media Sanitization



NIST
National Institute of
Standards and Technology

DATA ERASE ATTESTATION	
DEVICE INFORMATION	
<ul style="list-style-type: none">• Make: Seagate• Model: ST1800MM0130• SerialNumber: WBN00PEA0000J804HAG3• Firmware version: CT01• Media Type: disk• FIPS140-2 Certificate: N/A	
MEDIA ENCRYPTION INFORMATION	
<ul style="list-style-type: none">• Encryption Algorithm: AES-256• Confidentiality Mode: XTS	
ENCRYPTION KEY INFORMATION	
<ul style="list-style-type: none">• Key Generation:<ul style="list-style-type: none">- Random Number Generator: NIST SP800-90a conformant DRBG- DRBG Certificate: No.62 or No.1146• Key-wrap Method: MEK is wrapped by KEK using NIST approved key-wrap algorithm• Key-material Destruction: Three-time overwrite of KEK• Key Escrow: Not Supported	

SCSI Solid State Drives (SSDs) This includes SCSI, SAS, Fibre Channel, etc.	
Clear:	Overwrite media by using organizationally approved and validated overwriting technologies/methods/tools. The Clear pattern should be at least a single pass with a fixed data value, such as all zeros. Multiple passes or more complex values may alternatively be used.
Purge:	Two options are available: <ol style="list-style-type: none">1. Apply the SCSI sanitize command, if supported. One or both of the following options may be available:<ol style="list-style-type: none">a. The block erase command.b. If the device supports encryption, the Cryptographic Erase (also known as sanitize crypto scramble) command. Optionally: After Cryptographic Erase is successfully applied to a device, use the block erase command (if supported) to block erase the media. If the block erase command is not supported, the Clear procedure could alternatively be applied.2. Cryptographic Erase through the TCG Opal SSC or Enterprise SSC interface by issuing commands as necessary to cause all MEKs to be changed. Refer to the TCG and vendors shipping TCG Opal or Enterprise storage devices for more information. Optionally: After Cryptographic Erase is successfully applied to a device, use the block erase command (if supported) to block erase the media. If the block erase command is not supported, the Clear procedure is an acceptable alternative.
Destroy:	Shred, Disintegrate, Pulverize, or Incinerate by burning the device in a licensed incinerator.

- Defines acceptable media sanitization
- Across all media types, from paper to digital
- Data Risk Management Structure

“Structure for Certified Erase”



| Trust in the Datasphere



DATA IS POTENTIAL

Thank You

