NEW SEASON, NEW LOOK: GIVE YOUR BUSINESS A DIGITAL MAKEOVER THIS SPRING

Webinar will begin promptly at 2pm Eastern

*All speakers will remain muted until that time

*All attendees are muted

*Webinar will be recorded

PRESENTED BY
NATIONAL CYBERSECURITY ALLIANCE

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The proven public/private partner that focuses industry efforts to create behavior change by:

- **Convening** partners who recognize strength in the security collective;

- **Educating** individuals on cybersecurity best practices; and

- **Amplifying** collective efforts to increase cybersecurity awareness.
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ITSP MAGAZINE
At the Intersection of IT Security & Society

Over 6,000 webinar attendees
Over 5,000 workshop attendees
Over 15,000 subscribers

This was an excellent webinar with good information for small businesses and tech support companies like us who provide advice on support and security to our customers. The information covered can be passed along to our customers so they are #CyberAware!
Today’s Guest Speakers

Patrice Bobola
Head of Global IDP Knowledge & QA

Sandra Guile
Director of Communications

Daniel Eliot
(Moderator)
Director of Education & Strategic Initiatives
Spring Has Sprung!
Time for a Digital Spring Cleaning Webinar

Patrice Bobala
Generali Global Assistance
Head of Global IDP Knowledge and QA
Why Is Digital Spring Cleaning Important?

1. Assessment of existing and future data collection

2. Awareness of potential cybersecurity threats

3. Preparation for the unexpected
If You Collect It, You Must Protect It

**Why Businesses Collect Data?**
- Nature of business
- Age of digitalization
- Enhance customer experience
- Maximize R.O.I

**What Responsibility Do Businesses Have Collecting & Using That Data?**
- Protect of consumer & company data
- Reduce risk of potential data breach
- Adhere to consumer privacy protection regulations, such as CCPA & GDPR
- Be transparent in the marketplace
Digital Spring Cleaning Steps to Take

1. **Take inventory** of data collected

2. **Conduct audit** of personnel access to all data

3. **Secure and/or discard** personally identifiable data

4. **Create a plan** to store and secure collected data

5. **Maintain an up-to-date cybersecurity response plan**

6. **Provide ongoing training to all employees** on security info management & cyber security threats (i.e. ransomware, malware, phishing, etc.)
Secure Your ID

Preserve Your Online & Offline Reputation

Sandra Guile, Director of Communications, IABBB
sguile@iabbb.org
Secure Your ID – Shred Day

➔ **Shred Day Status**
➔ BBB’s are being asked to decide if they are/are not going to host a Shred Day event.
➔ This varies depending on mandates for social distancing in each jurisdiction.
➔ Please contact your local BBB to confirm their status.
➔ Visit BBB.org
➔ Set aside your shreddable material for now if you’re unable to do it this spring!
Secure Your ID – Electronic Devices

- **Is your device spying on you?**
  - Cell Phones: What open WIFI connections are still linking to your phone?
  - Apps: Are there unnecessary apps that you haven’t swiped in a few months? Deleting them may free up space on your phone?

- **Surfing online**
  - How many accounts use the same password?
  - Who has access to your accounts?
  - What does Google really know about you?

- **Dumping an Old Device**
  - Breaking up is hard to do – reboot instead
Secure Your ID – Online Reputation

- **Business**
  - Spoofing: employment scams, disasters or crisis, insurance fraud, disgruntled employees
  - Cybersecurity: Phishing, hacking, ransom
- **Consumer**
  - Social Media: account take over, IM
  - Who has access to your accounts?
  - What does Google really know about you?
- **Families, young adults**
  - Facebook, Instagram, Snapchat
BBB Resources

- BBB.org
  - BBB.org/smallbusiness
  - BBB.org/coronavirus
  - BBB.org/scamtracker
  - BBB.org/bbb-directory
Consider de-cluttering your digital life this spring with these tips and resources from the National Cyber Security Alliance (NCSA) and the Better Business Bureau (BBB). Taking a few of these proactive steps can help safeguard you from cyber criminals.

Lock Down Your Login. One of the first things everyone needs to do is to ensure that passphrases for each account are **lengthy, unique, and safely stored**. Enable 2-factor authentication on all accounts that offer it.

Update Your Software. Don’t postpone critical software updates. Having the most current security software, web browsers, and operating systems are some of the easiest ways to protect your data.

Back IT Up. Protect your data by making copies- or backups- of your most important files. Use the 3-2-1 rule to help guide you: 3 backup copies, 2 different media types, 1 offline and in a separate location.

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Your Digital De-Clutter Checklist

**The (DIGITAL) PURGE**

- Uninstall software and apps you are no longer using.
- Establish and communicate records retention guidelines for your digital and physical records. Permanently and securely dispose of all old or unnecessary data.

[Link to Digital Spring Cleaning Checklist](https://staysafeonline.org/resource/digital-spring-cleaning-checklist-2020/)
Upcoming Webinars

- April 21: E-commerce Security
- May 5: COVID-19 Scams
- May 12: Phishing, Vishign & Smishing

https://staysafeonline.org/event_category/cybersecure-my-business/
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