

kaspersky

**Kaspersky Overview:
Our values, business,
solutions and services**

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“Our mission is simple – building a safer world. And in fulfilling that mission we aim to become the global leader in cybersecurity – by securing technology to make sure that the possibilities it brings become opportunities for each and every one of us.

Bring on endless possibilities. Bring on a safer tomorrow.”

Eugene Kaspersky, CEO of Kaspersky

We are a global company, with a global vision and a focus on international markets. We operate in 200 countries and territories and have 34 offices in more than 30 countries. Our team consists of more than 4,000 highly-qualified specialists.

Our mission is to build a safer world. We believe in a tomorrow where technology improves all of our lives. Which is why we secure it, so everyone everywhere has the endless opportunities it brings. In the modern world, cybersecurity is about more than just protecting devices, but developing an ecosystem where everything connected through technology is immune to cyber threats. That’s why we have moved beyond the anti-virus laboratory to provide cybersecurity technology that people can trust, and our business focus has evolved towards the wider concept of “cyber-immunity”.

We are forever innovating, delivering protection that’s effective, usable and accessible. We pride ourselves on developing world-leading security that keeps us – and every one of our 400 million users protected by our technologies, and 250,000 corporate clients – one step ahead of potential threats.

Our unique experience and knowledge

The rapid proliferation of new technologies provides people with new opportunities. However, the resultant, growing dependence on IT makes cybersecurity not just the responsibility of IT-specialists, but also one of the main concerns for business leaders across all industries. As the world has become more digitized and globalized, we at Kaspersky have become a technology leader with an advanced and comprehensive portfolio of security solutions and services, including innovative products and technologies, cloud services and world-leading threat intelligence. Now our business focus is continuing to evolve from “cybersecurity” towards the wider concept of “cyber-immunity”.

We have been able to implement this brand-new concept thanks to our rich experience and our professional team’s work. More than a third of the highly qualified specialists working at Kaspersky are research and development (R&D) specialists developing and maintaining all of our solutions in-house, which is key to providing a holistic approach to security. An elite group of more than 40 security experts from our Global Research and Analysis Team (GReAT) operate all around the world and provide leading threat intelligence and research. The team is well-known for the discovery and dissection of some of the world’s most sophisticated threats, including cyber-espionage and cyber-sabotage threats.

To record the groundbreaking malicious cyber-campaigns that have been investigated by GReAT, Kaspersky launched a [Targeted Cyberattack Logbook](#). Although our key expertise is related to cyberthreats, we fight against them not only to ensure that our customers are protected now, but so that our solutions are also ready for new challenges in the future. Today, it is more important for us to use this accumulated expertise to create technologies that will make cyberthreats lose their relevance.

Kaspersky is focused on innovation and believes in the collaboration with brilliant minds to accelerate the development of new solutions for a digitally safe today and tomorrow. The [Kaspersky Innovation Hub](#) is a core element in our growth strategy, with the main mission to discover new frontiers and identify new trends, understanding market needs, security challenges and demands across industries. It promotes knowledge sharing and disruptive thinking, while providing a stable infrastructure to develop in-house ideas or external advanced projects into businesses, validate them on the market, enhance them, conduct pilots for the final goal to add meaningful value to our customers. We are constantly on the lookout for new forms of innovation, promoting

engagement with the startup ecosystem and alliance partners. By launching the Kaspersky Open Innovations Program, we invite innovative startups to support us in making the world cyber-immune.

A safer world without borders

Collaboration is the most effective way of building a safer world and fighting cybercriminals. We believe there are no borders to providing security. To this end, we share our expertise, knowledge and technical findings with the world's security community. Our company has been taking part in investigations with companies such as [Adobe](#), [AlienVault Labs](#), [Novetta](#), [CrowdStrike](#), [OpenDNS](#) and others. Moreover, Kaspersky was included in the list of Vulnerability Top Contributors by [Microsoft](#). We are proud to collaborate with global IT security vendors, international organizations, and national and regional law enforcement agencies all over the world in fighting cybercrime.

Kaspersky cooperates with INTERPOL in the joint fight against cybercrime. The company provides the organization with human resources support, training, and threat intelligence data on the latest cybercriminal activities. Other partners in the field of law enforcement include, but are not limited to, Europol, The City of London Police, The National High Tech Crime Unit (NHTCU) of the Netherlands' National Police Corps, and the Microsoft Digital Crimes Unit, as well as Computer Emergency Response Teams (CERTs) and many other police authorities worldwide.

By joining forces we can help fight cybercrime (such as in the [Carbanak](#) case), disrupt criminal botnets (for example, [Simda](#)), and launch initiatives (such as [No More Ransom](#), with more than 100 supporting partners from the public and private sector). We take part in joint cyberthreat investigations and conduct training for cybersecurity specialists and for international police organizations. Collaboration between the Dutch police and Kaspersky led to the arrest of suspects behind the [CoinVault](#) ransomware attacks.

Since June 2019, Kaspersky has been a partner in the [Allianz für Cyber-Sicherheit \(ACS\)](#), initiated by the German Federal Office for Information Security. As a partner of ACS, the company shares its expertise in order to strengthen resilience against cybercrime in Germany.

We are involved in the discussion and development of cybersecurity initiatives and standards through our advisory group memberships (i.e. the Anti-Malware Testing Standards Organization). Because we aim to solve the cybersecurity challenges faced by the modern world today, Kaspersky is also a member of initiatives and organizations such as [Securing Smart Cities](#) and the [Industrial Internet Consortium](#).

Kaspersky's solutions and services

The cornerstone of our business strategy is to transform our leading security intelligence into real protection for our clients, to enable them to use technologies in their lives and businesses safely and trust them. Our goal is to bring on the future for our customers.

Our portfolio encompasses solutions to suit a wide range of customers. We enable consumers to use technologies and services so they can enjoy their lives without worrying about cybersecurity risks. We also enable corporate clients to build successful businesses by eliminating concerns about cyberthreats.

We empower consumers with a range of products to secure their privacy, money and other values that are really important. We understand the needs of small businesses and have a unique multi-layered solution especially for them, which is easy to manage and offers effective protection. We cover all the cybersecurity needs of large enterprises with our full enterprise platform that helps to prevent all types of cyberthreats, detects even the most sophisticated attacks, responds to security incidents and predicts the evolution of the threat landscape.

Our comprehensive portfolio of solutions achieves all of this thanks to the combination of our unique expertise, threat intelligence and machine learning that enables us to develop robust technologies to detect, block and prevent cyberattacks.

As a technology-driven company we invest heavily in R&D to support the innovative ideas we believe in. That is why more than one third of the company's employees are R&D specialists; developing and maintaining our solutions in-house, which is key to providing a holistic approach to security.

Our commitment to people, as well as advanced technology, also keeps us ahead of the competition. Our company has been named a Leader in the evaluation of Wave Endpoint Securityⁱ and a Strong Performer in an evaluation of Cloud Security Solutions by analyst firm Forresterⁱⁱ. Kaspersky is also firmly positioned as one of the top five leading endpoint security vendorsⁱⁱⁱ. For the third time in a row, the company was recognized as a Gartner Peer Insights Customers' Choice for the Endpoint Protection Platforms in 2019^{iv}.

Kaspersky is consistently awarded top scores in more independent tests [than any other vendor](#).

Global Transparency Initiative

Kaspersky is committed to protecting customers from cyberthreats, regardless of their origin or purpose. The company's Global Transparency Initiative (GTI) is aimed at engaging the broader information security community and other stakeholders in validating and verifying the trustworthiness of our products, internal processes, and business operations. It also introduces additional accountability mechanisms by which the company can further demonstrate that it addresses any security issues promptly and thoroughly.

Kaspersky's Global Transparency Initiative includes a number of actionable and concrete measures:

- **Independent review** of the company's source code, software updates and threat detection rules;
- **Independent review** of the company's secure development lifecycle processes, and its software and supply chain risk mitigation strategies;
- **Transparency Centers across the globe** to address any security concerns, together with customers, trusted partners and government stakeholders. The first center was opened in Zurich, Switzerland in November 2018 and serves as a facility for such partners to access company code reviews, software updates, and threat detection rules, along with other activities. In June 2019 Kaspersky also opened a Transparency Center in Madrid. In addition to that, the Spanish center serves as a briefing center to learn more about Kaspersky's engineering and data processing practices. In 2020, Kaspersky opened a Transparency Center São Paulo, Brazil, and later this year a new facility will open in Kuala Lumpur, Malaysia.
- **Increased bug bounty rewards** up to \$100,000 for the most severe vulnerabilities found under Kaspersky's Coordinated Vulnerability Disclosure program. The company also supports the Disclose.io framework which provides Safe Harbor for vulnerability researchers concerned about negative legal consequences of their discoveries.

Within the framework of our initiative, we are also [relocating](#) the data storage and processing of user data from some regions shared voluntarily with the Kaspersky Security Network, as well as our software development infrastructure, to Switzerland. In November 2018, we started relocation of data processing for European customers and a year after, in November 2019, we announced moving data of customers from the U.S. and Canada.

Moreover, in July 2019 Kaspersky successfully completed the Service Organization Control for Service Organizations (SOC 2) Type 1 audit undertaken by one of the Big Four accounting firms. It confirmed that the development and release of Kaspersky's threat detection rules databases (AV databases) are protected from unauthorized changes by strong security controls.

CSR and global brand initiatives

Our ultimate mission – to build a safer world – shows the company's commitment to making our world a better place, where everyone everywhere has endless opportunities and we protect what matters most to people. This vision also unites the company's business goals and approach to corporate social responsibility.

Supporting art, science and sports

We are always delighted to work with companies that are as passionate about what they do as we are. This is why, since 2010, Kaspersky has been an official sponsor of the Scuderia Ferrari Formula One racing team. Scuderia Ferrari, in turn, chose us to provide it with a complete, cutting edge IT security solution. It is easy to see that the two companies have much in common – both are up against tough competition and committed to technological leadership in order to stay ahead. Since 2012, the Kaspersky logo has featured on Ferrari's Formula One car as well as on the drivers' overalls and team uniforms. In 2015, Kaspersky announced the continuation of this sponsorship.

We also participate in various racing series and support talented drivers, including Giancarlo Fisichella, Antonio Giovinazzi and Amna Al Qubaisi – the first Arab woman to compete in Formula 4.

Moreover, Kaspersky is a Premium Partner of the German football club Eintracht Frankfurt – a founding member of the Bundesliga with a proud heritage. We are protecting the club on and off the pitch, providing security and reassurance every day. Through the partnership, Eintracht Frankfurt benefits from our cybersecurity experience, which helps support the performance of the team.

We also support key sporting events which celebrate strategic and forward thinking. Kaspersky is an official cybersecurity partner of the FIDE World Championship series – the world's most prestigious chess tournament. The company also supports young chess players from Russia including Andrey Tsvetkov, Mikhail Antipov and Victoria Loskutova. We sponsor the Kaspersky Riga Masters tournament, a professional snooker ranking event. Snooker requires a sharp mind and a high level of strategic thinking. These traits are essential to Kaspersky too. Our mission to build a safer world depends upon the dedication, creativity and skills of our experts all around the globe.

We understand the importance of preserving past cultures, for the benefit of future generations. That is why Kaspersky has been cooperating with the Archeological Society at Athens (ASA) since 2015, to develop its Akrotiri project. This project is saving the remains of the historic Cycladic/Minoan settlement on Santorini Island, known as "the Greek Pompeii". Kaspersky has become the major sponsor of the project, providing support for a number of activities to help the scientists further their work. This includes the restoration of the excavations, the conservation of spectacular wall paintings and the project's building conservation work.

Kaspersky is also supporting Starmus, renowned as the world's most ambitious science and music festival. Starmus was founded to celebrate science and the arts with the goal of bringing an understanding and appreciation of science to the general public. It gathers highly reputable speakers, including international scientists, cosmonauts and astronauts, artists and musicians, writers, business leaders, and more.

Moreover, Kaspersky [became a partner](#) of the Gagarin Research and Test Cosmonaut Training Center – the facility in Star City where cosmonauts from all over the world prepare to go to space. As part of this collaboration, in September 2019, our experts from the Global Research and Analysis Team (GReAT) held a special training for cosmonauts, as well as IT specialists at the center, to educate them on the current cybersecurity landscape.

Kaspersky is interested in initiatives that combine human excellence, art and IT. That is why we are proud to support a number of different cultural endeavors and sporting events, including sponsorship of the first Antarctic Biennale in 2017 that involved a hundred people from all over the world, including artists, architects, researchers, and philosophers. In 2018 Kaspersky was a general sponsor for the first ever all-woman [Euro-Arabian North Pole expedition](#) – an eight day polar adventure to foster greater dialogue and understanding between women from Western and Arabian cultures. Since 2014 we have partnered with Moniker International Art Fair in London, supporting special commissions from internationally-acclaimed artists, such as Ben Eine. In 2018, Kaspersky boosted a significant creative collaboration with British multimedia street artist D*Face through the 'Save the World' theme. As a part of the continuous commitment to the field of contemporary art, [Kaspersky partnered with the British street artist SHOK-1](#), famous for his X-ray paintings. Together we presented an X-ray artwork - of Kaspersky's mascot Midori Kuma that expresses both the artist's and Kaspersky's shared value of transparency and its importance in today's world.

Our educational initiatives

We believe that encouraging dialog and launching educational programs are essential steps towards international collaboration in the fight against cybercrime. That is why we operate the [Kaspersky Academy](#) – an international educational project established by Kaspersky in 2010. We promote cybersecurity knowledge worldwide by supporting young talent in IT and contributing to the development of high-quality cybersecurity educational programs.

Kaspersky also runs the [Secur'IT Cup](#) – a global competition open to students from all over the world and from any academic background. Participants have the chance to win \$10,000, as well as benefit from competing alongside like-minded students and building an understanding of what it is like to work in the industry. They are welcome to suggest their own project ideas that help to solve global cybersecurity issues.

As for school education, we distribute globally the children's book "Kasper, Sky and the Green Bear" – a joint publication by Kaspersky and Dutch writer Marlies Slegers. It is intended to educate young users on being safe online. We implement an educational project, Kaspersky School, based in Moscow, Russia, aimed at giving schoolchildren fundamental mathematical knowledge that will allow them to choose what they will study in the future. The project is also intended to educate schoolchildren and teachers on cybersecurity basics.

We believe cybersecurity is one of the main concerns for leaders of numerous businesses of all different sizes and across all industries. At the C-suite level, companies must understand cybersecurity issues and become more engaged in threat management. That's why Kaspersky collaborates with business schools, such as INSEAD, one of the of the top three schools for Executive Education and leading MBA programs in the world and introduces students to the cybersecurity field through keynote lectures.

Our social projects

As we create a safer future, we are not only concerned about the well-being of the world in a digital capacity. Gender equality, accessible knowledge, volunteering, paying attention to children, animal protection and other similar issues are really important for us. Kaspersky creates many social projects aimed at changing the everyday lives of people for the better.

Kaspersky created an online community, Women in Cybersecurity, that helps supercharge the career growth of women entering the cybersecurity industry and those already working in the field. We've also launched initiatives such as the Women's Network in London, UK, with a goal to further building bridges between our community of women and men at all levels of the company through networking, mentoring, and knowledge sharing – helping to create a working environment where every woman can reach her full potential. In Boston, USA, the company hosts industry events such as CyberStarts – an event aimed to empower the next generation of cybersecurity professionals. CyberStarts features discussions addressing the industry's skills shortage, unconventional career paths, leadership in the workplace, as well as actions to reduce the gender gap in cybersecurity. Speakers at this event are usually outstanding women from the technology business and the cybersecurity industry.

Kaspersky has been at the forefront of protecting victims of stalkerware – a type of a commercial spyware deemed to be legal, but which may lead to domestic abuse as it can be used to secretly monitor and track a partner's device activity. The company is the first in the industry to have updated its product, so users of Kaspersky Internet Security for Android receive a Privacy Alert – a new feature that warns the user if their private information is being covertly monitored by a third party. In 2019, Kaspersky and nine other organizations from both the IT Security industry and advocacy/non-profit sector launched a global initiative to protect users against stalking and domestic violence. Besides Kaspersky, the Coalition Against Stalkerware includes such organizations as Avira, Electronic Frontier Foundation, European Network for the Work with Perpetrators of Domestic Violence, G DATA Cyber Defense, Malwarebytes, National Network to End Domestic Violence, NortonLifeLock, Operation Safe Escape and WEISSER RING.

In July 2019, Kaspersky sponsored a 12-day expedition to the Kuril Islands with a renowned team of environmentalists, film makers and photographers, aimed at giving people the opportunity to explore the remarkable nature of the islands and bring attention to the current ecological situation faced by the region. The

expedition was also supported by WWF Russia, helping the team understand the current environmental challenges in the area.

In September 2019, Kaspersky, along with Syndrome of Love and Downside Up - two charity foundations aimed at breaking the stereotypes around physical disability associated with Down syndrome and cerebral palsy diagnoses launched the joint project 'Kilimanjaro. I can!' A group of Russian athletes with Down syndrome and cerebral palsy climbed Mount Kilimanjaro, becoming one of the first groups of Russian people with disabilities to do this. The aim of the project was to show that even the most seemingly unattainable dreams can come true.

Our charity initiatives

Kaspersky is committed to social responsibility through volunteering and philanthropy in the different regions where the company operates. We cooperate with non-profit organizations, support charity initiatives and create our own ones. 2019 was a remarkable year for the Kaspersky North America team specifically, which celebrated its tenth year of continued commitment and philanthropy.

We support charitable foundations worldwide that fight for people's wellbeing. For instance, Kaspersky sponsors a New Year's Eve charity auction that supports children with cancer, held by the fund Gift of Life in London, UK. Amongst others, the company cooperates with the Vera Hospice Charity Fund – the only non-profit organization in Russia that systematically supports patients of hospices throughout the country. Moreover, the company hosts Blood Donor days regularly. Partnering with the American Red Cross, the company's employees helped 60 hospital patients through the in-office blood drive in 2019.

Kaspersky works with children's funds and supports orphanages and hospitals. Its regional offices are involved in various local initiatives. For instance the company has partnered with the non-profit organization Gulf for Good based in Dubai, UAE that helps children around the world through education, healthcare and housing. Kaspersky also donated necessity supplies to the Rumah Bakti Nur Syaheera orphanage in Kuala Lumpur, Malaysia. In 2019, 833 days' worth of meals were donated by the company to the critically ill and those in need, through the company's Pie in the Sky initiative via Community Servings. Also, a thousand care packages were made especially for children with Cradles to Crayons.

In addition, the company's staff collects and delivers items for the elderly and people with disabilities on a regular basis. As for local initiatives, in 2019 the team in our regional USA office sorted 12,530 pounds of food at the Greater Boston Food Bank as part of the company's Month of Giving. In Australia, the company sponsored the Dandelion Support Network – a group of volunteers providing families with essential nursery items.

We also participate in sports charity events. Kaspersky employees across the globe support people with special needs by getting involved with fun activities, like playing football and volleyball, riding bicycles and dancing. For instance, staff members from the Moscow office participate in the Running Hearts event to raise funds for charity.

Kaspersky loves animals. In 2018, the company sponsored the Woofstock festival and raised \$45,000 for the Buddy Dog Humane Society – an organization maintaining a shelter for homeless cats and dogs. Additionally, American Kaspersky staff members donated money to The Massachusetts Society for the Prevention of Cruelty to Animals.

We are incredibly proud to support a wide range of worldwide initiatives. Our team members are not only committed to helping the world become a safer place online, they are also dedicated to showing how Kaspersky can be a force for good beyond the cybersecurity landscape. We continue to proactively help people and donate both time and funds to improve their lives for the better.

i The Forrester Wave™: Endpoint Security Suites, Q3 2019

ii The Forrester Wave™: Cloud Workload Security (CWS), Q4 2019

iii The company was ranked fifth in the IDC 'Worldwide Endpoint Security Market Shares, 2018: Large Vendors Write a New Market Narrative (Doc #US45055519 May 2019)

iv Kaspersky has been named a September 2017, November 2018 and November 2019 Customers' Choice for Endpoint Protection Platforms. The GARTNER PEER INSIGHTS CUSTOMERS' CHOICE badge is a trademark and service mark of Gartner, Inc., and/or its affiliates, and is used herein with permission. All rights reserved. Gartner Peer Insights Customers' Choice constitute the subjective opinions of individual end-user reviews, ratings, and data applied against a documented methodology; they neither represent the views of, nor constitute an endorsement by, Gartner or its affiliates. <https://www.gartner.com/reviews/customers-choice/endpoint-protection-platforms>