



# Project Cybersafe Schools

Presented to:  
Stanislaus County  
Office of Education

Scott Reilly  
California Client Executive



# Cyber Threats are a National Issue





AI COMPUTING EXPERIENCE SAFETY TRANSPORTATION

K-12 EDUCATION

**MOVEit Cyber Attack Affected 45K NYC Public School Students**



EDUCATION Valerie Strauss Jay Matthews

LOCAL EDUCATION

**About 4,500 users affected by cyberattack on Prince George's schools, district says**

 By Nicole Asbury

August 15, 2023 at 3:05 p.m. EDT

 SNG

CYBERSECURITY HYBRID EMERGING DATA 9 LISTEN WATCH ATTEND

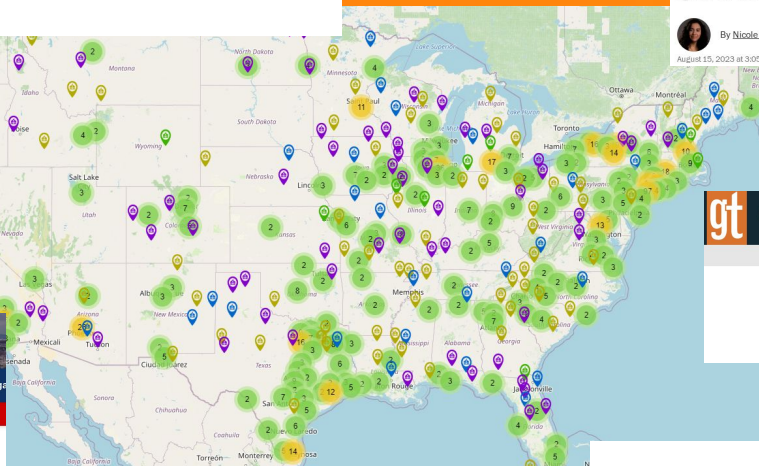
**Texas school district paid \$547K ransomware demand**




News Email Alerts Weather Erin Said It Would Contests Watch Us Live Fact Finders What the Tech Investigate

3 Weather Alerts In Effect

**Southern Arizona's largest school district hit by cyber attack**





AI COMPUTING EXPERIENCE SAFETY TRANSPORTATION

CYBERSECURITY

**Personal Data Leaked After Cyber Attack on Maryland Schools**



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TECH - RANSOMWARE

**‘A five-alarm fire’: Public schools have become a prime target of ransomware gangs that traumatize students by dumping their private records online**

By FRANK BAJAK AND THE ASSOCIATED PRESS

August 8, 2023 at 10:35 AM PDT





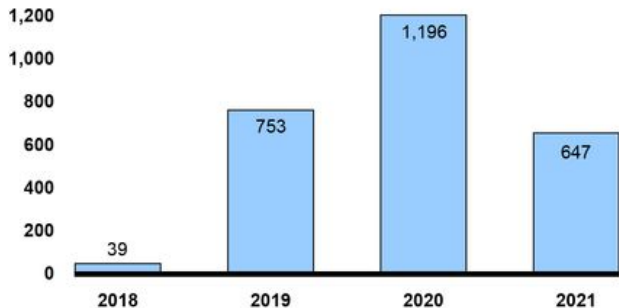
CALIFORNIA

**L.A. Unified data breach last year includes at least 2,000 student records, officials say**

# The Impact of Cyber Attacks on Schools

Number of U.S. Students Affected by Ransomware Attacks on K-12 Schools and School Districts, 2018-2021

Number of students (in thousands)



Source: GAO analysis of Comparitech study on K-12 school ransomware attacks. | GAO-23-105480

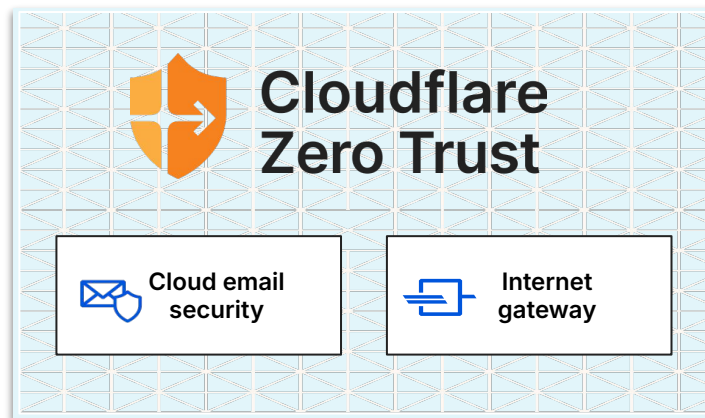
- Ransom requests varied from \$5,000 to \$40 million
- The overall cost of these attacks is estimated at around \$9.45 billion
- On average, schools lose 11.65 days to downtime and spend more than a month (42 days) recovering from the attack
- Leaks of confidential student data

# Cloudflare Project Cybersafe Schools: What is it?

*Bringing security tools for free to small K-12 public school districts in the US*

Cloudflare's mission is to **help build a better Internet**, and we have always believed in helping protect those who might otherwise not have the resources to protect themselves from cyber attack.

Announced as part of the Back to School Safely: **K-12 Cybersecurity Summit** at the White House on August 8, 2023, **Project Cybersafe Schools** supports eligible K-12 public school districts with a package of **Zero Trust** cybersecurity solutions — *for free, and with no time limit*. These tools will help your school district minimize your exposure to common cyber threats.



# A Note on Eligibility

Project Cybersafe Schools participants must be:



K-12 public school districts



Located in the United States



No larger than 2,500 students per district



## Spotlight: Shielding schools from online attacks

Cloudflare announced Project Cybersafe Schools at the White House's Back to School Safely: K-12 Cybersecurity Summit in August 2023.

Cloudflare provides eligible school districts with Zero Trust cyber security solutions that help minimize exposure to harmful online content and common cyber threats such as phishing and credential harvesting. We provide these products for free and with no time limit.

This program was inspired by ongoing conversations with fellow members of the Joint Cyber Defense Collaborative. Cloudflare worked with officials from the Cybersecurity & Infrastructure Security Agency (CISA), the Department of Education, and the White House to determine how we could partner to protect K-12 schools in the United States from cyber threats, particularly since small schools often lack the resources and capacity to combat evolving threats.

[Apply for Project Cybersafe Schools at cloudflare.com/lp/cybersafe-schools.](https://cloudflare.com/lp/cybersafe-schools)

Matt Schneider and Zaid Zaid from Cloudflare.



The White House's Back to School Safely: K-12 Cybersecurity Summit.



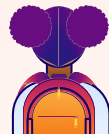
## Project Cybersafe Schools

### Program participants



112

school districts



153.8K

students and staff members protected



29

states across the country

### Eligibility requirements

- ✓ K-12 public school districts
- ✓ Located in the United States
- ✓ No larger than 2,500 students per district

### The offering



#### Area 1 Cloud Email Security

Safeguards inboxes by stopping sophisticated threats such as phishing and credential harvesting.



#### Gateway DNS Filtering

Protects against threats by preventing users from reaching unwanted or harmful online content.

“

Every day, our schools face cyber attacks that can slow Internet access, threaten leaks of confidential student data, and hinder their ability to teach children in a secure online space.”

Matthew Prince, CEO and Co-Founder, Cloudflare

# Cloudflare is an Internet-native platform that delivers local capabilities with global scale in the areas of...



Security

Privacy

Performance

Resilience

Agility



**510+**

cities in 100+ countries

**90**

Data centers in the US  
across **41** cities

**13,000+**

networks directly connect to us,  
including ISPs,  
cloud providers & large enterprises

**248 Tbps**

of network edge capacity  
and growing

**136B**

Threats Blocked **Daily**

**95%**

Of the world's Internet  
users within **50ms**

**100%**

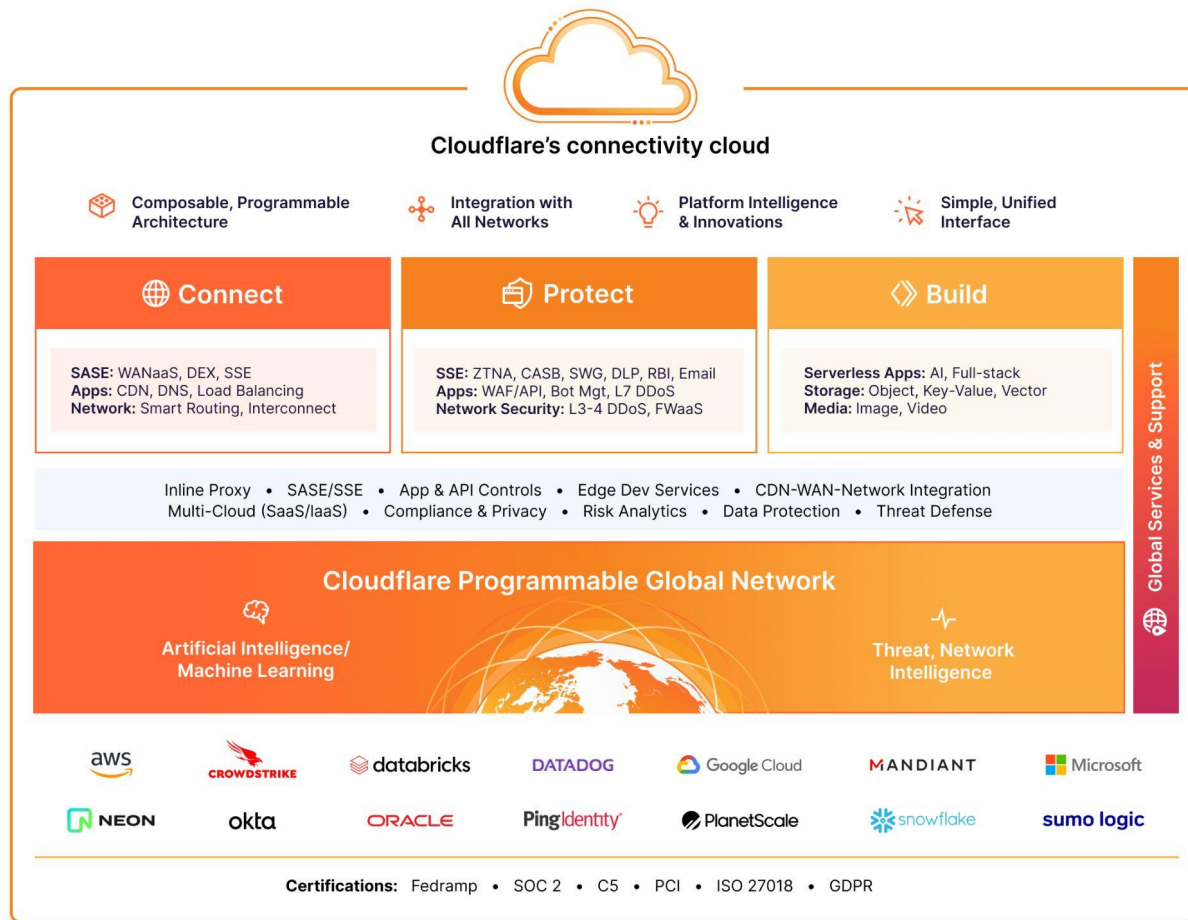
Uptime **SLA**

**20%**

of the world's Internet traffic

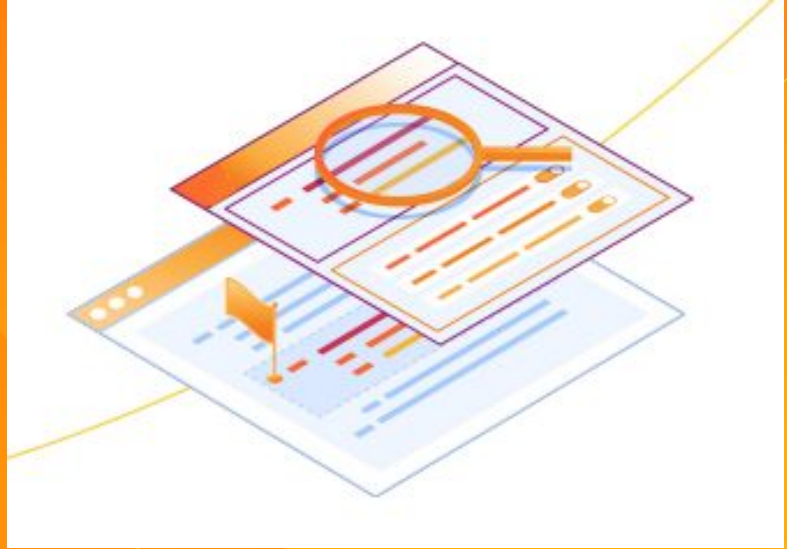


# The Cloudflare portfolio



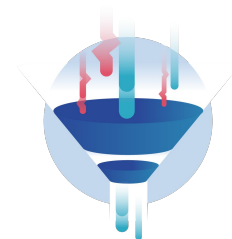
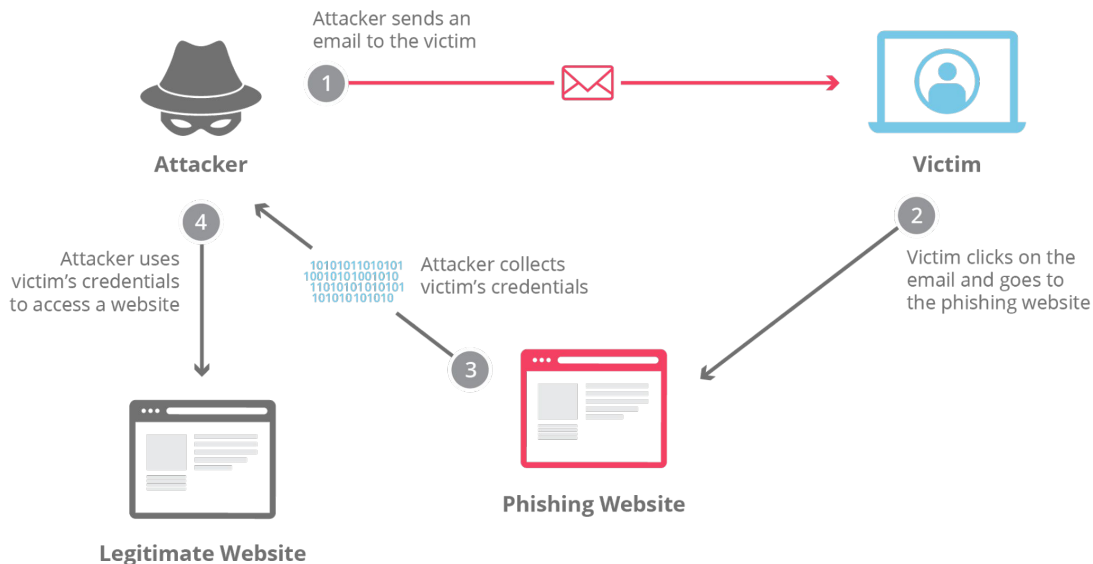


# DNS Filtering



# DNS Filtering

Protects against Internet threats with DNS filtering by preventing users from reaching unwanted or harmful online content like ransomware or phishing sites and can be deployed to comply with the Children's Internet Protection Act (CIPA).



# Gateway DNS Filtering (CIPA Compliant)

## CIPA Requirements

CIPA mandates that K-12 schools and libraries adopt Internet safety policies that include measures to block or filter access to specific categories of content. These categories encompass a wide range of topics that could be harmful or inappropriate for minors.

Compliance with these requirements helps ensure that students' online experiences are safer and more secure.

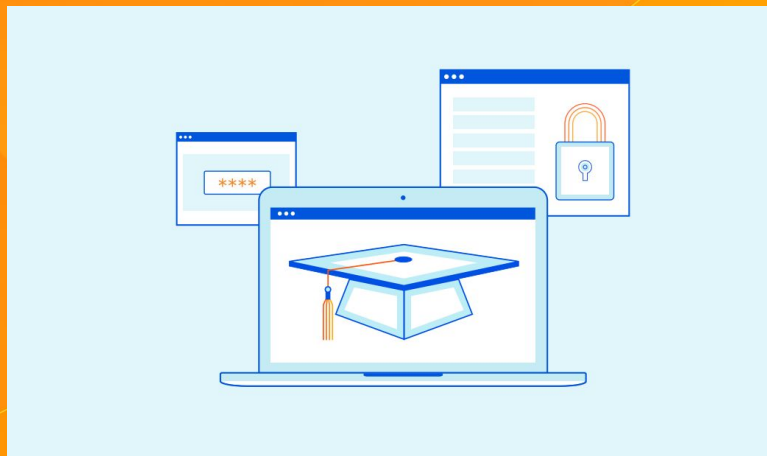
## Cloudflare Configuration

To facilitate compliance with CIPA requirements, administrators can **enable a single filtering policy option**. This includes applying the required filter categories to block access to unwanted or harmful online content.

It is important to note that while our recommended CIPA compliance rule covers the essential filter categories, CIPA is designed to be flexible, allowing administrators to adjust filtering policies based on local standards and requirements.

Administrators should carefully assess their specific location and userbase to determine if additional categories may need to be added or modified to ensure comprehensive protection.

# Email Security Overview



# Today's phishing attacks exploit trust



Spoof common business workflows

- Password reset emails
- File-sharing notifications
- Online shopping receipts / returns



Impersonate trusted entities

- CEO
- Vendor / partner sending invoices
- The U.S. government



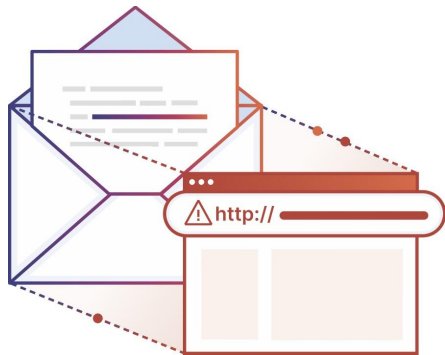
Exploit trusted free services

- Hosting phishing pages on Google Sites, Typeform, etc.
- Using marketing automation tools to send phishing emails
- Sending attacks from a Gmail / Yahoo ID



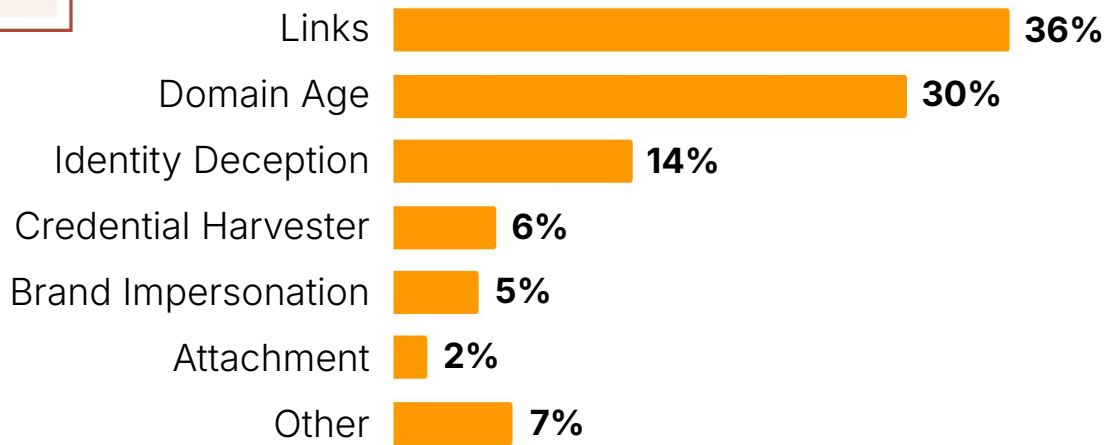
Piggyback on news cycles and life events

- Tax scams
- COVID vaccine scams
- Black Friday scams



# Links are the most detected phishing threat

(Results of [2023 Phishing Threats Report](#))



We're only human, sometimes we forget to use our seat belts...





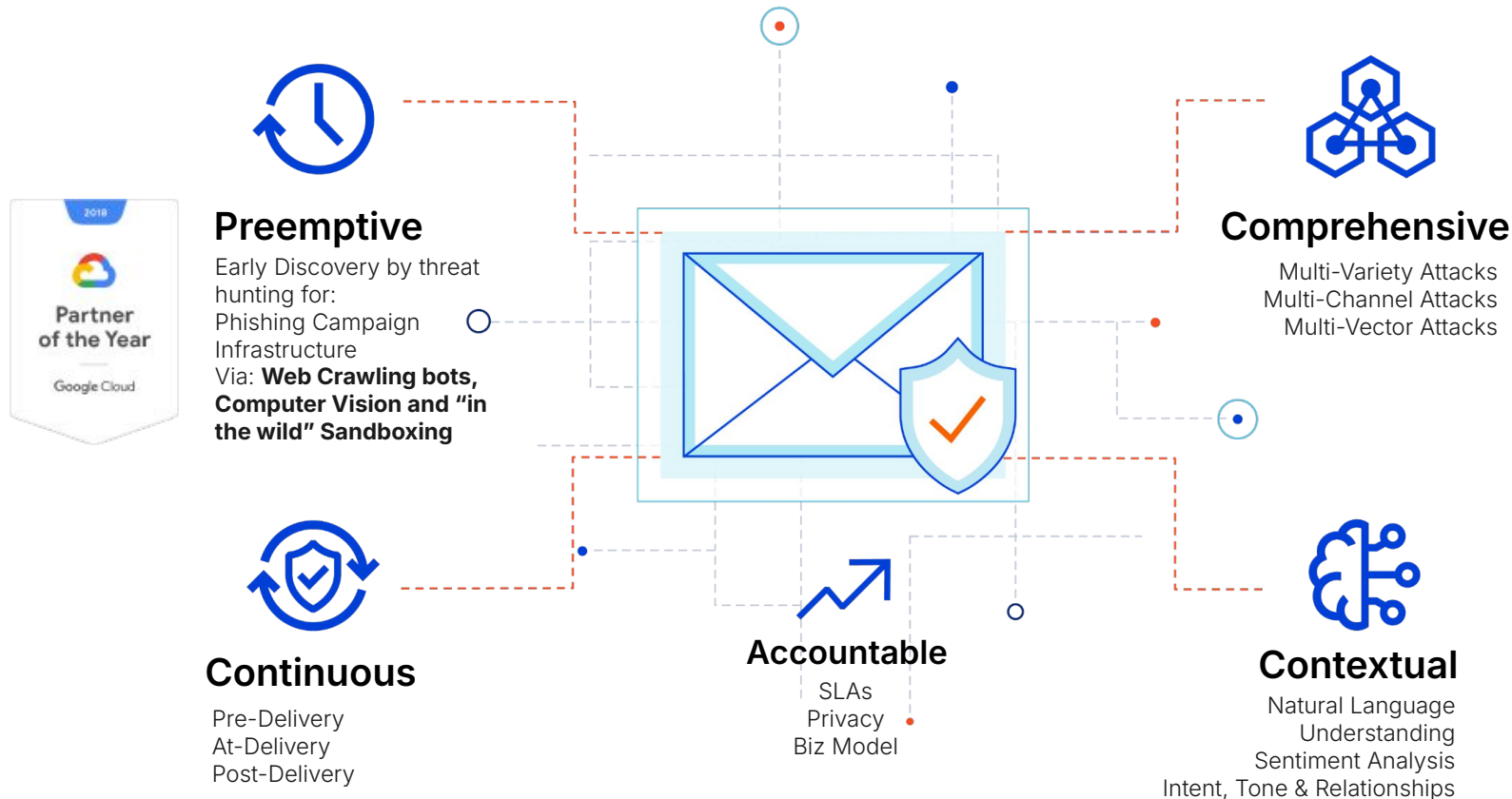
## Massive-Scale Phish Indexing for “Domain Intelligence”

High speed Web crawlers  
3+ Billion Pages, 10+ Petabytes of Data

- 01 Dynamic Frontier Management
- 02 CV: Browser Emulation / User Impersonation
- 03 In-the-Wild “Active content inspection”  
with component analysis & detonation



# Zero Trust Email Security = not all domains should be allowed to email you



# Area 1 Cloud Email Security

## Continuous protection



External  
Mail

### Pre-Delivery Protection

Block / Quarantine / Drop  
Avoid End User Interactions  
Avoid SOC Overload  
Fully Transparent

### At-Delivery Protection

API / Connectors / Journaling  
Orchestrations  
Instant Auto-Retractions  
Fully Transparent

### Post-Delivery Protection

Time-of-click analysis  
Banners, Warnings  
SOC / 'Report-a-Phish' Integrations  
Targeted Retractions

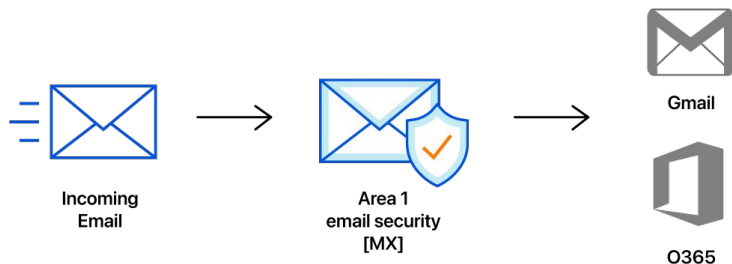
ELIMINATE 99.997%

End-to-end Protection & Remediation

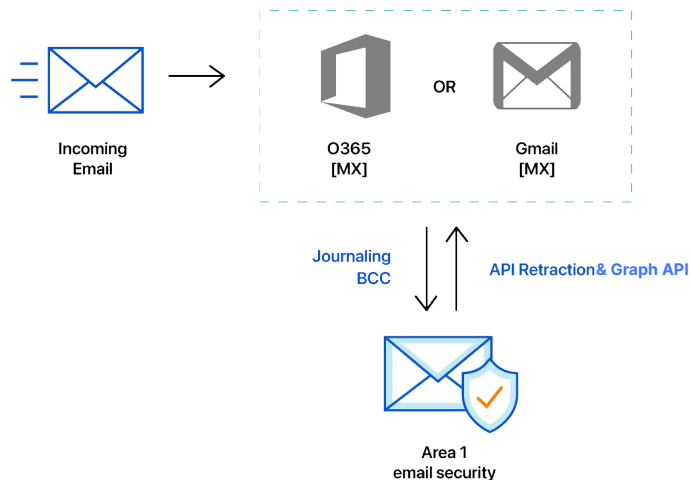
# Benefits of flexible and hybrid deployments

Transparent, Multi-Mode, Zero Touch

## INLINE / Blocking or Non - Blocking



## API / BCC / JOURNALING DEPLOYMENT





## Shielding schools from online attacks

San Diego County Office of Education and Cloudflare partner together to provide a safe learning environment for Small County School District.

The **Cloudflare Cybersafe Schools** program, announced at the “White House Back to School Safely: Cybersecurity Summit” in August of 2023, is helping small San Diego County Local Educational Agencies (school districts) protect its students, staff and communities by minimizing exposure to malicious online content and cyber threats such as phishing and credential harvesting. The San Diego County Office of Education (SDCOE) is able to quickly and efficiently manage email threats from a centralized Cloudflare Email Security dashboard, providing its smallest districts, many with few or no technical staff, the benefits of an enterprise grade solution without having to implement or maintain the platform.



Apply for Project Cybersafe Schools at  
[cloudflare.com/lp/cybersafe-schools](https://cloudflare.com/lp/cybersafe-schools).

### San Diego County Office of Education

#### Small San Diego County School District



99

Faculty



2,200

students



81

Support Staff

#### Detections

[View Details](#)

TOTAL PHISH

9,079

↓ -41.28%  
Previously: 15,462

TOTAL EMAILS PROCESSED

296,953

↓ -10.16%  
Previously: 330,538



# Cloudflare "Cloud Email Security" Value Drivers

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1. Most comprehensive threat intelligence

~ 22% of all web traffic combined with Computer Vision & Web Crawling

2. 30-40% lower annual license cost compared to Secure Email Gateways

3. All Cloudflare solutions are operated in a "single pane of glass" at:

<https://dash.cloudflare.com/login>

4. No tuning - or bandaids - Cloudflare keeps your security up to date for you

5. We the leader in BEC detection with our "Domain Intelligence" = ROI

# Solution Demo



# Quick Start Guide

Schools student size 2,500 or less

# How to get started

1. Create your [Cloudflare account](#), [Area 1 account](#), and [Zero Trust organization](#)

*Note: You will receive an email following this webinar requesting some inputs we require in order to provision some of these services. Please complete the intake form and we will let you know when you can begin onboarding.*

2. [Onboard your email traffic](#)
  - a. Decide between Inline or API setup options
  - b. Proceed with simple onboarding steps based on setup decision and email provider
3. [Onboard your DNS traffic](#)
  - a. Add a DNS location to Gateway
  - b. Change your DNS resolvers to send test traffic to your environment
  - c. Verify local connectivity
  - d. Test a simple firewall policy
  - e. Create CIPA policy
  - f. Enable (and customize) your block page

[Please refer to the Project Cybersafe Schools learning path \(linked here\) for comprehensive instructions.](#)

# Learning Path - Project Cybersafe Schools

You can find a [step-by-step onboarding guide](#) specific to Project Cybersafe Schools on Cloudflare Docs, which should contain all the information you need to onboard.

Learning path

## Project Cybersafe Schools

Prevent children from accessing obscene or harmful content over the Internet. Go to [Project Cybersafe Schools](#) to apply.

### Concepts

Learn the technical concepts behind Project Cybersafe Schools.

Start module

▼ Contains 4 units

### Account creation

Get started by creating a Cloudflare account and initializing the Zero Trust and

Start module

▼ Contains 3 units

### Onboarding your DNS Traffic

Now that your Cloudflare environment is ready and you have established a foundation, you are ready to test and onboard your DNS traffic.

Start module

▼ Contains 7 units

### Onboarding your email traffic

Continue securing your environment by protecting against email phishing attacks.

Start module

▼ Contains 4 units

# Support Resources



## Self-serve documentation

[Click here to access to Project Cybersafe Schools Learning Path](#), your best resource for onboarding assistance. You can also access the comprehensive guides below for more information:

- [Area 1 Cloud Email Security](#)
- [Cloudflare Gateway](#)



## Technical questions & troubleshooting

For general troubleshooting assistance and general technical questions not answered in the above documentation, [submit a ticket via the 24/7 Support Portal in the Cloudflare dashboard](#). A Technical Support Engineer will respond to your inquiry.



## Support Tips & Best Practices

Cloudflare Support only assists individuals whose email addresses are validated against the list of registered account users.

Please review and update all contacts accordingly in your Cloudflare Dashboard.

Security Verification Options:

- Generate a single use token
- Authenticator app + QR code



## Office Hours

This initial group of school districts will be invited to attend an **Office Hours session in September**, for live assistance with any remaining onboarding steps.

*Note: This will not be held regularly, so please plan to attend if you need live guidance.*

# Thank you

**Comprehensive  
Protection Against  
Cyber Attacks.**

Cyber Emergency Hotline: **+1 (866)-325-4810**

Scott Reilly, California Client Executive

→ 916.390.4946

✉ [sreilly@cloudflare.com](mailto:sreilly@cloudflare.com)



# Appendix

# Area 1 Cloud Email Security

Nick Perry  
Technical Support  
Engineer





# Gateway DNS Filtering



**Daniel Elder**  
Customer Solutions  
Engineer

