

2018 WEEK-BY-WEEK GUIDE

Week 3: October 15-19

It's Everyone's Job to Ensure Online Safety at Work

When you are on the job – whether it's at a corporate office, local restaurant, healthcare provider, academic institution or government agency – your organization's online safety and security are a responsibility we all share. And as the lines between our work and daily lives become increasingly blurred, it more important than ever to be certain that smart cybersecurity carries over between the two.

Week 3 will focus on cybersecurity workforce education, training and awareness while emphasizing risk management, resistance and resilience. NCSA's CyberSecure My Business™ will shed light on how small and medium-sized businesses can protect themselves, their employees and their customers against the most prevalent threats.

Statistics: Small Businesses are Increasingly Targeted by Hackers

+ Small and medium-sized businesses (SMBs) are gaining the attention of hackers. A 2018 Verizon Data Breach Report showed that 58% of cybercrime victims identified as small businesses.¹¹

+ In 2017, cyber attacks cost small and medium-sized businesses an average of \$2,235,000 and the percentage of small businesses that have experienced a cyber attack in the past 12 months is up from 55% in 2016 to 61% in 2017.¹²

+ The Better Business Bureau found that more than half of small businesses would be unprofitable within a month if they were to lose permanent access to their essential data.¹³

+ Approximately nine out of ten small businesses report that they have some cybersecurity measures in place, with the most common ones being 1) antivirus protection, 2) firewall protection and 3) employee education.¹⁴

#CyberAware Thought Starters:

- + How the New NIST Small Business Cybersecurity Act will Impact your Company
- + Why Hackers Love Small Business
- + 5 Cybersecurity Tips That Can Save Your Business
- + Your Employees: Are They Your Best Assets or Your Biggest Cybersecurity Risk?
- + How to Establish a Culture of Cybersecurity at Work
- + Why Cyber Safety Training is the Best Training Your Employees Can Receive
- + Who Me? Why You Don't Need to Be a Techie to Work in Cybersecurity



**CYBER ATTACKS COST
SMALL AND MEDIUM-SIZED
BUSINESSES AN AVERAGE
OF \$2,235,000.**

11. <https://www.channelnomics.com/channelnomics-us/news/3030038/small-business-most-common-victim-of-data-breaches-verizon>
12. Ponemon Institute's 2017 State of Cybersecurity in Small & Medium-Sized Businesses <https://blog.barkly.com/small-business-cybersecurity-statistics-2018>
13. 2017 State of Cybersecurity Among Small Businesses in North America https://www.bbb.org/globalassets/shared/media/state-of-cybersecurity/updates/cybersecurity_final-lowres.pdf
14. https://www.bbb.org/globalassets/shared/media/state-of-cybersecurity/updates/cybersecurity_final-lowres.pdf