

5 WAYS BUSINESS OWNERS PUT DATA AT RISK

Data security is easy to overlook when you're busy running a business. But you owe it to your customers—and your business's reputation—to protect sensitive information. Make it harder for cybercriminals to help themselves to your data by avoiding these all-too-common mistakes.

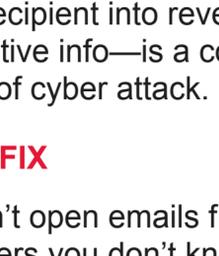
PASSW•••

MISTAKE #1 USING THE SAME PASSWORD FOR MULTIPLE ACCOUNTS

Once a criminal has the password for one account, it's easy to log into other accounts and steal data.

THE FIX

- Use different passwords for different sites
- Avoid common keyboard patterns for passwords
- Mix upper and lowercase letters, use numbers and symbols and avoid common words



MISTAKE #2 OPENING SUSPICIOUS EMAIL ATTACHMENTS

Phishing—posing as a trustworthy entity to trick the recipient into revealing sensitive info—is a common type of cyber attack.

THE FIX

- Don't open emails from senders you don't know
- Look for excessive spelling errors or strange email addresses
- Do not click on any suspicious or unsolicited email attachments

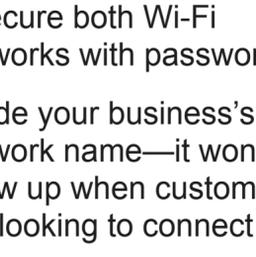


MISTAKE #3 SENDING SENSITIVE DATA ELECTRONICALLY

Cybercriminals can intercept emails and instant messages to steal sensitive data.

THE FIX

- Password protect documents
- Encrypt emails containing personal data
- Use OTR (off-the-record) messaging to automatically encrypt sensitive info sent via instant messages

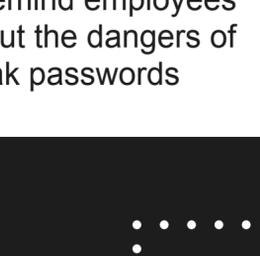


MISTAKE #4 NOT SECURING WI-FI NETWORKS

Wireless networks allow multiple users to connect at once, making them an easy avenue for criminals to access data.

THE FIX

- Have two separate Wi-Fi networks—one for customers and one for business
- Secure both Wi-Fi networks with passwords
- Hide your business's Wi-Fi network name—it won't show up when customers are looking to connect



MISTAKE #5 NOT TRAINING EMPLOYEES ON DATA SECURITY

Without training, employees might not know what to do if they notice suspicious activity on company computers.

THE FIX

- Train employees to recognize cybersecurity threats
- Encourage employees to report any suspicious activity
- Remind employees about the dangers of weak passwords



**BEING SMART ABOUT
DATA SECURITY IS A SMALL
DETAIL THAT MAKES A BIG
DIFFERENCE FOR YOUR
BUSINESS'S REPUTATION
AND BOTTOM LINE.**

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