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**From:** jeffrey E. <jeevacation@gmail.com>  
**Sent:** Monday, September 28, 2015 10:34 AM  
**To:** Vincenzo Iozzo  
**Subject:** Re: Speech at the EU parliament

try to make the talk more to a 6th grade level. . overly long complex sentences put people to sleep

On Mon, Sep 28, 2015 at 6:31 AM, Vincenzo Iozzo <[REDACTED]> <mailto:[REDACTED]> > wrote:

Thanks for reading it. Noted on sentences, I tend to write overly long ones :/

Cost center: with the exception of anti-fraud and stuff that boosts customer confidence, people buy (defensive) security stuff either because of fear of regulation or because they might lose money/IP otherwise.

Market for lemons: for most products it's impossible to tell whether they work or not because it's impossible to fully predict what a new attack will look like. Which means that you cannot really test them

Sent from my iPhone<iv>

On Sep 28, 2015, at 18:23, jeffrey E. <jeevacation@gmail.co> wrote:

Security is a cost center for

nearly all organizations and it is also a perfect market for lemons.?? sentences should be simplified

On Sun, Sep 27, 2015 at 9:30 PM, Vincenzo Iozzo & [REDACTED]  
<mailto:[REDACTED]> wrote:

Jeffrey,  
I'm giving a 15min speech at the EU parliament next week on the regulation of intrusion/surveillance software.

Attached my notes for the talk, if you have time to go through them and have some feedback that would be great. I think you'd be a good example of the target audience. Thank you!

How are things otherwise?

Take care,  
Vincenzo

Sent from my Iphone

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