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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 4,500 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 240,000 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 an APT 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. Within Kaspersky Product Studio, a special unit aimed at exploring and creating new digital products for the company's ecosystem, we discover new frontiers and identify new trends, understanding market needs, security challenges and demands across industries. We aim to develop solutions not only for the cybersecurity sector but also for IoT, fintech, legal tech, health tech, digital communications and smart homes.

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 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.

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, the Industrial Internet Consortium and AUTOSAR.

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.

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;
- **Relocation of threat-related data storage and processing to Switzerland** for customers in Europe, the United States, Canada, Latin America and the Middle East, and also several countries in the Asia-Pacific region.
- **Transparency Centers across the globe** to address any security concerns, together with customers, trusted partners and government stakeholders. These facilities are in Zurich, Switzerland, in Madrid, Spain, in Kuala Lumpur, Malaysia and São Paulo, Brazil
- **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.
- **Making the company's approach in its Responsible Vulnerability Disclosure transparent** by publishing its ethical principles
- **The launching of the Cyber Capacity Building Program** – a dedicated training course on product security evaluation for greater security and cyber-resilience of the ICT ecosystem, available also online.

Kaspersky is continuously working with globally recognized organizations to independently review its internal processes, including:

- [Service Organization Control for Service Organizations (SOC 2) Type 1](#) audit undertaken by one of the Big Four accounting firms was successfully completed by Kaspersky in 2019
- [ISO/IEC 27001:2013 certification](#): the international standard outlining best practices for information security management systems, achieved by Kaspersky in 2020 and subsequent re-certification with expanded scope in 2022.

ESG 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.
Read our CSR report [here](#).

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 as well as their Esport team and the official Ferrari Esport Series. 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.

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We also participate in various racing series and support talented drivers, including Amna and Hamda Al Qubaisi, first emirati female drivers. In 2021 Kaspersky has become a sponsor of Aprilia Racing – one of the most successful teams in motorcycle racing history.

We 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, including Andrey Tsvetkov. Chess 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.

For years, Kaspersky has been committed to the development of esports and gaming – the company has been sponsoring events and championships and has continually improved its solutions for the specific needs of gamers. Kaspersky's key consumer products include a Gaming mode – a feature which, when enabled, holds off scans and updates, does not display any notifications and therefore, doesn't disturb the player or consume much in terms of CPU resource. Kaspersky also has been a proud supporter of gamers, having previously partnered with organisations such as Fnatic and the European Speedrunning Association.

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 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 events. 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. In 2021 Kaspersky teamed up with contemporary artist Felipe Pantone to raise awareness on Data Privacy Day.

Since 2019, Kaspersky has also been a proud sponsor of Russian Film Week, a curated festival presenting cutting-edge movies by Russian directors, promoting excellence in the Russian filming industry to an international audience.

Our educational initiatives

We believe that encouraging dialogue and launching educational programs are essential steps towards international collaboration in the fight against cybercrime. That is why we run the Kaspersky Academy – an international educational project established by Kaspersky in 2010. Through this program, we promote worldwide knowledge of cybersecurity, 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 for students from all over the world and from various academic backgrounds. Participants have the chance to win $10,000 and benefit from competing alongside like-minded students while building an understanding of what it is like to work in the industry. They are welcome to suggest their own project ideas to help solve global cybersecurity issues. In addition, we have our Kaspersky Expert training, which is aimed at professionals and helps them learn effective threat detection and mitigation strategies to battle the evolving dangers of today's cyber-reality.

Within school systems, we globally distribute the children's book 'Midori Kuma and a Very Special Race', written by the well-known children's book author and journalist, Alessia Cruciani. It has been written to help educate the next generation of internet users in a fun and engaging manner. The book is beautifully illustrated by respected Disney and Pixar cartoonist, Gianfranco Florio. Since 2018, we've also implemented an educational project, Kaspersky

School, based in Moscow, Russia. The project is aimed at giving schoolchildren the fundamental mathematical knowledge needed to help choose what they will study in the future. Additionally, this project educates schoolchildren and teachers on the basics of cybersecurity. Further, Kaspersky experts also contribute to study materials for Junior High schools.

We believe cybersecurity is one of the main concerns for business leaders across all industries. At the C-suite level, companies need to 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

In our efforts to build a safer future, we are not only concerned with the digital well-being of the world. Gender equality, free access to knowledge, volunteering, animal protection and other global issues are also important to us. For this reason, Kaspersky continues to deliver a number of social projects aimed at enhancing the everyday lives of people across the globe.

Women in Cybersecurity is an online community created by Kaspersky, that helps supercharge the careers of women entering the cybersecurity industry, along with those already in the field. We've also launched the Empower Women digital project with the goal of further building bridges between women and men at every level of the company via knowledge sharing – helping to create a working environment where everyone can reach their full potential, regardless of gender.

Kaspersky has also been at the forefront of protecting victims of stalkerware, a commercial spyware, which is deemed legal but can be used to secretly monitor and track a partner's device and often leads to domestic abuse. Kaspersky is the first in the industry to have updated its product, Kaspersky Internet Security for Android, with a Privacy Alert – a feature warning the user if their private information is being covertly monitored by a third party. In 2019, Kaspersky and nine other organizations working within the IT security industry or working with the victims and perpetrators of stalkerware launched the Coalition Against Stalkerware - a global initiative to protect users from stalking and domestic violence. To date, it has united more than 40 business partners and has also received support from INTERPOL. On top of this, Kaspersky supports non-profit organizations (NPOs) working with the victims of domestic abuse. In 2020, the company's GReAT researchers developed TinyCheck, an easy to use, open-source tool detecting stalkerware and spyware designed to assist those in need. In collaboration with various victim service organizations and tech communities, TinyCheck has developed further. Furthermore, Kaspersky is a partner in the EU-wide "DeStalk" project, running from 2021-2023, which the European Commission chose to support with its Rights, Equality and Citizenship Program. DeStalk addresses the issues of cyberviolence and stalkerware, representing new, widespread and hidden forms of online gender-based violence.

Supporting the community during the pandemic

In 2020, during the challenging period inflicted by Covid-19, Kaspersky supported hospitals and clinics worldwide by offering free licenses for its core endpoint security products, allowing them to protect their computers and cloud infrastructures. Overall, 350,000 licenses were provided for doctors and healthcare personnel, in 2,300 healthcare organizations, across 46 countries.

In addition to protecting medical organizations from cyberthreats, Kaspersky has supported and contributed to several international and regional initiatives over the year. This includes donating masks to a hospital in Wuhan, supplying masks and other protective equipment to the elderly and others in need across the United States, and supporting the manufacturing of special protector pillows for ICUs in Russia. In May 2020, Kaspersky also launched a global fundraising campaign among its employees to help charities across the world. When the fundraising campaign had come to an end, Kaspersky took the funds raised, doubled them, and donated them to the International Committee of the Red Cross.

Our social initiatives

Kaspersky is committed to social responsibility through volunteering and philanthropy in the different regions around the world in which we operate. We cooperate with non-profit organizations, supporting and creating charity initiatives. In 2020 Kaspersky North America was recognized with Building Impact's Gold Impact Award, given to Boston's most socially responsible companies. The award honors the company's continued commitment to social responsibility.

Another area of social responsibility is Kaspersky dedication to working with children's funds and supporting orphanages and hospitals. For example, Kaspersky has partnered with the Dubai-based non-profit organization, Gulf for Good, which helps vulnerable children around the world with education, healthcare, and housing. Additionally, in 2020, Kaspersky marked its 10th anniversary of protecting the [Dubai Autism Center](#) from cyberattacks, fraud and threats.

In Russia we regularly extend our partnerships with organizations such as Syndrome of Love and Downside Up – two charity foundations in Russia aimed at breaking the stereotypes around the physical disabilities associated with Down syndrome and cerebral palsy. We also work with the Vera Hospice Charity Fund – the only non-profit organization in Russia supporting hospice patients throughout the country.

In addition to this, we regularly participate in sports charity events. Kaspersky employees across the globe support people with special needs by getting involved in fun fund-raising activities, such as football, volleyball, bike rides and dancing. Staff members from the Moscow office, for example, participate annually in the Running Hearts and Sport for Good events to raise money for charity.

In September 2021, Kaspersky announced an official partnership with the Range of Motion Project (ROMP) for their 7th annual Climbing for ROMP initiative. A team of adaptive athletes, ROMP patients, and disability rights advocates was sent to summit Ecuador's Cotopaxi volcano at 19,347 feet, with the goal of helping amputees to receive prosthetic care and raising awareness of the lack of access to technology globally. The 2021 climb team has raised over $110,000 so far for ROMP's mission.

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