ARIZONA SMALL BUSINESS BOOT CAMP & COLLECTIVE

RESPOND → PLAN → RETURN STRONGER

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Five Cybersecurity Tips to Avoid Being Hacked

PRESENTED BY

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“I’m too small to be a cyber-security target”

- Which are you?

Whatever falls into the net

Specific Segments

Directly Targeted

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Will You Get Hacked?

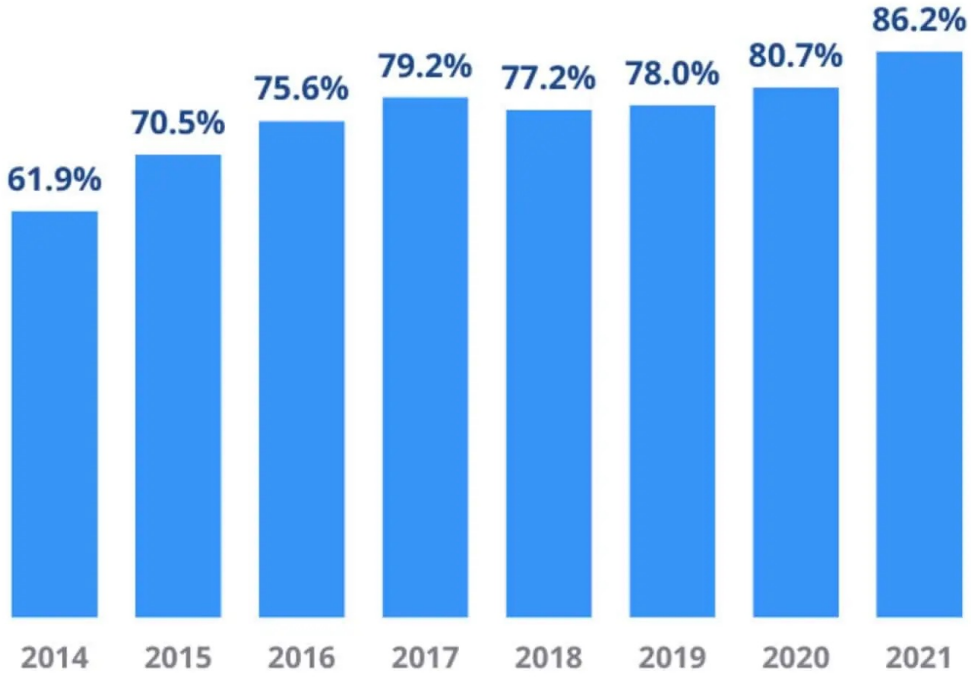

Figure 2: Percentage of organizations compromised by at least one successful attack.

https://www.comparitech.com/vpn/cybersecurity-cyber-crime-statistics-facts-trends/

5 Causes of Largest Breaches (2021)

1) **Ransomware**
   - JBS - $11M Bitcoin payment
   - Colonial Pipeline - $5M Bitcoin payment
2) **Third-Party Vulnerabilities**
   - MS Exchange software (30K orgs)
   - Facebook (533M)
3) **Undetected Security Gaps**
   - Log4Shell Exploit – Unknown worldwide impact
4) **Compromised Passwords**
   - Colonial Pipeline - $4.4M Bitcoin payment
5) **Misconfigured Services**
   - Android Data Leak (100+M users)

Average ransomware Payment
$136,576 in Q2 2021
Source: Coverware- 9/21

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Your Cyber “Risks”

- Follow the process….and the “money”.

Ransomware

Business Email Compromise

Third-Party Vulns

Undetected Security Gaps/Misconfigured Services

Compromised Password

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Lesson Learned: ***Get the Data, to get the Money!***

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If Cyber Security Was Your Car

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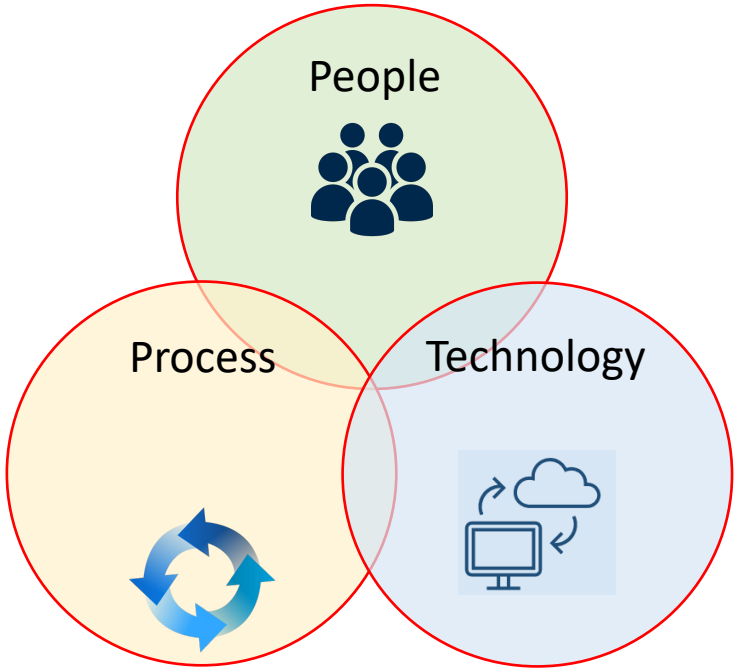
Cyber Security: More than networks, data and IP addresses



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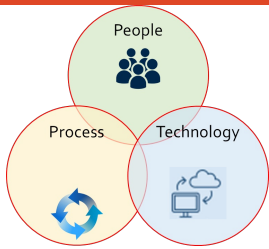
Biggest Threats

- Compromises
  - Ransomware
  - Fraud
  - Means to an end/Propagation
  - Vandalism

- Consequences
  - Destroying or corrupting essential data
  - Crippling operations
  - Exposing confidential data

Ransomware



- What to do:
  - Backup Data – Cloud Storage, Local Storage, Backup Applications
  - Enable Multi-Factor Authentication
  - Security Training & Awareness
  - Encrypt Sensitive Data

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Business Email Compromise, Bank Accounts & Fund Transfers

- Enable Multi-Factor Authentication for Banking
- Employee Policies and processes
- Employee Training
- Use Bank Tokenized Keyfob
- Require Call-back prior to Transfer
- 2nd Signature for Transfers above a threshold

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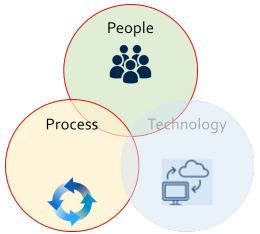
Third Party Vulnerabilities



- Your Suppliers, Vendors and Customers
  - Anyone with access to your networks, data or physical environment can be a source of threat
  - Often your biggest risk

- Who has access to your network or data
  - Software Applications, Vendors, clients
- Your Managed Service Provider/IT Company
  - What are they doing to protect you?
  - What are they doing to protect themselves?
- What to Do
  - Review your 3rd party risk: Ask!
  - Control and Limit Access (Least Privilege, Lifecycle/Termination)
  - Contingency/Incident Response

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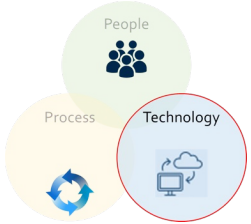
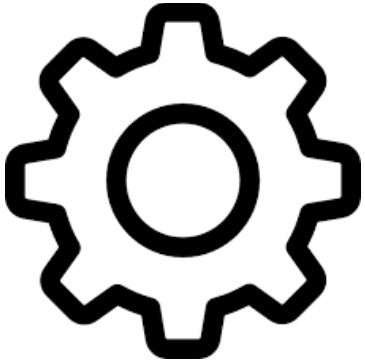
Undetected Security Gaps/Misconfigured Services



- The bad guys know common vulnerabilities, do you?

- What to do:
  - Harden your data assets
    - Email, Firewalls, VPN, Websites, WLAN, Apps
  - Update Hardware and Software
    - Replace Old Windows OS. If it's "End of life", it's vulnerable.
    - Apply Software Updates/Patches
  - Monitor & Respond



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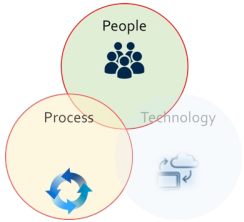
Secure Employees



- Policy
  - Acceptable Use
  - Require Generated Security Passwords
  - No saving passwords in the Web Browser
- Training
  - Don’t Click on the Links
  - Don’t send gift cards
  - Call first
  - How to recognize phishing, fraud
  - Etc
- Technology
  - Setup Data Access Restrictions: Role-Based Access
  - Use Password Manager: LastPass
  - DNS Blocker
  - Ad Blocker
  - Anti-Virus
  - Recurring Software Updates

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5 Quick Take-aways

Turn on Multi-Factor Authentication

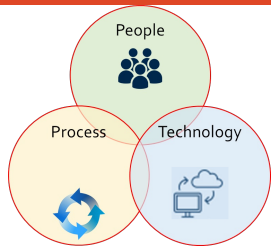
Ensure all software is updated and patched

Security Awareness Training

When in doubt, Don't click.

Password Managers

Evaluate 3rd Parties



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Questions

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