Media Information:
Pauline Vella for DESlock Ltd
2W Ltd
07770 833748
deslock@2wlimited.co.uk

DESlock remains mindful of the 'Glenn Greenwald test'

- DESlock's focus on usability, validated by opinion of Edward Snowden at SXSW 2014 in Austin, Texas

Taunton, UK, 20th March 2014 DESlock Limited, the UK leader in data encryption solutions, has it's focus on usability of its' encryption tools affirmed by comments made by former CIA employee Edward Snowden during a rare public appearance as part of SXSW 2014, in Austin, Texas. DESlock who was the first member of the ESET Technology Alliance, has always designed it's products with end-user ease of use in mind, and finally this is being recognised as the way forward in the fight against global security threats.

In his first live video interview Edward Snowden told attendees at South by South-West Interactive that as citizens, it's our responsibility to install basic encryption measures and demand increased reform surrounding government mass surveillance.

Snowden, a former contractor to the NSA came to International attention when he disclosed thousands of classified documents to several media outlets, in an attempt to inform the public as to the extent of global surveillance programs. Glenn Greenwald the Guardian journalist,who initially published Snowden's NSA allegations, famously struggled to get to grips with the encryption software Snowden asked him to use in order to share the leaked sensitive documents. Mindful of this legendary example Snowden joked last week of technologies needing to pass the Glenn Greenwald test! With the serious implication being that if the average person doesn't know how to use encrypted technologies, they won't be implemented on a large scale.

Snowden argues that everyday users can protect themselves against invasions of privacy by the use of Full Disk Encryption, network encryption and removable media encryption. The SXSW event in Austin, Texas attracts technologists from around the world so it is hoped that they will learn and in turn educate the general public as the importance of secure encryption.

"It is heartening to hear our company ethos being validated so strongly by Edward Snowden's comments on encryption." comments David Tomlinson, Managing Director of DESlock Ltd. " *Our DESlock+ encryption tools have always been designed with usability in mind and were in fact born, in part through our own developers' frustrations with mainstream encryption tools when working on sensitive projects. Attendees to any presentation, webinar or product demo by us will have heard us discuss the same usability point throughout the session."*

Case documents available from the UK's ICO regarding data beach incidents report that in most cases encryption was bought and paid for, but not enforced. DESlock used customer feedback several years ago to focus on why anyone would buy encryption but not enforce it. User experience and a lack of flexibility were the problems and DESlock set out to solve them.

Tomlinson continues *"Speaking to those who are looking to deploy encryption for the first time, we are asked about tick-box-feature lists, key-length, cold boot attacks and other hard-core action-movie themes.*

Speak to someone who has lived with another encryption product and it's usability questions all the way! Typically, deployment of encryption starts out with a tight policy, enforced and fully locked down, then a few weeks of frustrated staff and diminished productivity will see Management pressing IT for exceptions and a relaxation of that policy. It goes without saying that no matter how super-secure the product is, if you have to leave a key under a flower pot for the staff, then a data breach is only a matter of time."

"Just because usability is hard to quantify and almost too intangible for the technical end of technology marketing it has been overlooked for too long. We have made it our mantra and I believe that Snowden has hit this nail firmly on the head."

DESlock provides a well established encryption product, via a simple-to-use application with unique architecture, to provide powerful data encryption to large enterprises or smaller SMEs an indeed individuals. This solution protects against all types of data breaches while allowing fully secure collaboration across complex workgroups and teams. The product integration as part of the Technology Alliance provides ESET customers with better protection of company infrastructure as well as effective encryption on employees' mobile devices.

- ENDS -

About DESlock
DESlock Ltd, the UK leader in data encryption solutions, helps organisations and individuals to protect against all types of data breaches by offering a simple, yet extremely powerful set of encryption tools to protect data in transit and at rest. Its flagship product DESlock+ is used by tens of thousands of businesses worldwide to protect copyrighted materials, medical records, government files and other confidential and personal information. DESlock+ software meets the rigorous FIPS-140-2 standard in the US and is validated by the National Institute of Standards and Technology (NIST). DESlock+, has been awarded SC Magazine's Best Buy for three successive years and was also the winner of Computing Security's Encryption Product of the Year in 2012.

For more information about DESlock, please visit http://www.deslock.com , or call 01823 444447.

About ESET
ESET®, the pioneer of proactive protection and the maker of the award-winning ESET NOD32® technology, is a global provider of security solutions for businesses and consumers. For over 26 years, the Company continues to lead the industry in proactive threat detection. By obtaining the 80th VB100 award in June 2013, ESET NOD32 technology holds the record number of Virus Bulletin "VB100" Awards, and has never missed a single "In-the-Wild" worm or virus since the inception of testing in 1998. In addition, ESET NOD32 technology holds the longest consecutive string of the VB100 awards of any AV vendor. ESET has also received a number of accolades from AV-Comparatives, AV-TEST and other testing organizations and reviews. ESET NOD32® Antivirus, ESET Smart Security®, ESET Cyber Security® (solution for Mac), ESET® Mobile Security and IT Security for Business are trusted by millions of global users and are among the most recommended security solutions in the world.
The Company has global headquarters in Bratislava (Slovakia), with regional distribution centers in San Diego (U.S.), Buenos Aires (Argentina), and Singapore; with offices in Jena (Germany), Prague (Czech Republic) and Sao Paulo (Brazil). ESET has malware research centers in Bratislava, San Diego, Buenos Aires, Singapore, Prague, Košice (Slovakia), Krakow (Poland), Montreal (Canada), Moscow (Russia) and an extensive partner network for more than 180 countries. More information is available via About ESET and Press Center.

-Ends-