

PRIVACY, PROTECTION AND SECURITY FOR SMALL BUSINESSES

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Protection & Business 2014

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Terminology

- **CYBER-CRIME** - Any crime that involves the use of a computer and a network (intranet or extranet).
- **CYBER-ESPIONAGE** - The stealing of secrets stored in digital formats on computers or networks held by individuals, competitors, rivals, groups, governments and enemies for personal, economic, political or military advantage.
- **CYBER-WARFARE** - Internet-based conflict involving politically motivated attacks on information and information systems. Cyber-warfare attacks can disable official websites and networks, disrupt or disable essential services, steal or alter classified data, and cripple financial systems -- among many other possibilities.

Terminology

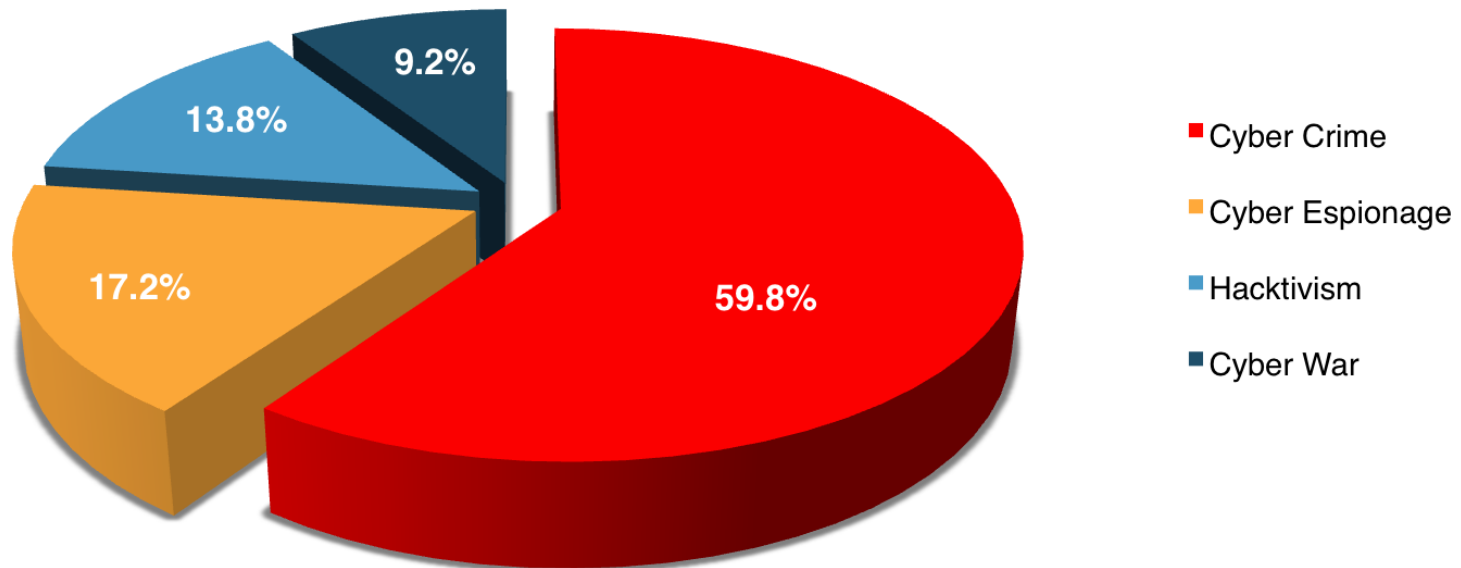


- **HACKER** - Someone who breaks into remote computers with or without proper authorization through the use of communication networks, the most common being the Internet.
- **HACKTIVISM** - Hacktivism is the act of hacking, or breaking into a computer system, for a politically or socially motivated purpose.
- **RANSOMWARE** - Malware which restricts access to the computer system that it infects, and demands a ransom paid to the creator(s) of the malware in order for the restriction to be removed

Reasons for Cyber Attacks

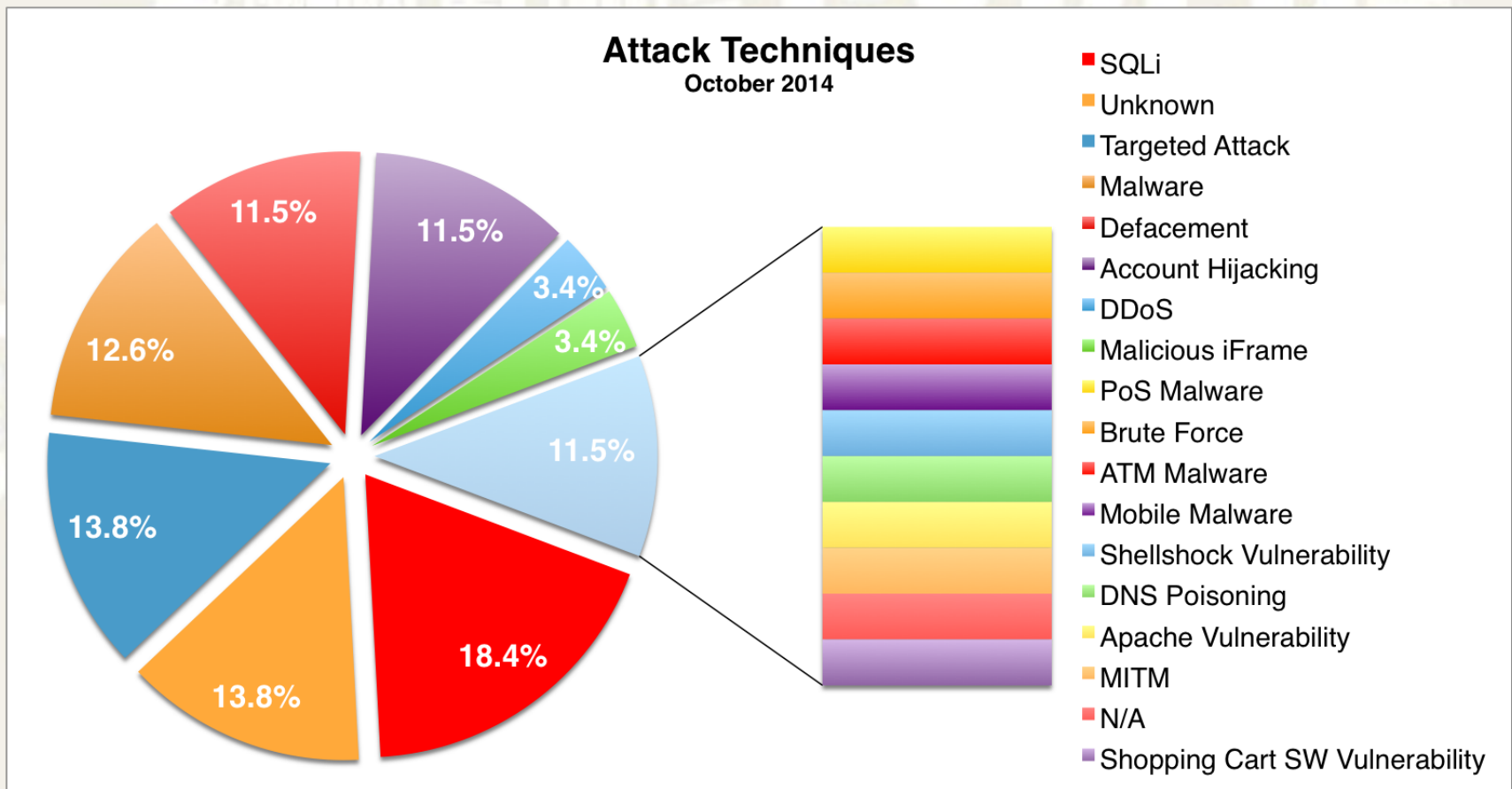
*Source: Hackmagedon

Motivations Behind Attacks
October 2014



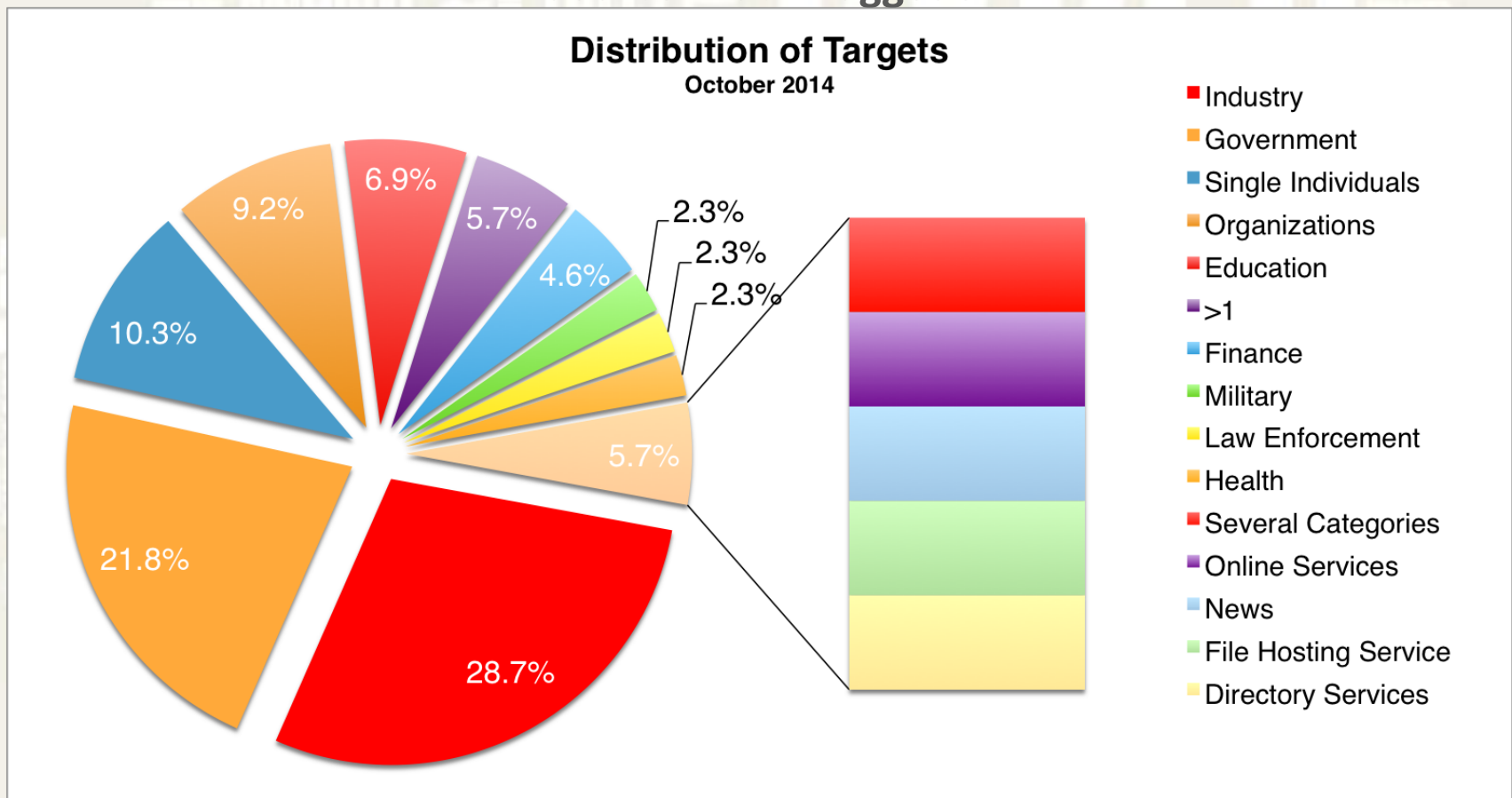
Methods Used for Cyber Attacks

*Source: Hackmagedon



Cyber Attack Target Types

*Source: Hackmagedon



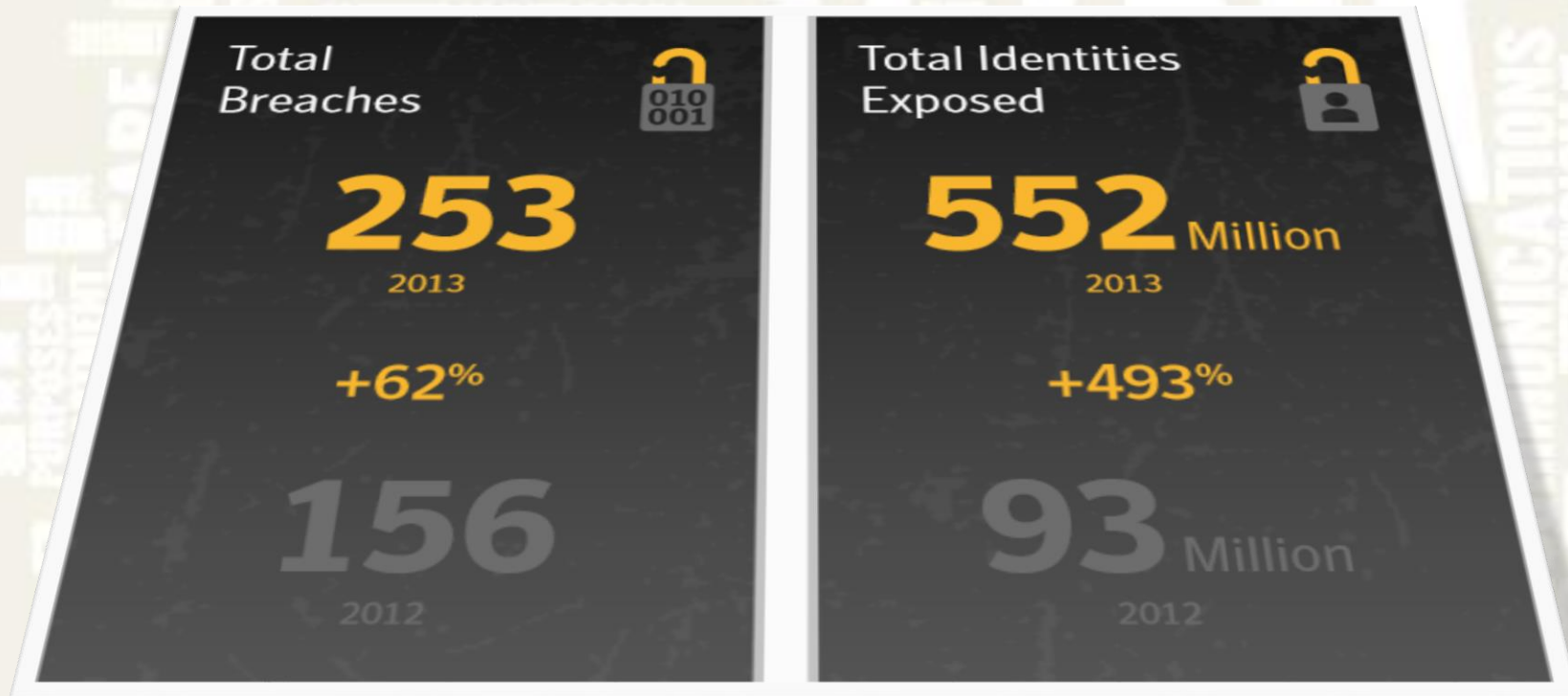
Notable Internet Security Statistics (2013) **Source Symantec ISTR*

- Total breaches **increased 62%** from 2012
- Breaches with > 10Mill Identities exposed **increased 700%** from 2012
- Total Identities exposed = 552Million, **increased 493%** from 2012
- Email Virus & Phishing Rates trending up

Notable Internet Security Statistics (2013) **Source Symantec ISTR*



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Notable Internet Security Statistics (2013) **Source Symantec ISTR*

Email Virus Rate **Smaller Number = Greater Risk**

2013 **1 IN 196**
2012 **1 IN 291**

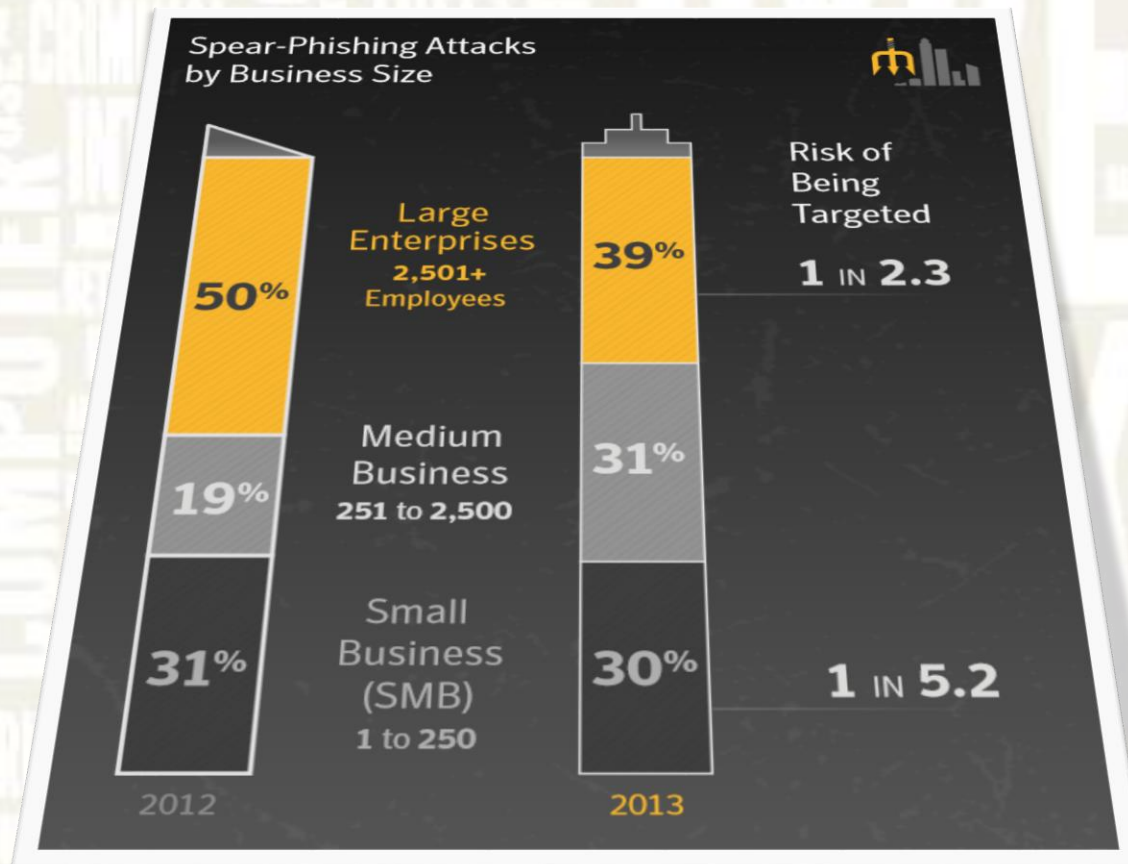


Email Phishing Rate **Smaller Number = Greater Risk**

2013 **1 IN 392**
2012 **1 IN 414**



Notable Internet Security Statistics (2013) *Source Symantec ISTR



Are MSMEs Vulnerable?

- Do you use email?
- Do you have a website?
- Do you have an eCommerce Site?
- Is your business\office connected to the internet?
- Do your employees use mobile devices for work related activities?

Why Should MSMEs be Concerned About Cyber Attacks

- Developing Countries are Low Hanging Fruit
- MSMEs rely heavily on technology to be competitive
- MSMEs Easy Target – Less secure
- MSMEs Workforce susceptible to social engineering attacks
- MSMEs have Large Clients
- Often used as a Gateway to Larger Companies

How to Protect Your Business & Clients from Cyber Attacks

- Acknowledge Vulnerability
- Become More Aware
- Assess Risks to Business
- Create\Implement a Cyber Security Plan
- Train Employees

How to Protect Your Business & Clients from Cyber Attacks

- Protect information, computers, and networks
- **Install Firewalls for Internet Connections**
- **Secure your Wi-Fi networks**
- **Secure Your Websites (SSL etc.)**
- **Control physical access to your computers and create user accounts for each employee that Require passwords and authentication**

How to Protect Your Business & Clients from Cyber Attacks

- **Create a mobile device security action plan**
- Limit employee access to data and information, and limit ability to install software
- Monitor Threats
- Report Attacks or Suspicious Activity
- Backup important business data and information
- Protect Customer Data

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**“The identity I stole was a fake!
Boy, you just can’t trust people these days!”**

Q&A

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