



The Secrets to Protecting

Your Firm from Getting Hacked!

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Disclaimer

- While the points discussed in this presentation can help prevent a cyber attack, there is no such thing as 100% secure.
- Education is your best defence.



Today ...

- .. You are going to walk away with:
 - The latest threats and how to watch out for them.
 - The tools to make you cyber street smart.
 - The keys to a good data security plan.



Data IS The New Currency!

- *“But why would anyone want MY data?”*
- No matter how trivial you feel your data is, there is someone who can make money off of it.
- They’re willing to break into your network to get it.



Recent Events

- July 2015 – US Office of Personnel Management
 - Identities of 4 million US government employees stolen.
 - Data including social security numbers, financial data and security clearances among data stolen.
 - In possession of every aspect of employee's life.
 - Went unnoticed for over a year.
 - Why? Most likely for financial gain.



Recent Events

- February 2016 – DHS & FBI
 - Identities of 20,000 FBI employees are published online.
 - Names, private email, job descriptions amongst data stolen.
 - Used hacked email account of employee and “social engineering” to gain access to 3 internal FBI & DHS servers.
 - Why? No reason given.



Recent Events

- 2015 – US Internal Revenue Service
 - Tax returns of 2.5 million tax payers stolen.
 - Used to generate e-file pins to file tax returns.
 - Results in \$50 million in false claims paid out.



Recent Events

- 2012 – LinkedIn
 - 117 million users data stolen.
 - Recently information put up for sale online for \$2,200.
 - Passwords have been decrypted and available to anyone.
 - Change your passwords immediately!
- 2014 – Yahoo
 - 400 million accounts stolen.



Recent Events

- February 2016 – Hospital in Hollywood California
 - All servers are hit with ransomware attack.
 - Unable to access patient data.
 - Forced to pay out \$17,000 ransom to get access back.
 - Hospitals all over the world are hit as well.
- Many more stories!!!!



What Does It Cost?

- The average cyber security incident costs \$7m to recover from.
 - \$5m for breaches of under 50k pieces of data.
 - \$13m for breaches over 50k pieces of data.
- Only 5% of small businesses have purchased a cyber security insurance policy.

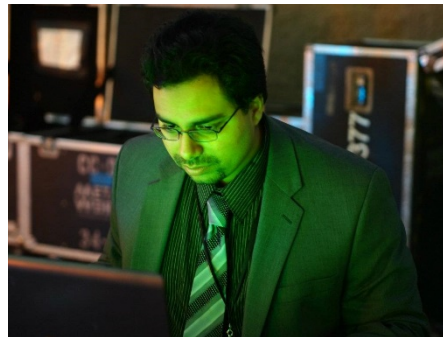


- <http://www.smartbrief.com/s/2016/11/study-average-data-breach-costs-7m-0>
- <http://www.propertycasualty360.com/2016/11/04/4-tips-to-sell-more-cyber-liability-policies-to-sm?slreturn=1479494041>



Who Am I?

- An engineer who has built software in security, aerospace and defence.
- Now I run my own app development & data security consulting firm.
- Someone who says “enough is enough”!



Your Best Defence....

- Is Education!
- And a good plan!
- Learn your cyber street smarts no differently than real life street smarts!





Latest Threats

- Password Reuse
- Ransomware
- Email Attachments
- Phishing Emails
- Social Engineering



Latest Threats

- Password Reuse
 - One password – many sites!
 - Hacker only needs 1 password to gain access to all of your site logins.
 - Use different passwords – but try creating a game out of it!
 - Makes it easier to remember.

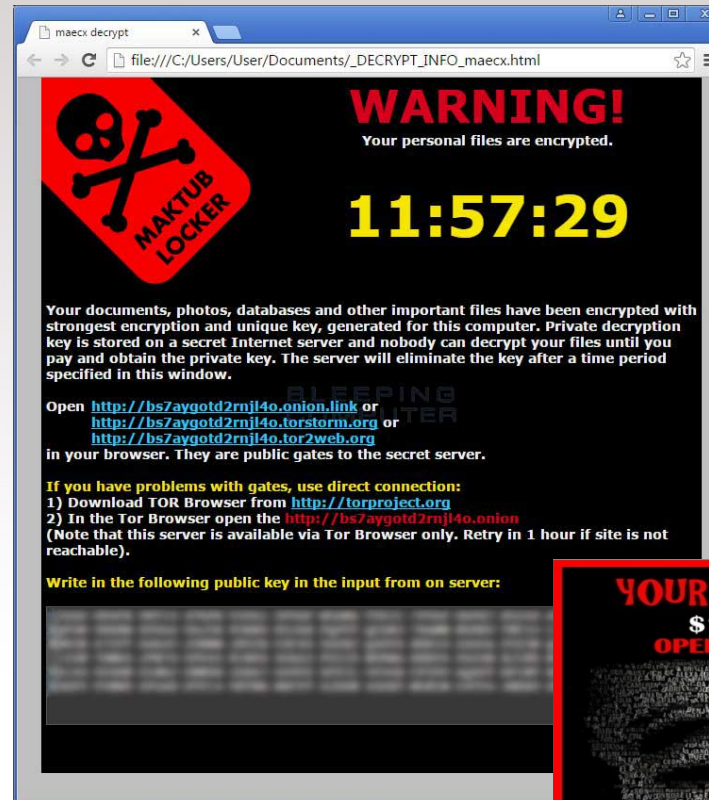


Latest Threats

- Ransomware
 - Virus program that once installed will encrypt all files on the computer and lock the user out of their computers.
 - Rebooting won't help
 - Leaves option of either formatting computer and losing all data or paying the ransom (could be hundreds or thousands)
 - Mac computers not immune to this.

Latest Threats

- Ransomware

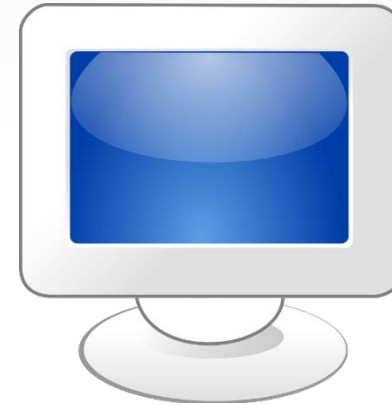


Latest Threats

- Ransomware



Your Data





Latest Threats

- Email Attachments
 - Viruses are now being transmitted through email.
 - Some may contain ransomware.
 - Emails sent out with “invoices” or “photos” that seem like legit business emails.
 - Delete right away – do not open attachments.

 Reply  Reply All  Forward



Thu 5/19/2016 6:19 AM

Teresa Guerrero <GuerreroTeresa46@callmyroofer.com>

Thank you!

To info@neurotelli.com



 Message

 info_order_470C7D3F.zip (6 KB)

Hello info,

Please find enclosed invoice no. 463275

Thank you for your order.
We look forward to doing business with you again.

Regards,
Teresa Guerrero
SAP SE

Teresa Guerrero No Items



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Latest Threats

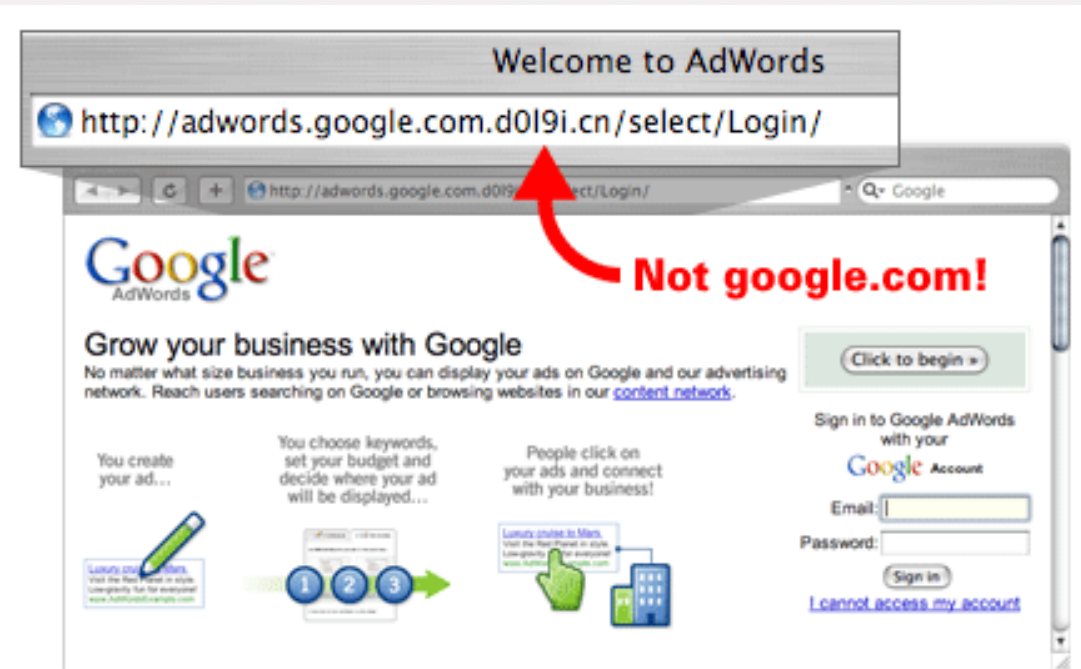
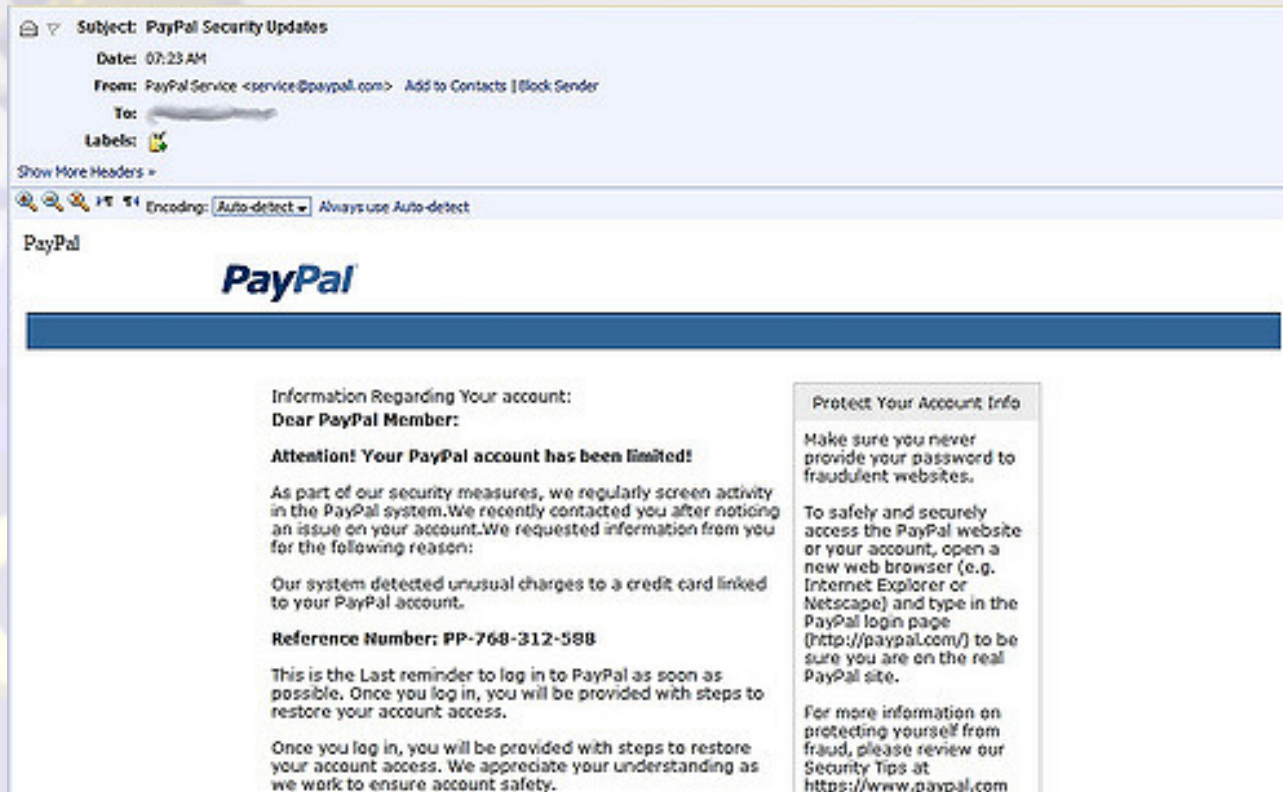
- Phishing Emails

- Emails pretending to be from legitimate institutions such as the bank asking you to log in and update your info.
- Provide you with a link to click on.
- Do not click on link.
- If you have to – type in web address yourself into new browser window or call the institution.



Latest Threats

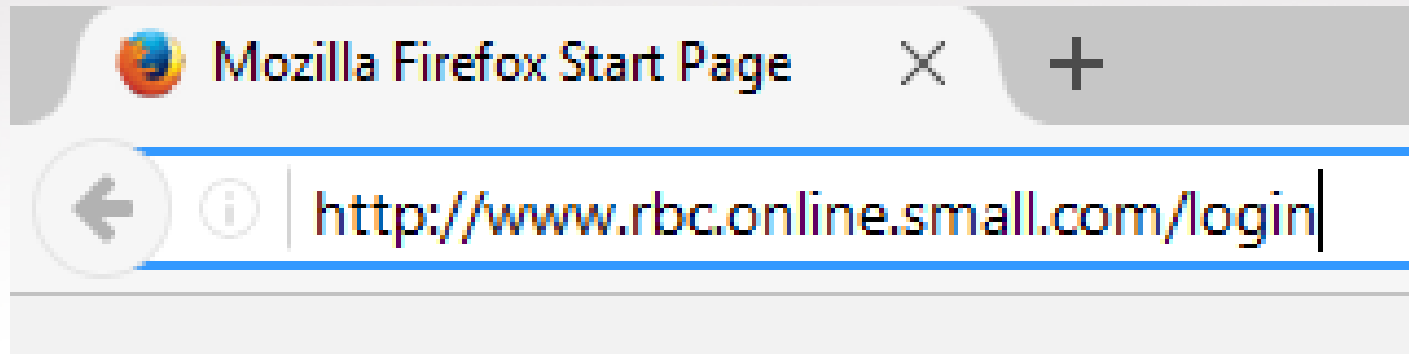
• Phishing Emails



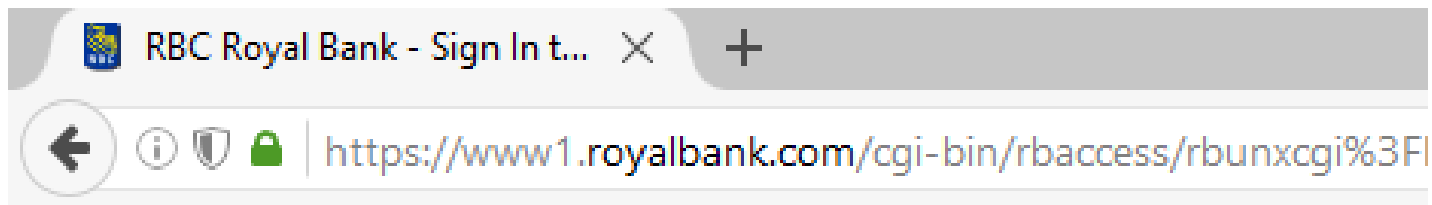


Latest Threats

- Phishing Emails



versus



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Latest Threats

- Social Engineering
 - Impersonating CEO's.
 - Hackers have stole \$2.3b from over 17,000 businesses since 2013 just by hacking a CEO's email account and requesting a wire transfer of funds to their subordinates.
- Done by researching your Social Media feeds
 - Limit what you share online.



- <http://www.reuters.com/article/cyber-fraud-email-idUSL2N17B0I2>



Latest Threats

- Other threats.
 - Hacking wireless routers.
 - Wireless denial of service attacks.



What Can You Do?

- DTA – Don't trust anything!
- Don't open email attachments from email addresses you don't recognize.
- Don't click on links you don't recognize.
- When entering personal info online, question personal things like birthdays (make one up if you need to).
- Stop reusing passwords or using simple passwords!



What Can You Do?

- Businesses
 - Do you really need all that data?
 - Educate and empower your employees.
 - **Get a Data Security Plan!**
 - **Hire an security specialist!**





What Can You Do?

- Like a fire escape plan, every company needs a data security plan.
- It will mitigate damage and fall out from a breach.
- Ignoring the problem will make things worse.
- A data security consultant can help you with this.



Data Security Plan

- A data security plan consists of the following categories:
 - Identify
 - Protect
 - Detect
 - Respond
 - Recover



Hire an Security Specialist

- Security specialists will:
 - Have your best interests in mind.
 - Find security holes before the bad guys do.
 - Will focus on your security while you focus on your business.





Thank You!

- Jawaad Sheikh
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- Security tips: <http://www.tech-fu.com>
- **Leave your email to enrol in my free email course on staying safe.**