

SWIMMING WITH SHARKS

Learn how to navigate the dangerous waters of cyberattacks.

Sadly, almost 50% of businesses have already experienced a cyberattack¹. Of that 50%, almost 1 in 4 suffered significant damage or loss to their own or public data². The IT landscape may be a rough sea full of black hat pirates, but fortunately stronger sailors are made through awareness and education.



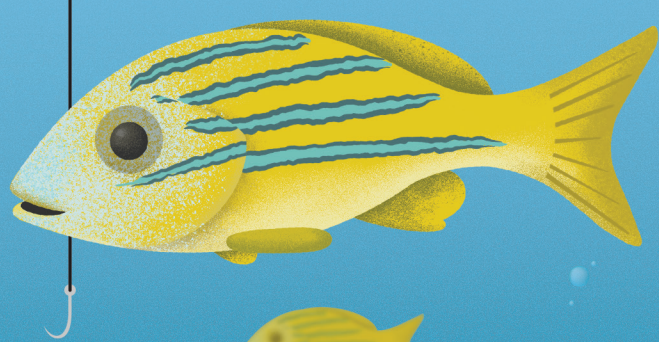
PHISHING

AKA Spoofing

Hackers will imitate a legitimate website or email to trick users.

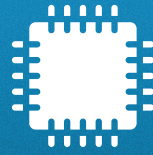


Protection: Don't open suspicious attachments or email.



MAN IN THE MIDDLE

AKA **Session hijacking** — an attacker interrupts the small transactions a computer has with a remote web server in order to gain information.



Protection: Equip users with the latest operating systems and patches.

A NOTE ABOUT MALWARE:

malware is software designed to gain unauthorized access to a computer and can accompany any other cyberattack.

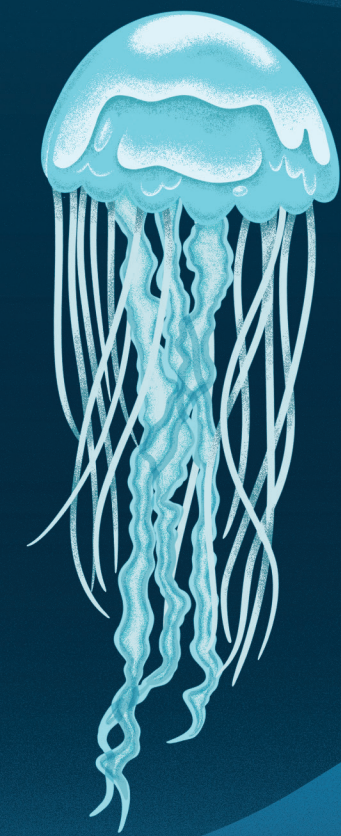


DENIAL OF SERVICE

AKA **Distributed Denial of Service (DDOS)** — attackers flood a website with enough traffic to shut it down.



Protection: Create and implement security-related policies and procedures and make sure they're enforced. Conduct penetration testing.



SQL INJECTION

AKA **Cross-Site Scripting (XSS)** — an attacker targets a vulnerable website in order to steal stored data, usually financial or personal.



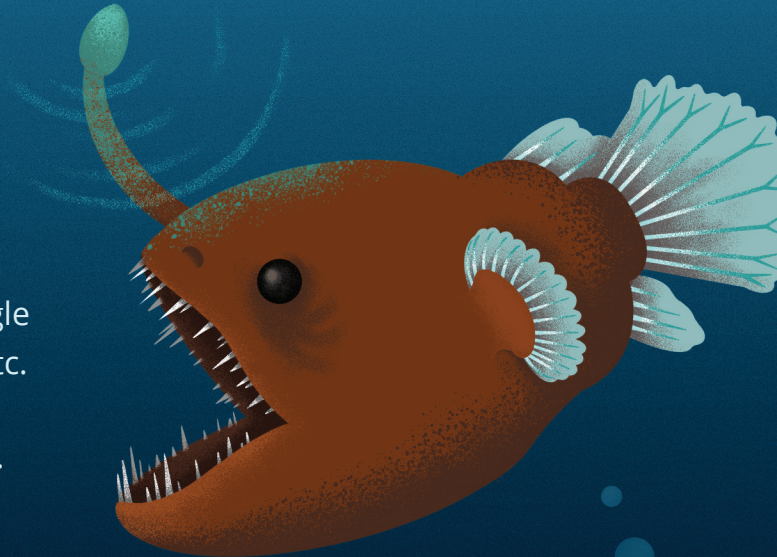
Protection: Warn users not to click on comments in blogs, websites, social media, etc.

ZERO-DAY EXPLOIT

AKA **Zero-Day vulnerability** - attackers find weaknesses or security holes in a system or a single computer, they then install malware, steal data, etc.



Protection: Keep software up to date. Install routine patches, anti-virus, and anti-malware software.



Check out some tips for smooth sailing at sumnerone.com

¹ <https://www.mckinsey.com/business-functions/mckinsey-digital/our-insights/ten-trends-shaping-the-internet-of-things-business-landscape>

² <https://www.mckinsey.com/business-functions/mckinsey-digital/our-insights/ten-trends-shaping-the-internet-of-things-business-landscape>