

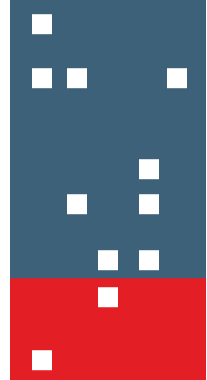
# Come in WE'RE SECURE

## A LOOK AT SMALL BUSINESS SECURITY

### Threats, Concerns, Actions & Solutions

# THREATS

Small businesses are increasingly hot targets for cyber attacks.



**31%**

of **cyber attacks** in 2012 were aimed at small businesses,\* compared to **18%** the year prior. \*with 250 employees or fewer



**MORE THAN HALF**

of SMBs experienced a **data breach** in 2012.

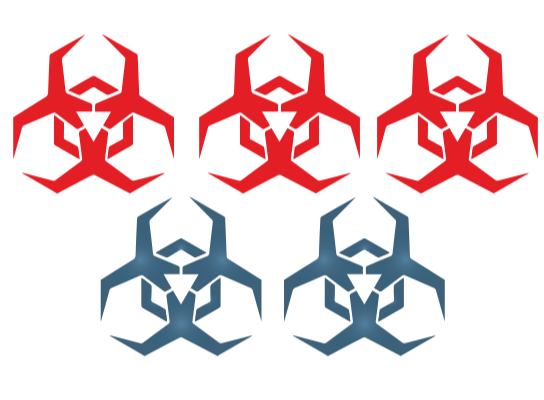
Small businesses store a lot of sensitive data that isn't always protected.

Medical History	01101	13%
Credit/Debit Card Numbers	011010110	23%
Bank Account Numbers	011010110	24%
Insurance Info	0110101101011	33%
Spouse & Dependent Info	01101011010110	36%
Social Security Numbers (SSN)	011010110101100101101	55%
Dates of Birth	011010110101100101101011	60%
Billing Addresses	011010110101100101101011	60%
Home Addresses	011010110101100101101011001	70%
Phone Numbers	01101011010110010110101100111011	80%
Email Addresses	01101011010110010110101100111011	80%

More than half store SSNs!

# CONCERNS

The top 3 security concerns for small businesses? Undetected malware, phishing attacks and targeted cyber attacks.



Undetected malware concerns nearly **3 in 5** small businesses.



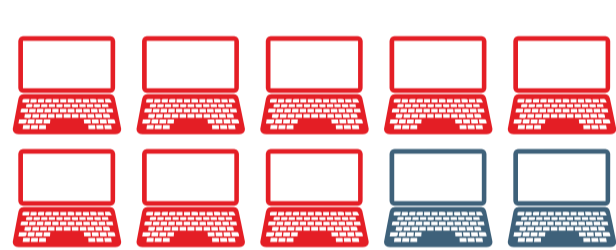
Phishing attacks concern **1 in 3** small businesses.



Targeted cyber attacks concern **1 in 4** small businesses.

Bring Your Own Device (BYOD) security is not a top concern for small businesses, but should be.

Only **7%** are concerned with BYOD even though nearly **8 in 10** businesses have experienced a mobile security incident within the past year.



# ACTIONS

Many small businesses are not taking enough action to protect against security risks.

**ONLY 15%**

are running **employee education** programs.

**ONLY 12%**

have **breach preparedness plans**.



**ONLY 15%**

are **increasing budget** for security.



**31%**

are **not taking any active measures** to protect against security threats.

The top 2 reasons why small business are not focusing on cyber security? Comfort and budget.

**4 IN 10** say they are **comfortable** with their current security measures.

**NEARLY A QUARTER** say they don't have the **budget**.



# SOLUTIONS

If breached, communicate through clearly authorized channels.

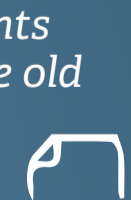


Regularly check your business' credit report.

Use reputable third party vendors.



Shred sensitive documents and wipe old storage devices.



Create a response plan in case of a breach.

Create a formal BYOD policy.



If breached, be transparent and provide details.

Encrypt all valuable data.

Run virus and malware checks on devices.

Require that employees use VPN services.

Explore new security technologies.



Keep all device software up-to-date.

### Sources

- Symantec, Internet Security Report (2013)
- Ponemon Institute, Poll for HSB (2013)
- Check Point, The Impact of Mobile Devices on Information Security (2013)
- CSID, Survey of Small Business Owners: Risk Mitigation for Small Businesses (2013)



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