

Team Foster

TF STRATEGY^{LLC}
Leadership, Management and People Operations

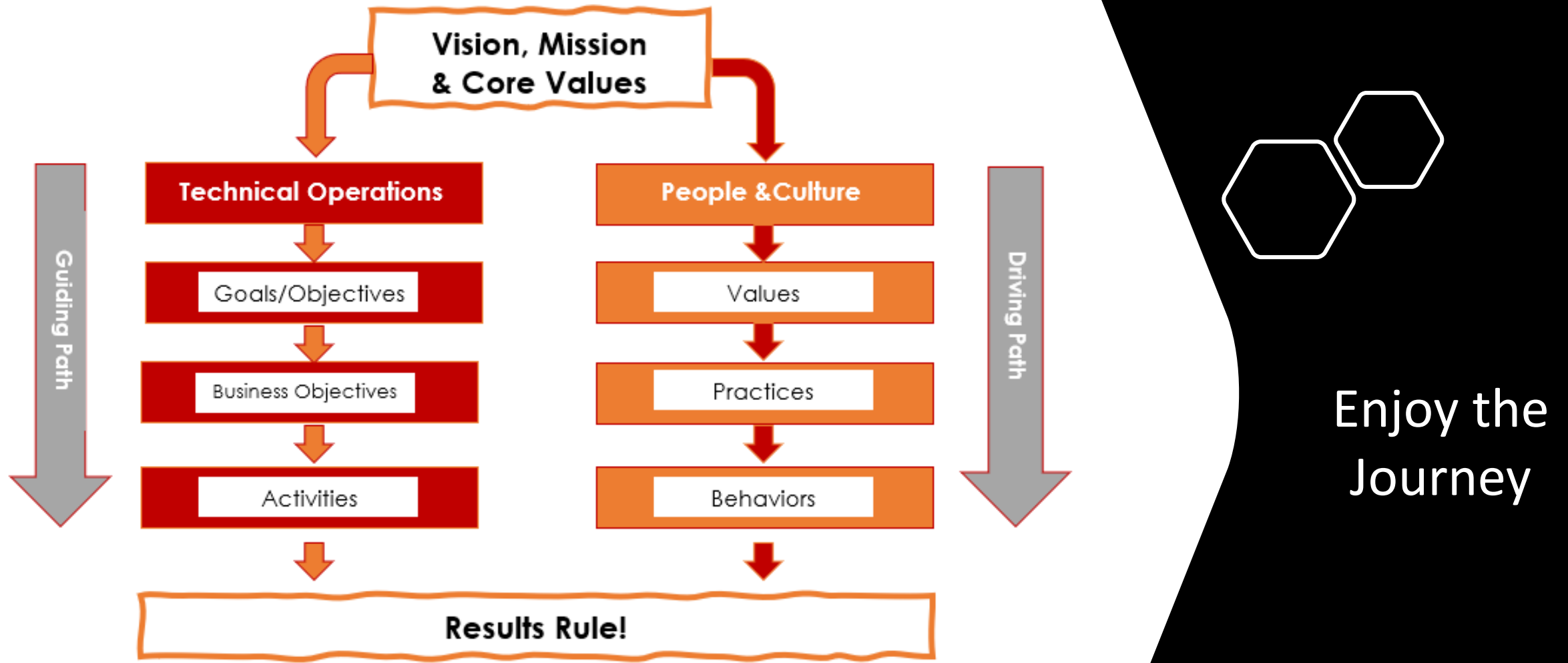
Cybersecurity Awareness

Tips To Protect You And Your Data

The Team Foster Purpose



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Objectives

1. The **importance** of Cybersecurity Awareness!
2. Ways to incorporate a *Culture of Cybersecurity* in the workplace and at home to ensure the **utmost protection** of data and self
3. **What to do** after being scammed because the situation is now 'when' not 'if'



**Live, Laugh,
Get Hacked, Stop
Laughing**



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Laura's Story



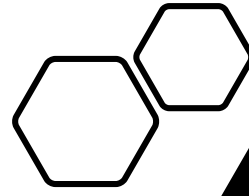
Sept. 21, 2021



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Objective #1

Why is
Cybersecurity
Awareness
Important?



Awareness Training is a MUST



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Attackers go where security is weakest



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A background image showing a desk with several books and a pair of glasses. The books are of various colors and are stacked or scattered. The glasses are resting on one of the books. The overall scene is slightly blurred and has a warm, reddish-brown color palette.

Awareness training is
essential to reducing
cybersecurity risk



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But an attacker isn't interested in me . . .

Wrong!



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Cybersecurity awareness is for:

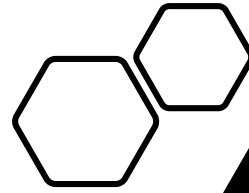
- IF Employees
- IF Supervisors
- IF Managers
- IF Business Owners

X



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Objective #2



HELP!!!

**Ways to
protect
yourself!**







Backups



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Facts about Backups

-  35% never backup
-  20% backup yearly
-  14% backup monthly
-  6% backup daily

CARBONITE 



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Facts about Backups



- IF Backups protect when all else fails
- IF NO level of protection is perfect
- IF Only “guaranteed” protection against ransomware
- IF Test your backups! Restore, restore, restore...



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Updates



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Updates are essential to security

- ❑ What was secure yesterday may not be secure today
- ❑ New software vulnerabilities found every day
- ❑ Over 360K new malware (viruses & ransomware) released every day
- ❑ Nothing is “Set & Forget”



Don't Forget



-  Mobile devices - cell phones & tablets
-  Internet of Things (IoT) - Alexa, Google Home, light bulbs, thermostats, doorbells, surveillance system, smart locks, pet feeder, vacuums, health monitors...

This could keep going forever!



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Passwords



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All About Passwords

Someone figured out my password.
Now I must rename my dog!



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Managing Passwords

- IF Keep your passwords in a secure location
 - Don't use paper or sticky notes
 - Don't store passwords in clear-text on your computer - Word, Excel, etc.



Utilize a Password Manager

LastPass...

- Benefits of a password manager
 - One strong password to access them all
 - Encrypted storage of passwords
 - Auto-fill username/password on websites
 - Sync between desktop, laptop, and mobile



Password Tips

- IF Avoid using items that can be associated with you
 - Address
 - Phone numbers
 - Pet names
- IF Use separate passwords for every account
- IF Use auto-generated, unmemorable

PASSWORD:	
	1292014
	wH01292014etV



Password Percentages ☹️

- ☞ 69% Passwords shared with colleagues
- ☞ 95% Passwords shared with household
- ☞ 59% One password for all accounts
- ☞ 86% Passwords are too simple



Password Hack Times

Length of Password	Time to Hack
***** 7 Characters	0.29 minutes
***** 8 Characters	5 Hours
***** 9 Characters	5 Days
***** 10 Characters	4 Months
***** 11 Characters	10 Years
***** 16 Characters	74 Years



20 Most Popular Passwords by Rank and Year

Rank	2018	2019	2020	Rank	2018	2019	2020
1	123456	123456	123456	11	princess	abc123	1234567
2	password	123456789	123456789	12	admin	qwerty123	qwerty
3	123456789	qwerty	picture1	13	welcome	1q2w3e4r	abc123
4	12345678	password	password	14	666666	admin	Million2
5	12345	1234567	12345678	15	abc123	qwertyuiop	000000
6	111111	12345678	111111	16	football	654321	1234
7	1234567	12345	123123	17	123123	555555	iloveyou
8	sunshine	iloveyou	12345	18	monkey	lovely	aaron431
9	qwerty	111111	1234567890	19	654321	7777777	password1
10	iloveyou	123123	senha	20	!@#\$\$%^&*	welcome	qqww1122



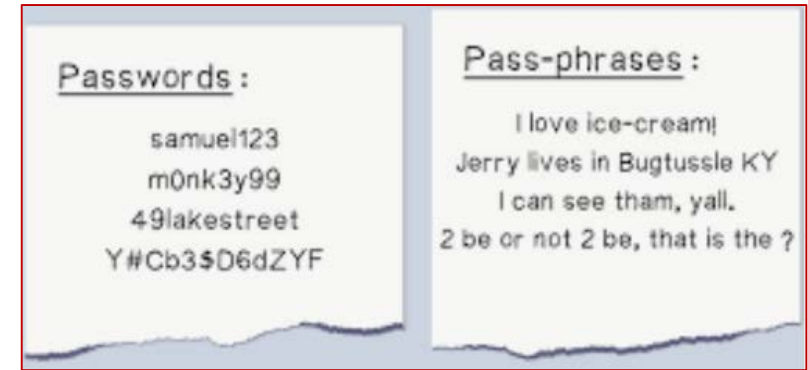
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Passphrases



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Passwords vs Passphrases



-  Passphrases are useful when passwords must be typed in
-  They should not be easy to guess
 - At least 12 characters, but 15 or more is far better
 - Length is better than complexity (passphrases)
 - Bad password – P@ssw0rd
 - Great passphrase – MydaughterwasbornOctober1994!



Two-Factor Authentication



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Two-Factor Authentication '2FA'



IF What is 2FA?

- Beyond a username and password
- Second form to prove it is you



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Two-Factor Authentication '2FA'



- LF** Your one-time code is . . .
- Email
 - Phone call
 - SMS/Text



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Links



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Determine if a
link safe in 4
steps!



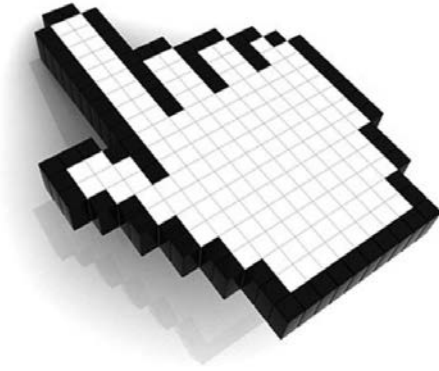
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1. Were you expecting the link?

Not just in email. . .
Also in Social Media,
SMS/Message,
Zooms, Teams, Slack



2. Where did the link come from?



Hover over the link
to ensure that it
leads to where it
says it does



3. Is it a site you recognize?



Does the link feel familiar to you?
Be skeptical.



4. Does it pass the 1st 3 tests?



Still use caution.
When in doubt,
throw it out.



Malware



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What is Malware?

Software that is specifically designed to disrupt, damage, or gain unauthorized access to a computer system.



The Top 11 PC Malware Threats



Adware



Worms



Keyloggers



Ransomware



Rootkits



Bots



Trojan



Spyware



Spear Phishing



Computer Viruses



Scareware



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Beware of Malware



92% of malware is delivered by email

Stop & think
before you
click:
Do I recognize
the sender?



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Phishing



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What is phishing?



A phishing email is a cybercrime that relies on deception to steal confidential information from users and organizations.











Phishing victims are tricked into disclosing information they know should be kept private.



In a phishing email,
cybercriminals will
typically ask for
your:

-  Date of birth
-  Social security numbers
-  Phone numbers
-  Credit card details
-  Home address
-  Password information



Phone Scams



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Phone Scams

What is Social Engineering?

Social engineering is the term used for a **broad range of malicious activities accomplished through human interactions**. It uses psychological manipulation to trick users into making security mistakes or giving away sensitive information.

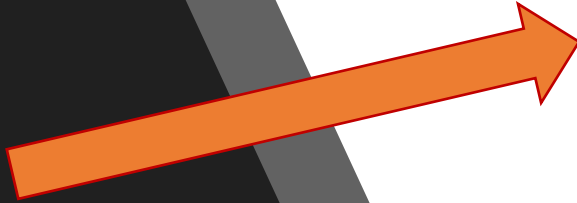


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Phone Scams

Phone numbers can be easily spoofed

- IF Make the caller provide verification
- IF Hang up and call back a published number



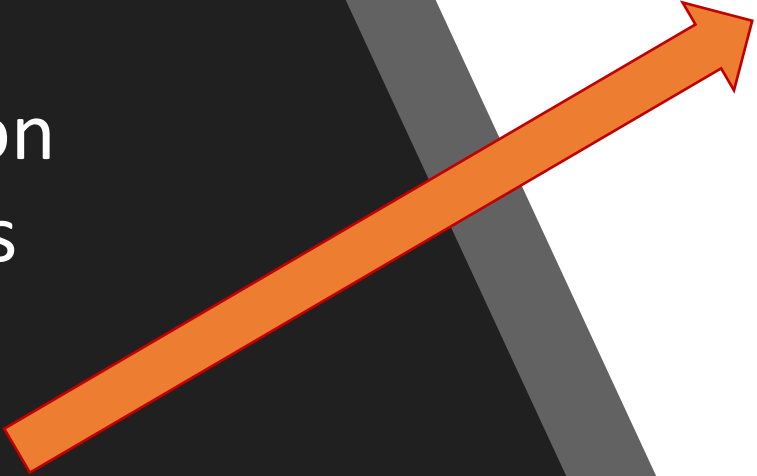
Spoofing is the act of disguising a communication from an unknown source as being from a known, trusted source. Spoofing can apply to emails, phone calls, and websites, or can be more technical, such as a computer spoofing an IP address, Address Resolution Protocol (ARP), or Domain Name System (DNS) server.



Phone Scams

Other common phone scams

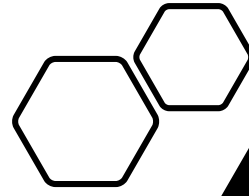
- LF Grandparent Scam
- LF Tech support – Microsoft, Apple, Dell, etc. will NEVER contact the average user out of the blue!



Scammers who gain access to consumers' personal information – by mining social media or purchasing data from cyber thieves – are creating storylines to prey on the fears of grandparents. The scammers then **call and impersonate a grandchild in a crisis situation**, asking for immediate financial assistance.



Objective #3



What now?

General Tips & Privacy



USB Drives & More



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Do NOT connect
unknown or
unauthorized
media or devices

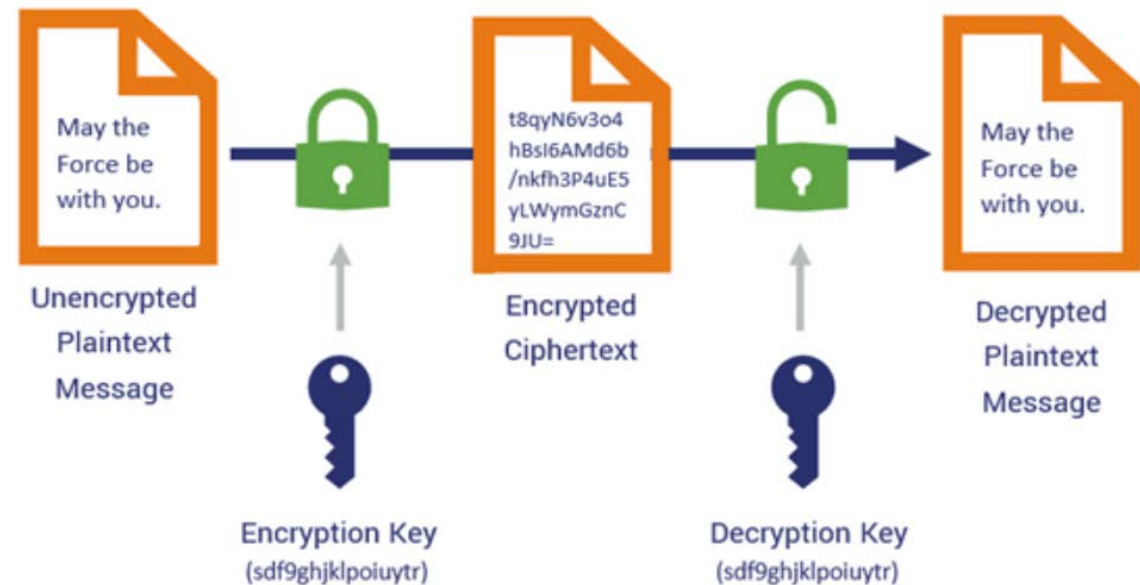


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What is Encryption?

- Encryption in cyber security is **the conversion of data from a readable format into an encoded format.**
- Encrypted data can only be read or processed after it's been decrypted.
- Encryption is the basic building block of data security.

How Encryption Works






Why use Encryption?

- ☒ Can help protect your data
- ☒ Protects data sent or received
- ☒ Protects devices
 - Helpful if device is lost/stolen





Internet Safety Quick Tips

-  Never install anything based on a pop-up when visiting a website
-  Avoid public WiFi, computers, and charging station
-  Trusted websites can have hosted malware called malvertising.



Internet Privacy

-  Data is the new gold!
-  Are you oversharing?
 - Default privacy setting on social media.
 - Vacation photos & checking -in



“DATA IS THE NEW GOLD”







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Oh No – You’ve been scammed

- It happens. Don’t be ashamed.
- Don’t panic. But – don’t wait around.
 - Unplug computer
 - Contact tech support
 - Write down details



Ransomware of scam

-  Report the incident to law enforcement
-  Better Business Bureau
-  Federal Bureau of Investigation
-  Visit this website
<https://www.nomoreransom.org/>



BBB <https://www.bbb.org/scamtracker>

Contact Your FBI Field Office

If you or your organization is the victim of a network intrusion, data breach, or ransomware attack, contact your [nearest FBI field office](#) or report it at tips.fbi.gov.



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More Resources

When in doubt, ask questions

- Your IT dept/provider
- Don't stop here! Attacks change, so should you

Additional Resources

- StaySafeOnline.org - numerous free resources
- Stop. Think. Connect. - free, little bit of everything
- TreeTop Security - Cybersecurity Awareness Trainig (free)



**Any
Questions?**



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The Main Thing

When in
doubt,
throw it
out!



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Team Foster Website



www.teamfosterhrstrategy.com



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Contact LeeAnn

 *Team Foster Strategy*^{LLC}

LeeAnn Bailes Foster

Head Coach!
Chief Energy Officer

865-719-1177 | leeann@teamfosterhrstrategy.com

 [linkedin.com/in/leeannbailesfoster](https://www.linkedin.com/in/leeannbailesfoster) |  [@leeannbfoster](https://www.instagram.com/leeannbfoster)



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