NATIONAL CYBER SECURITY ALLIANCE

SMB Cyber Basics: Where to Start

Moderated by Daniel Eliot, Director Small Business Programs National Cyber Security Alliance

William Malik, VP Infrastructure Strategies Trend Micro

Lisa Weintraub Schifferle, Attorney Division of Consumer and Business Education Federal Trade Commission

Colleen Huber, Director e-Learning Design and Development MediaPRO
Be a Part of Something Big

Get involved and promote a safer, more secure internet.

www.staysafeonline.org
Goal of 5-Step Approach Is Resilience

Know the threats and **Identify** and **Protect** your assets

**Detect** problems and **respond** quickly and appropriately

Know what **recovery** looks like and prepare

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TREND MICRO
Initiative for Education
DIGITAL SAFETY OUTREACH
1H 2018 Losses

• 30% increase in reported SCADA vulnerabilities
• 141% increase in cryptocurrency mining detections
• 67% increase in mega breaches
• 5% increase in recorded business email compromise (BEC) attempts

Because the list of threats continues to grow, enterprises’ focus and security resources are split. They need to have the proper solutions and security policies in place to navigate this increasingly complicated threat landscape.
602 reported vulnerabilities
23 published without patches

<table>
<thead>
<tr>
<th>Vendor</th>
<th>2H 2017 vs. 1H 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apple</td>
<td>92% increase</td>
</tr>
<tr>
<td>Foxit</td>
<td>50% increase</td>
</tr>
<tr>
<td>Adobe</td>
<td>7% increase</td>
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</table>

The increase in vulnerabilities adds to the challenges InfoSec teams are facing: More advisories mean more difficulties patching, and enterprise operations may be affected.
Cryptocurrency mining detections increase and ransomware remains an enterprise threat

Cryptocurrency mining detections

New cryptocurrency-mining malware families

2H 2017: 326,326
1H 2018: 787,146

47
1H 2018
Malicious activity affects enterprise and home routers

Mirai-like activity
- Scanning detected in China and Mexico
- Targeting specific router vulnerabilities

VPNFilter attack
- Multi-stage attack with a spreading component, a data harvester, and a sniffer plugin
- Affected over half a million routers in at least 54 countries
Recorded BEC attempts

<table>
<thead>
<tr>
<th></th>
<th>2H 2017</th>
<th>1H 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Attempts</td>
<td>6,533</td>
<td>6,878</td>
</tr>
</tbody>
</table>
Protection against threats

- Change the default passwords on IoT devices.
- Install patches.
- Teach employees about business email scams.
- Verify fund transfer requests and invoices.
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Lisa Weintraub Schifferle, Attorney
Division of Consumer & Business
CYBERSECURITY FOR SMALL BUSINESS
PROTECT
YOUR FILES & DEVICES

Update your software
This includes your apps, web browsers, and operating systems. Set updates to happen automatically.

Secure your files
Back up important files offline, on an external hard drive, or in the cloud. Make sure you store your paper files securely, too.

Require passwords
for all laptops, tablets, and smartphones. Don’t leave these devices unattended in public places.

Encrypt devices

Use multi-factor authentication.
PROTECT YOUR WIRELESS NETWORK

Secure your router
Change the default name and password, turn off remote management, and log out as the administrator once the router is set up.

Use at least WPA2 to encrypt
Make sure your router offers WPA2 or WPA3 encryption, and that it’s turned on. Encryption protects information sent over your network so it can’t be read by outsiders.
MAKE SMART SECURITY YOUR BUSINESS AS USUAL

Require strong passwords
Train all staff
Have a plan
Data Breach Resources

TAGS: Consumer Protection | Human Resources | Privacy and Security | Data Security

You’ve just experienced a data breach. Whether you’re a business or a consumer, find out what steps to take. These guides and videos explain what to do and who to contact if personal information is exposed.

FOR BUSINESS

Data Breach Response: A Guide for Business

Data Breach Response Video

Start with Security
Protecting Personal Information: A Guide for Business

1. Take Stock.
2. Scale Down
3. Lock It.
4. Pitch It.
5. Plan Ahead.
Ftc.gov/startwithsecurity
Lessons Learned - PROTECT

1. Start with security

2. Control access to data sensibly

3. Require secure passwords & authentication.

4. Store sensitive information securely & protect it during transmission.

5. Segment your network and monitor who is trying to get in and out.

6. Secure remote access to your network.

7. Apply sound security practices when developing new products,

8. Make sure service providers implement reasonable security measures.

9. Keep your security current & address vulnerabilities that may arise.

10. Secure paper, physical media, and devices.
IdentityTheft.gov can help you report and recover from identity theft.

**HERE’S HOW IT WORKS:**

1. **Tell us what happened.**
   We’ll ask some questions about your situation. Tell us as much as you can.

2. **Get a recovery plan.**
   We’ll use that info to create a personal recovery plan.

3. **Put your plan into action.**
   If you create an account, we’ll walk you through each recovery step, update your plan as needed, track your progress, and pre-fill forms and letters for you.

Get started now. Or you can browse a complete list of possible recovery steps.
Identity Theft
bulkorder.ftc.gov
Protect your business

Get cybersecurity tips

Avoid scams

FTC.gov/SmallBusiness
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Colleen Huber, Director
e-Learning Design and Development
PHISHING OUR SMB?

We Have Money

We Have Valuable Info

BUT WHY!?

We’re More Vulnerable
The Problem:
• Security costs are rising
• Can't depend on IT infrastructure

The Solution:
• Depend on employees
• Practice security everyday
Mission: Activate Employees
Personal Data?

• Conduct a Privacy Impact Assessment

Survey to...

• Discover what people already know
• Identify your biggest risks

Analyze

Bonus Tip: Identify your security all-stars.
Create a plan.

Which topics should receive focus?
Remember:
• Focus on behavior
• Make it applicable

Deliver your training!
Reinforce

Some Ideas:
• Phishing alerts
• Team meetings
• Tech blog
• "Nice save" e-mails

Make time for regular check-ins and reminders.
Champion a Security-Aware Culture
Thanks for joining!

https://www.mediapro.com/SMB
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PUMPKIN SPICE LATTES, HALLOWEEN AND NATIONAL CYBERSECURITY AWARENESS MONTH

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Use #CyberAware in all your tweets!
Like us on Facebook (/StaySafeOnline) to view live segments with experts each week and follow us on Twitter (@StaySafeOnline) for the latest news, resources and more

Register yourself and/or your organization as a Champion to take action in support of NCSAM. It’s easy and FREE to sign up at https://staysafeonline.org/ncsam

Join our weekly Twitter discussion each Thursday in October at 3 p.m. EDT/Noon PDT.
NOMINATE YOUR COMPANY FOR EXCELLENCE IN DIGITAL SAFETY

NATIONAL CYBER SECURITY ALLIANCE AWARDS
October 30, 2018

staysafeonline.org/ncsam/ncsaawards
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Federal Trade Commission
www.FTC.gov/smallbusiness

MediaPRO
https://www.mediapro.com/SMB

Trend Micro
www.trendmicro.com

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