CYBER RISKS & SECURITY BEST PRACTICES FOR SMALL BUSINESS LEADERS

YOUR SPEAKERS

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EMERGING CYBER RISKS

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COVID-19, A NEW OPPORTUNITY FOR CYBER CRIME

- ✓ **Covid-19 has created a 'perfect storm' for cyber crime:**
  - ✓ employees working from home
  - ✓ fast changing business operations
  - ✓ public demand for new information on the virus and federal aid.
- ✓ **Small businesses remain a top target**
  - ✓ 43% of reported breaches involve small business.
    (2019 Data Breach Investigations Report, Verizon)
  - ✓ 47% of small businesses had at least one cyber attack in the past year. 44% of those had two to four attacks. 65% of SMB's failed to act following an incident.
    (2018 Hiscox Cyber Risk Report, Hiscox)

WHAT DOES CYBER CRIME LOOK LIKE IN SMALL BUSINESS?

24% Ransomware (holding a database or IT infrastructure hostage for ransom).

Example: Petya ransomware hit 12,000 machines in 2017.

Average cost of claim: $150,000

14% Hacking (breaking into a secure system to steal, destroy, or change information.)

Average cost of claim: $337,000

10% Phishing Attack (hacker posing as an employee, compelling another to wire funds, send data, etc.)

Social engineering cost of claim: $107,000

** Social Engineering claims appear on the rise, based on data from 2018 to present **

(Statistics from NetDiligence Cyber Claims Study, Data from 2014-2018, 2019)

CRIMINALS TAKING ADVANTAGE OF COVID-19

- Google reports to be blocking over 18M coronavirus scam emails each day. Gmail has approx. 15B users.
  - Hackers are imitating the WHO, and federal offices.
  - The FBI reports receiving 3,000+ cybercrime complaints a day.

Cyber criminals look for the easiest way to steal sensitive corporate data, and accessing a corporate network remotely from a compromised, unmanaged device is the softest route. The device is often the weakest link in the security chain, and data has shown that it is where 70% of breaches originate, so enterprises need to wake up.

- Dave Waterson, CEO of SentryBay cybersecurity firm

WHAT AM I AT RISK OF, ASIDE FROM LOSS OF DATA?

- ✓ **Legal defense and settlement costs, regulatory fines (**These costs include, but are not limited to, lawsuit defense, lawsuit settlement, regulatory action defense, and regulatory fines.)
  - ✓ Average cost of claim: $181,000

- ✓ **Lost Business Income**
  - ✓ Average cost of claim $130,000.

- ✓ **Crisis service Costs** (These costs include, but are not limited to, Breach Coach counsel, forensics, notification, credit/ID monitoring, and public relations)
  - ✓ Average cost of claim $112,000

(Statistics from NetDiligence Cyber Claims Study, Data from 2014-2018, 2019)

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SMB CYBER SECURITY BEST PRACTICES

Kyle Moore

Partnership Development Manager, Iconic IT

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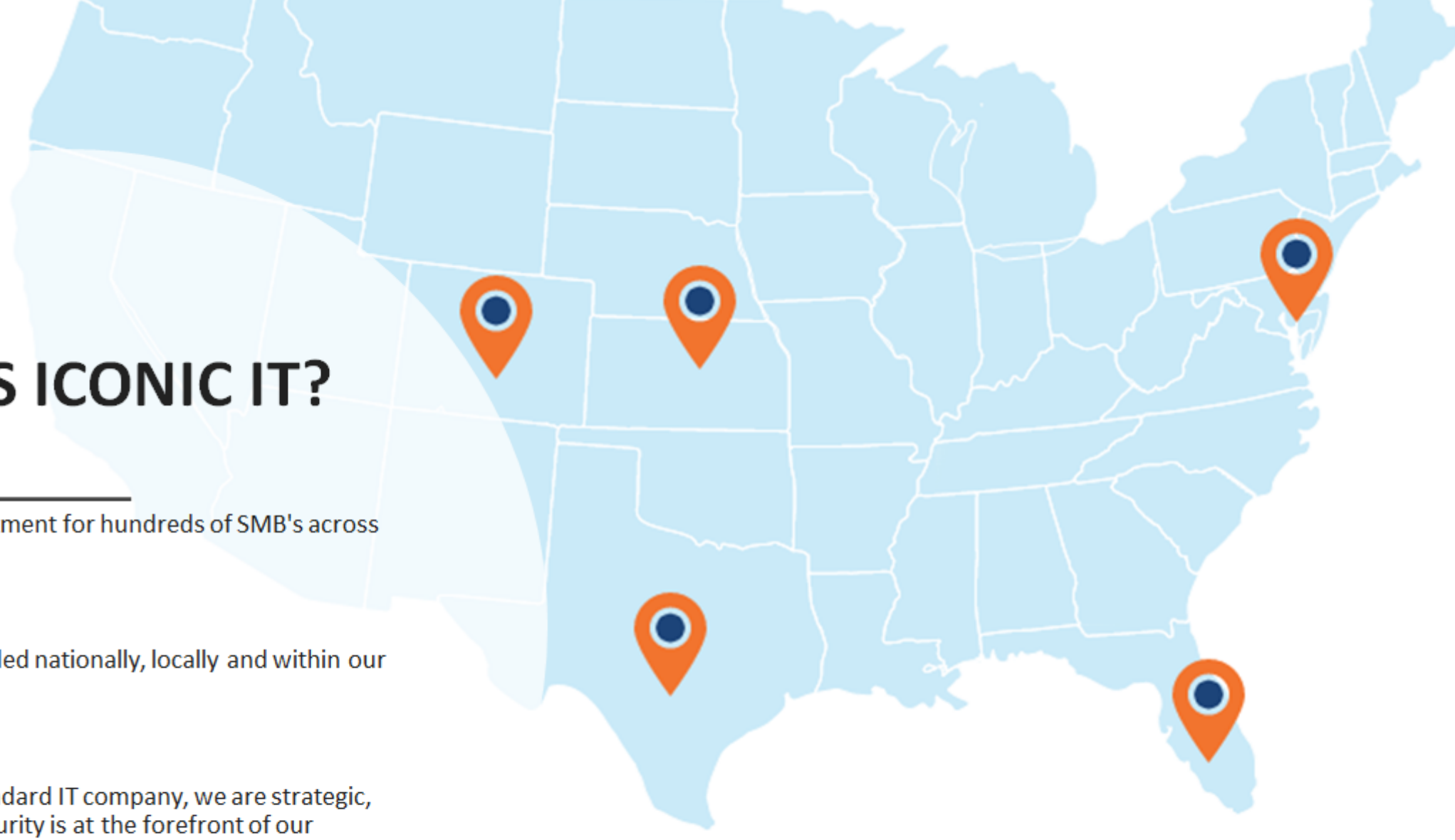
WHO IS ICONIC IT?



- We are the IT Department for hundreds of SMB's across the country.

- We have been awarded nationally, locally and within our industry.

- We are not your standard IT company, we are strategic, proactive and cyber security is at the forefront of our partnerships.

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SMB CYBER SECURITY BEST PRACTICES

Cyber Security must be a **balance** of your business and the technology, so understanding your risk posture is crucial.

Staying **informed** and **educated** is challenging in a threat landscape the is constantly changing.
- Have great partners who are intentional about staying on top of trends and technology.
- Ask your industry peers what they are seeing and doing.

Best practices can be broken down into three inter-related categories

1) People
2) Technology
3) Preparedness

SMB CYBER SECURITY BEST PRACTICES

PEOPLE

Your greatest risk is the people you employee and give access to. Almost every cyber incident at an SMB involves some level of social engineering.

- Use technology to limit their exposure.
- Use training to educate them.
- Don’t rely on the technology itself.

When was the last time you did a proactive cyber security training for your staff?

What proactive policies do you have in place to manage access, updates and patching, password policies, email security, disaster recovery?

SMB CYBER SECURITY BEST PRACTICES

Technology

Cyber technology is a cat and mouse game. Having the latest and greatest technology is important, but you should view the technology as a sand dune. Every second things are changing in real time.

Do you have the capability to partners who can navigate these changes in real time?

Examples:
- Patches and Updates
- Next Gen Anti-Virus
- Technology Review

SMB CYBER SECURITY BEST PRACTICES

PREPARIDNESS

Private and Government Cyber Experts almost unanimously agree that our posture as SMB's towards cyber incidents should be **"WHEN NOT IF".**

You must be proactive to mitigate the threats we know about and the ones that are coming tomorrow, but equally as important, is the need to have a disaster recovery plan.

- Backups
- Recovery
- Coverage
- Reputational Plan

SMB CYBER SECURITY BEST PRACTICES

CYBER CHECKLIST QUICK HITTER

- ✓ **Stay informed and educate your staff.**
- ✓ **Review your password polices and best practices.**
- ✓ **Proactively manage your updates and patches.**
- ✓ **Build redundancy into your data and layer your cyber security.**
- ✓ **Have a redundant backup, and proactive disaster recovery plan.**
- ✓ **Review your Insurance policies with your broker, build the policy into your plan.**
- ✓ **Have the ability to manage these best practices or find a partner who can.**

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NEXT STEPS

If your business needs a one on one conversation or individual assessment or want more resources and detailed best practices, we would love to connect! You can schedule time directly with me by clicking the tab below:

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LET'S TALK I.T.