

# DoorDash's FAIR Journey

## What is DoorDash?

We are a technology company that connects customers with their favorite local and national businesses. We help restaurants **grow their business**, provide **flexible work options** for dashers, and offer **affordable convenience** to customers. By building the **last-mile delivery infrastructure** for local cities, we are bringing communities closer, one doorstep at a time.



Merchant



Dasher



Consumer

# Benefits Realized at DoorDash

---

## Fair Risk Terminology

Helps decompose complex problems and concisely communicate the risk  
The ontology naturally drives internal conversations to be more solution focused

---

## Business Value / Impact

Increases external stakeholder engagement and financially demonstrates the overall impact external teams are having

---

## FAIR Taxonomy

Prevents context switching and scope creep which allows teams to stay on track.

# FAIR Program Build Takeaways

You don't have to have every element of your FAIR program organized to start applying it. Building a FAIR program is an iterative journey



It will allow you break down and focus the scope of your projects to specific applicable threat scenarios



Gradually demonstrate the business value of security to non-security stakeholders,



Knowing the taxonomy will help keep your teams speaking the same language and allow everyone to collectively understand the true risk to the business.

# Conclusion

FAIR has enabled collaboration and enhanced decision making across the organization