Welcome to the CyberSecure My Business Webinar Series
We will begin promptly at 2pm EDT
All speakers will be muted until that time

Registration is open for the April webinar:
“Learn How to Choose and Protect Your SMB Website Hosting Service”
visit www.staysafeonline.org

To view previous webinars, visit our “Resources Library” at https://staysafeonline.org/resources/
Welcome to the CyberSecure My Business Webinar Series
We will begin promptly at 2pm EDT
All speakers will be muted until that time

Registration is open for the April webinar
“Learn How to Choose and Protect Your SMB Website Hosting Service”
visit www.staysafeonline.org

To view previous webinars, visit our “Resources Library” at https://staysafeonline.org/resources/
Jeff Marron, IT Specialist
Security
National Institute of Standards and Technology
The NIST Cybersecurity Framework Covers 5 Major Functions

This internationally recognized framework gives businesses a way to think about cybersecurity and was created by public and private sector working together.

1. IDENTIFY assets you need to protect
2. PROTECT assets and limit impact
3. DETECT security problems
4. RESPOND to an incident
5. RECOVER from an incident
NATIONAL CYBER SECURITY ALLIANCE

Know What Recovery Looks Like

Jon Clay, Director
Global Threat Communications

Trend Micro
NIST Framework: Recover

March 2018
Recover Systems from an Infection

Vulnerability Scanning Tools

Encryption vs Decryption

Ransomware

Don’t Assume Actors are Gone!

Double Whammy: When One Attack Masks Another Attack
Don’t Assume Malware is Gone!

- Virus
- Data Stealing Malware
- Ransomware
- Spyware
- Botnet
- O-day
NATIONAL CYBER SECURITY ALLIANCE

Know What Recovery Looks Like

Matthew Stevens,
Strategic Initiatives Manager
Office of Entrepreneurial Development

U.S. Small Business Administration
NCSA CyberSecure My Business™ Webinar: Know What Recovery Looks Like

Tools/Resources from the U.S. Small Business Administration

Tuesday, March 13, 2018
Webinar Objectives

• SBA 101 – What we do
• Learn about the breadth of SBA-supported cybersecurity resources
• Highlight specific resources/tools to recover from a cyber attack
SBA Mission & Goals

The U.S. Small Business Administration was created in 1953 as an independent agency of the federal government.

Our mission is to maintain and strengthen the nation’s economy by enabling the establishment and vitality of small businesses and by assisting in the economic recovery of communities after disasters.

Goal 1
Support small business revenue and job growth

Goal 2
Build healthy entrepreneurial ecosystems

Goal 3
Restore small businesses and communities after disaster

Goal 4
Strengthen SBA’s ability to serve small businesses
SBA 101: “3 C’s and a D”

- Capital
- Contracting
- Counseling
- Disaster Assistance
Supporting the Entrepreneurial Ecosystem
Office of Entrepreneurial Development Partnerships

Individual Guidance
- SCORE
- SBDC
- Women's Business Centers

Virtual Tools
- SBA Learning Center

Intensive Support
- Emerging Leaders USA

Strategic Resources
- FDIC
- Money Smart
- TIPS
**SBA Technology and Innovation Partners (“TIPs”)**

**SBA TIPS** is a public-private partnership between the US Small Business Administration and best in class technology companies to provide free technology education and training to US small businesses.

<table>
<thead>
<tr>
<th>TIPS is for:</th>
<th>TIPS is about:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Small businesses</td>
<td>Leveraging technology</td>
</tr>
<tr>
<td>Entrepreneurs</td>
<td>Digital marketing</td>
</tr>
<tr>
<td>Start-ups</td>
<td>Online banking</td>
</tr>
<tr>
<td>SDVOBs</td>
<td>Cyber security</td>
</tr>
<tr>
<td>WOSBs</td>
<td>Making small business efficient and effective</td>
</tr>
</tbody>
</table>

U.S. Small Business Administration | 17
SBA Cybersecurity Resources - online
www.sba.gov/cybersecurity

Managing a Business
- Running a Business
- Leading Your Business
- Growing Your Business
- Business Law & Regulations
- Business Guides by Industry
- Exporting
- Closing Down Your Business
- Cybersecurity
- Forms

Cybersecurity
Is your business prepared in the event of a cybersecurity breach? Now is the time to take stock of your cybersecurity health, including the importance of securing information through best cybersecurity practices; identifying your risk and the types of cyber threats; and learning best practices for guarding against cyber threats.

Introduction to Cybersecurity
Small employers often don’t consider themselves targets for cyber attacks due to their size or the perception that they don’t have anything worth stealing. However, small businesses have valuable information.

Top Ten Cybersecurity Tips
Cybersecurity threats are real and small businesses are often an attractive target. As a small business owner, it’s critical to implement the best tools and tactics you can to protect your...

Protect Against Ransomware
Ransomware is a type of malicious software that infects and restricts access to a computer until a ransom is paid. Although there are other methods of delivery, ransomware is frequently delivered...

Top Tools and Resources for Small Business...
Where can you go to get trusted information about cybersecurity risks and mitigation that addresses the unique needs of small business owners? This targeted list of federal and local resources can...

Social Media Cyber-Vandalism Toolkit
Developed by the SBA in conjunction with the US General Services Administration’s SocialGov program, this Social Media Cyber-Vandalism Toolkit provides guidance and security practices to small...

Additional Cybersecurity Resources
Are you prepared for the shift to more secure card payments technology that took place on October 1st? Looking for trainings and professional certifications or other cybersecurity resources? Check...
Recovery
1. Contact social media companies to regain control
2. Audit your social media inventory
3. Communicate cyber-vandalism as appropriate
4. Initiate restoration activities after gaining control

Response
1. Confirm incident and recovery
2. Confirm and verify changes to access
3. Conduct a review of lessons learned
4. Apply data and analysis of outcomes to improving your program
Quick Steps to Respond to Cyber Attack

1. Inform local law enforcement or the state attorney general
2. Report stolen finances or identities and other cybercrimes to the Internet Crime Complaint Center
3. Report fraud to the Federal Trade Commission
4. Report computer or network vulnerabilities to US-CERT via the hotline: 1.888.282.0870 or www.us-cert.gov
SBA Cybersecurity Resources – Local Resources

https://www.sba.gov/tools/local-assistance/
SBA Curated Cybersecurity Resources –
Top Cybersecurity Tools

The C3 Voluntary Program Toolkit
• Department of Homeland Security (DHS) and its partners have established a Critical Infrastructure Cyber
Community (C3) Voluntary Program to help educate business owners about cybersecurity

Small Biz Cyber Planner
• Developed by Federal Communications Commission (FCC), an easy-to-use, free online tool that will help you create
a customized planning guide to protect your business from cybersecurity threats

SBA Online Course: Cybersecurity for Small Business
• An SBA developed course that will help you learn more about the ways you can protect your information and
networks in case of a cyberattack.

Cyber Resilience Review Assessment Tool
• Developed by DHS, this no-cost, voluntary CRR assessment tool helps businesses assess their information
technology resilience.

FTC’s Start with Security: A Guide for Business
• Guide developed by the Federal Trade Commission offers 10 practical lessons businesses can learn from the FTC’s
50+ data security settlements.

Cybersecurity Advisors (CSAs)
• CSAs are regionally-located DHS personnel who offer immediate and sustained cybersecurity assistance to prepare
and protect organizations, including small and mid-sized businesses. email for more info (hyperlink above)

Local Resources
• This collection of resources from various levels of government can help small and midsize businesses recognize and
address their cybersecurity risks.
NATIONAL CYBER SECURITY ALLIANCE

Know What Recovery Looks Like

Scott Taber
Cyber Security Awareness Program Specialist
Michigan Small Business Development Center
The Michigan SBDC

Funded through a cooperative agreement with the
- U.S. Small Business Administration (SBA)
- Michigan Economic Development Corporation (MEDC)
- Matching funds from Local Network partners in each region.

Scott Taber
Cyber Security Awareness Program Specialist
tabers@gvsu.edu
What I will Cover

1. Breached...now what?
2. Process to Follow
3. People to Involve
4. Technology Can Help
5. Take Away
Breached...now what?

1. Review Your Legal and Ethical Obligations – In advance
2. Don’t Panic...and Don’t Rush Your Response
3. Perform an Analysis and Act on Your Results
4. Keep Your Customers and Employees in the Loop
### Process to Follow

- Identify
- Contain
- Investigate
- Remediate
- Communicate
- Lessons Learned

### People to Involve

- Cyber Security Expert & IT Vendors
- Attorney
- Employees
- Customers
- Partners
- Vendors
- Law Enforcement
Technology Can Help

• Consider company wide improvements
  – Encryption (full disk, file/folder, email, VPN)
  – Multi-factor Authentication (MFA, 2-factor)
  – Mobile Device Management (MDM)
  – Data Loss Prevention (DLP)
  – Security Information and Event Management (SIEM)
  – Intrusion Prevention/Detection System (IPS/IDS)
Title: Take Away

- Business Continuity Plan
  - Incident Response Plan
  - Disaster Recovery
- Identify Key Assets
- Choose Protection Considering
  - Budget
  - Industry Requirements
  - Capacity
  - Legal Regulations
Cyber Security Awareness for Small Business

www.SmallBusinessBigThreat.com

NATIONAL CYBER SECURITY ALLIANCE

Know What Recovery Looks Like

Moderated by Daniel Eliot, Director Small Business Programs NCSA

Jeff Marron, IT Specialist Security National Institute of Standards and Technology (NIST)

Jon Clay, Director Global Threat Communications Trend Micro

Matthew Stevens, Strategic Initiatives Manager Office of Entrepreneurial Development U. S. Small Business Administration

Scott Taber, Cyber Security Awareness Program Specialist Michigan Small Business Development Center
Webinar Series
Second Tuesdays
2:00 p.m. EDT

April – Website Hosting
May – Protect Email Accounts

To Register: www.staysafeonline.org

NATIONAL CYBER SECURITY ALLIANCE
Know What Recovery Looks Like

NIST
www.nist.gov/cyberframework

U.S. Small Business Administration
www.sba.gov/cybersecurity

Michigan SBDC
www.SmallBusinessBigThreat.com

Trend Micro
https://www.trendmicro.com

National Cyber Security Alliance
www.staysafeonline.org/cybersecure-business