



La Ciberseguridad empieza en ti: Cultura, hábitos y conciencia

Andrés Casas



EL ORIGEN

Aceptar

A photograph taken from the driver's perspective inside a car. A man is driving, looking forward. A woman in the passenger seat is looking down at her smartphone. A young child in the back seat is also looking at a smartphone. A red, semi-transparent rectangular button with the word "Aceptar" in white text is overlaid on the woman's phone. The car's interior, including the dashboard and rearview mirror, is visible. The background shows a road and a sunset sky.



CULTURA = DECISIONES

ENEMIGO INVISIBLE



EL CLICK AUTOMÁTICO









UNAUTHORIZED ACCESS DETECTED
- YOUR WHATSAPP ACCOUNT IS BEING
LOGGED OUT TAP CANCEL TO STOP

OK

Secure Bank Online

Username

Password

Password: 1234

[Forgot Password?](#)

LA CONTRASEÑA

BYOD



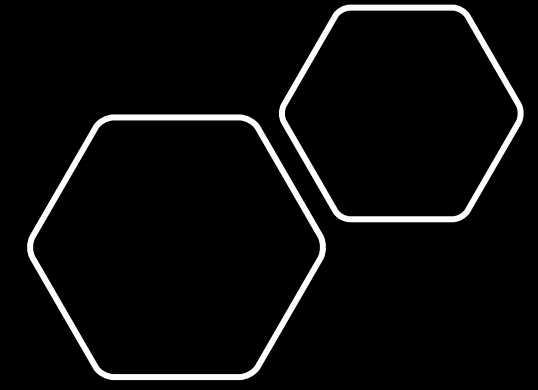
Wi-Fi



Free WIFI Warning:
Unsecured Connection!

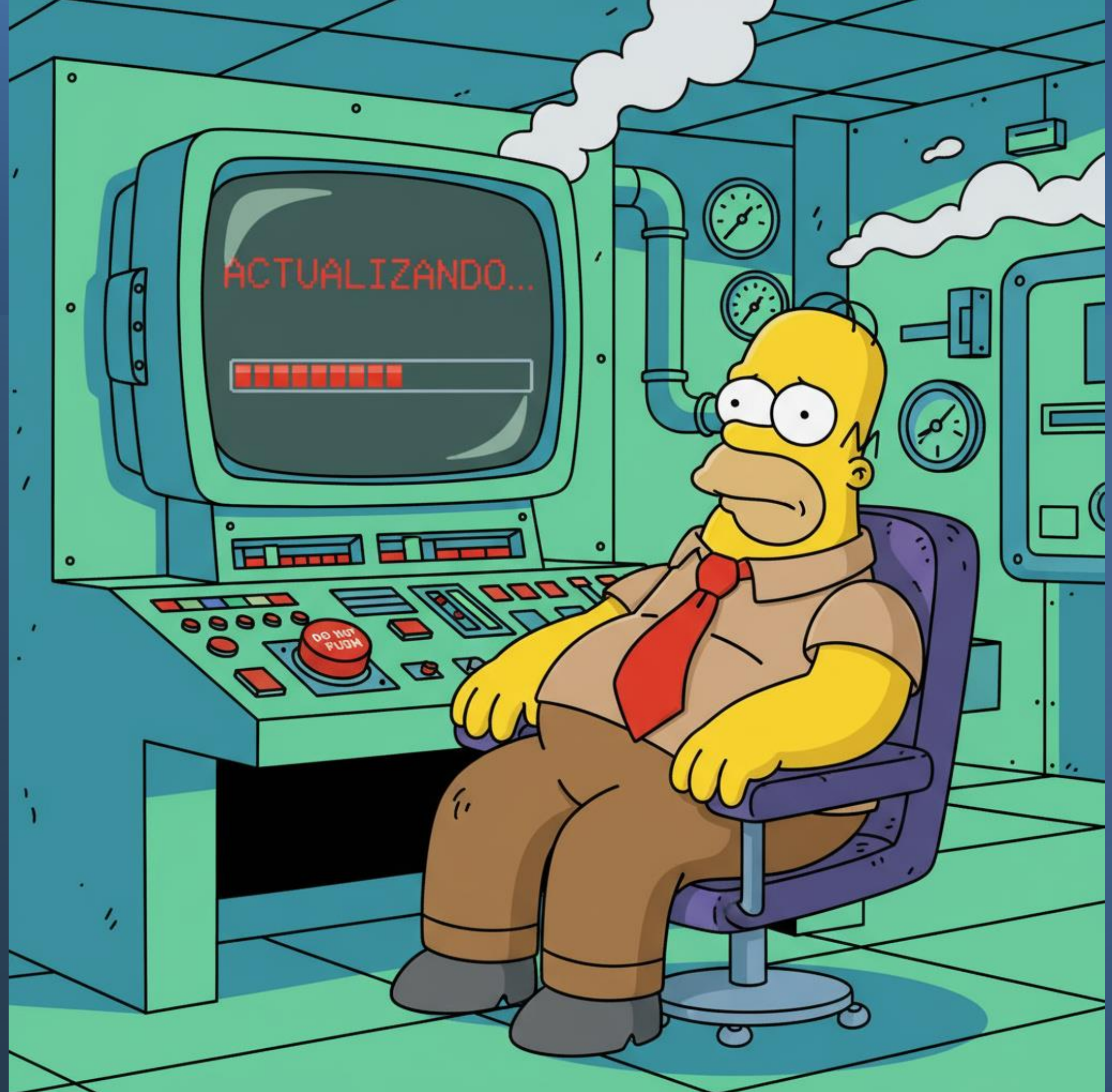
DUDAR





MFA

ACTUALIZAR



PROTEGER LO CONFIDENCIAL

A photograph of a wooden table in a dimly lit cafe. On the table is a yellow folder with a black band across the middle that reads 'CONFIDENCIAL' in white capital letters. Several white papers with charts and graphs are scattered on the table. In the background, other tables and chairs are visible, with some people seated, though they are out of focus. The lighting is warm and ambient.

CONFIDENCIAL

REPORTAR

Reportar mensaje
sospechoso

A young man with dark, wavy hair is looking into a mirror. His reflection shows him with a wide-eyed, surprised expression. The scene is set in a bathroom with white tiled walls. A light switch is visible on the wall to the left. The lighting is soft and natural.

**“La seguridad
empieza
empieza en ti”**

PECHAKUCHA

Un formato **PechaKucha** (20 diapositivas × 20–40 segundos cada una) exige **ritmo, narrativa visual y frases muy concretas.**

Andrés Casas

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¡GRACIAS! THANKS!

¿Alguna pregunta? Any questions?

