



WELCOME!



BUZZ CYBERSECURITY
DIGITAL INTEGRITY, PEACE OF MIND

EDWARD BAKER

September 16, 2022



AGENDA

01

Introduction

02

Protect your assets \$\$\$

03

Phishing

04

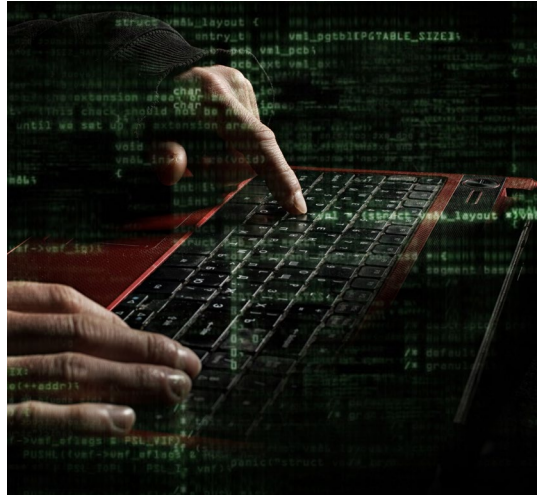
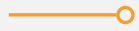
Working remotely

THE GOAL



IDENTIFY CYBER ATTACKS
learn how to protect yourself online

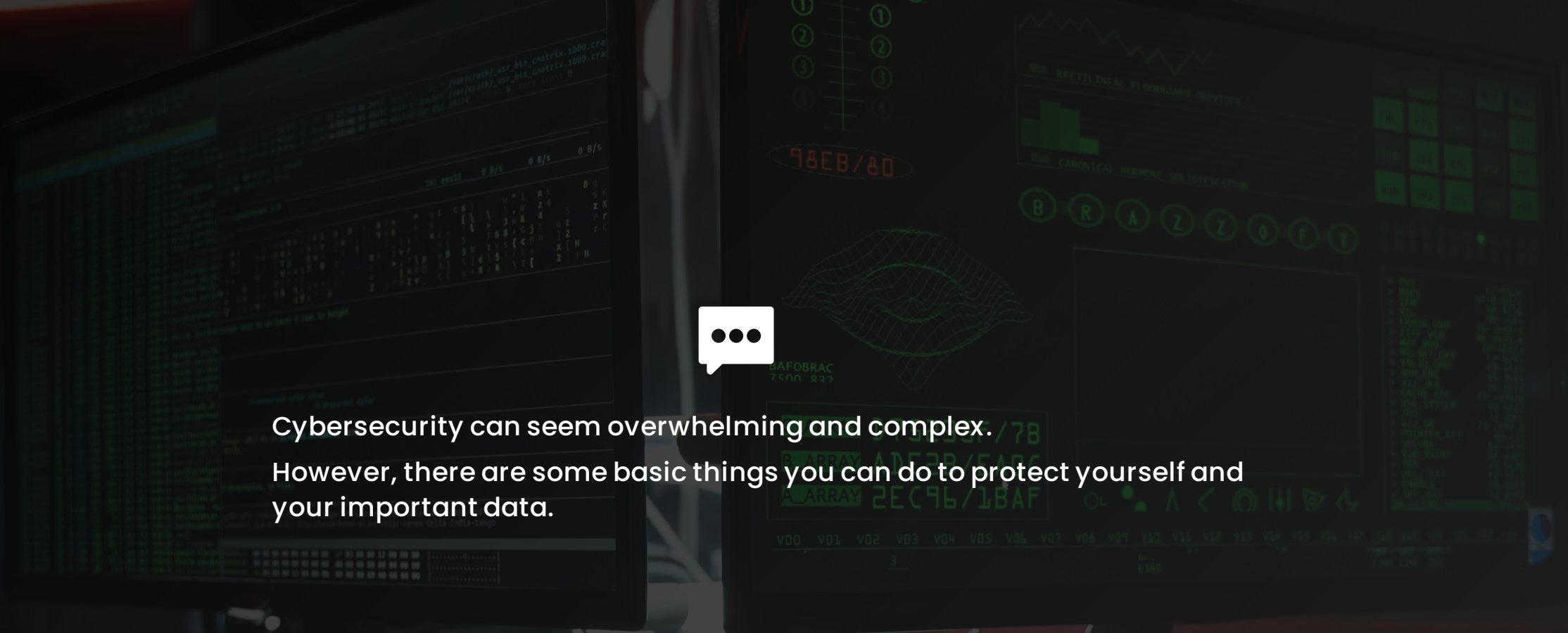
AGENDA



What is Cybersecurity?

The protection of an organization and its assets from an electronic attack to minimize the risk of business disruption





Cybersecurity can seem overwhelming and complex.
However, there are some basic things you can do to protect yourself and your important data.

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RULE NUMBER 1



⋮

EXERCISE

NO FEAR MONGERING



: Fear and Uncertainty can be used to create a sense of urgency. Mostly, for the purpose of making a sale or marketing a product.

I am going to share with you the basic truths that can spare you from lost time and money.



SECURITY TRIAD



People are the common denominator in all 3 points of the triad

Training is one of the key ways to increase an organization's cybersecurity health

QUESTIONS TO CONSIDER

- Q How bad would it be if the information was not available?
 - Q How bad would it be if the information was lost?
 - Q How bad would it be if the information was exposed?
-

PROTECT YOUR ASSETS \$\$\$



WHAT IS A HACKER'S OBJECTIVE

- Steal Information using deception, fraud or brute force
- Bypass security systems by exploiting code, software vulnerabilities, or human behavior
- Take information to sell on the Dark Web, or to hold ransom and sell back to the victim

ACCOUNTS AND PASSWORDS

OPTION 1:

Banking / High Importance accounts

- Unique Password

Everything else

- Unique Password 1 & 2

OPTION 2:

Use a password manager



CAN THESE ANSWERS BE FOUND ON YOUR FACEBOOK ACCOUNT?

- Q What city did you grow up in?
- Q What is your dog's name?
- Q What high school did you attend?
- Q What is your favorite book?
- Q What is your mother's maiden name?



A close-up photograph of hands typing on a computer keyboard. The lighting is dramatic, with a strong blue and purple hue, and the keys are slightly blurred, creating a sense of motion and digital activity.

THE DARK WEB

Portion of the Internet that is intentionally hidden from search engines

Untraceable online activity and websites on the internet, primarily used for illegal activities

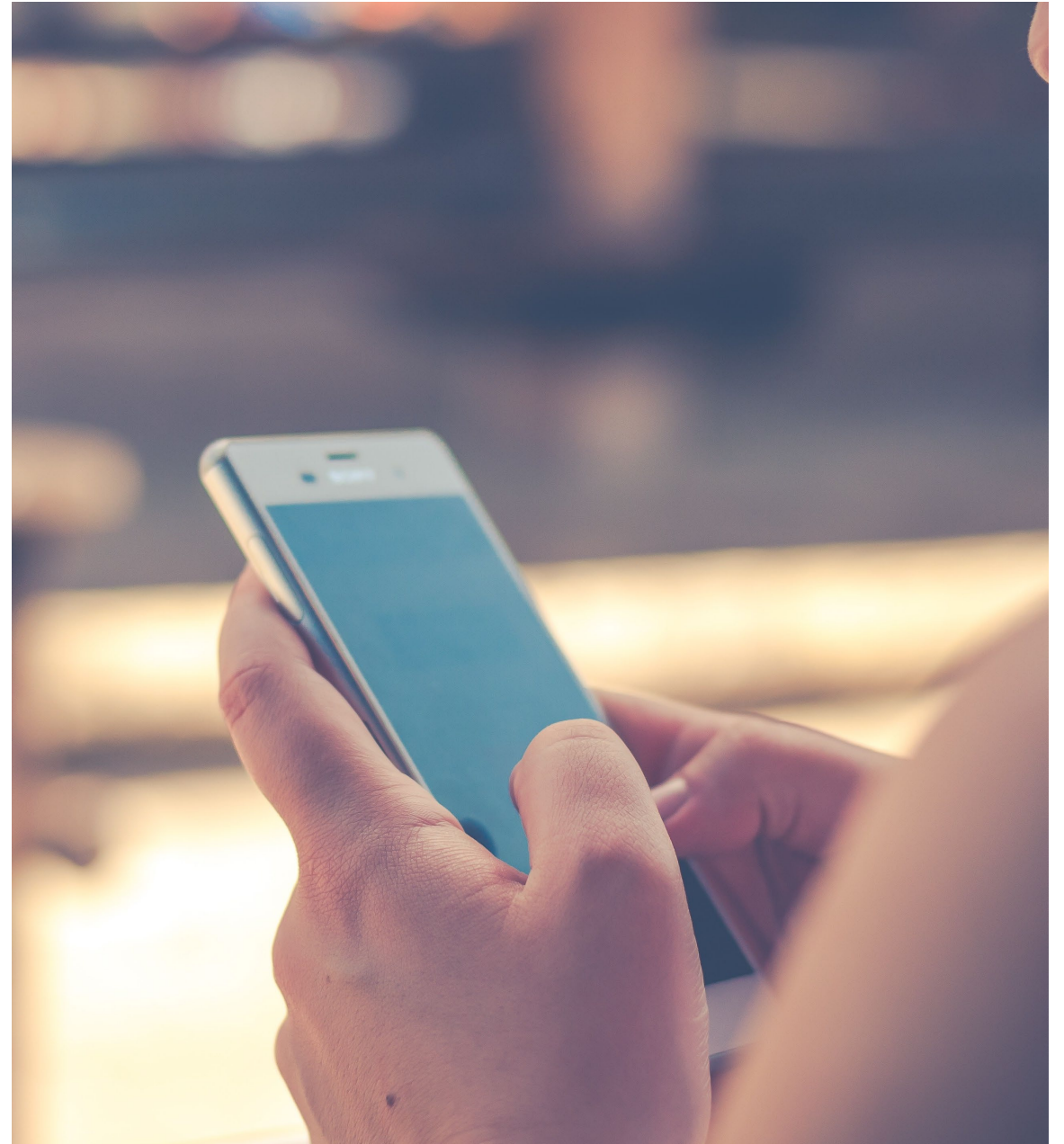
Stolen data can be found for free or to purchase

ACCOUNTS AND PASSWORDS



Don't use your real information for security questions

- Your information may be harvested from Social Media Accounts



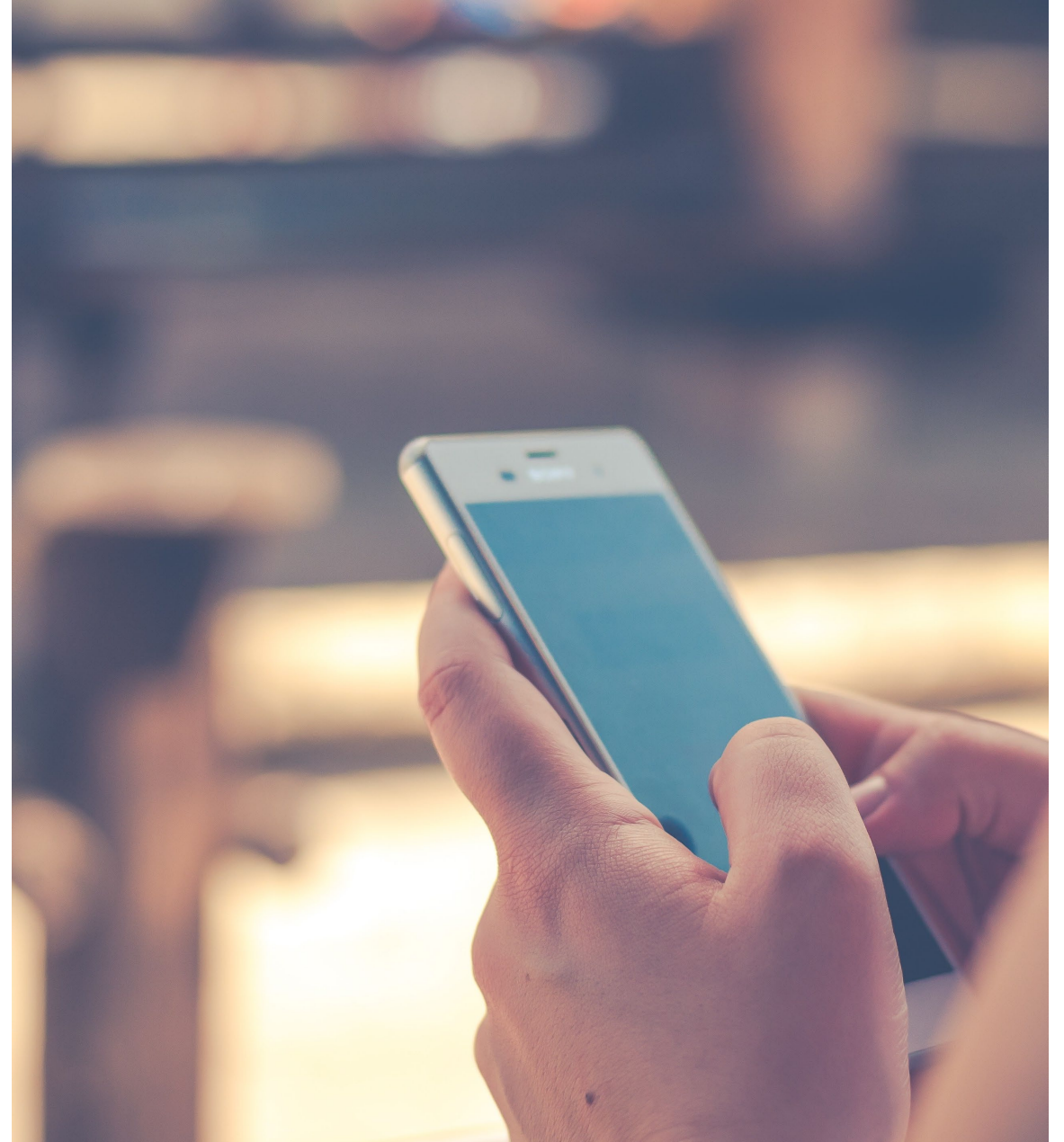
ACCOUNTS AND PASSWORDS

• Google Authenticator, Microsoft Authenticator, Duo, etc.

Preferably use an authenticator app versus a text message

- Text Messages are less secure and although unlikely, someone could get access to your phone text messaging by stealing your SIM card

Use Touch-ID, Facial Recognition



PASSWORD COMPLEXITY

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- Minimum 8 characters
- People often choose a single word like **“elephant”**

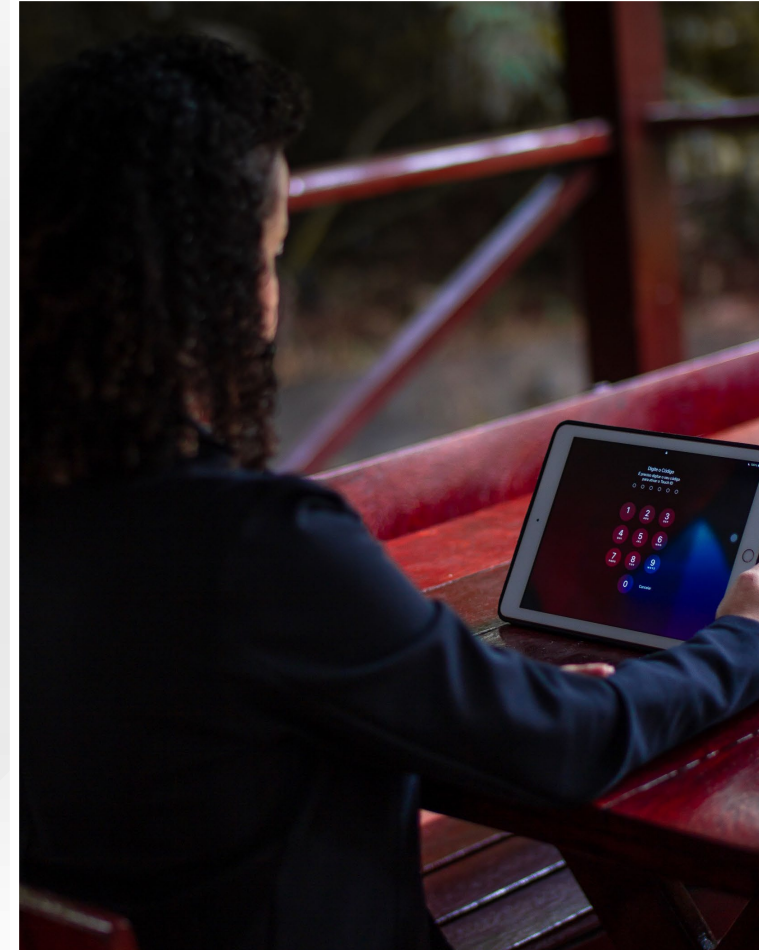


PASSWORD COMPLEXITY



Requirements got more demanding:

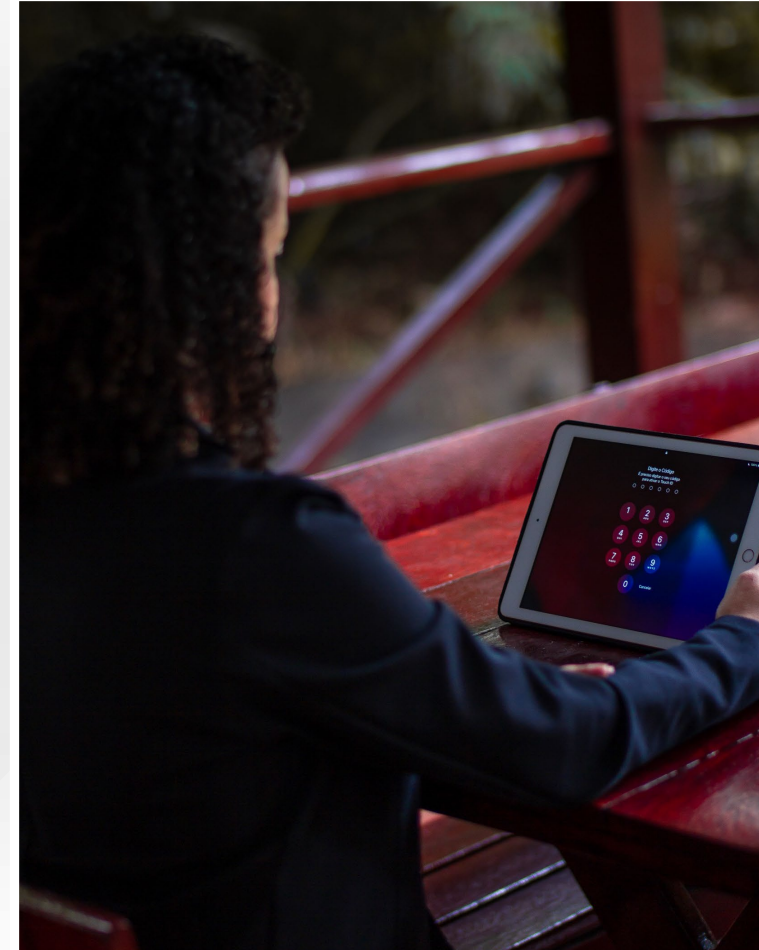
- Uppercase letter
- Number
- Special character



PASSWORD COMPLEXITY

Requirements got more demanding:

- Uppercase letter
- Number
- Special character
- **Elephant!**



RANSOMWARE

Ransomware threats have increased drastically in the past five years due to the rising popularity of cryptocurrency

RANSOMWARE

LATEST ON CYBER NEWS

AFP

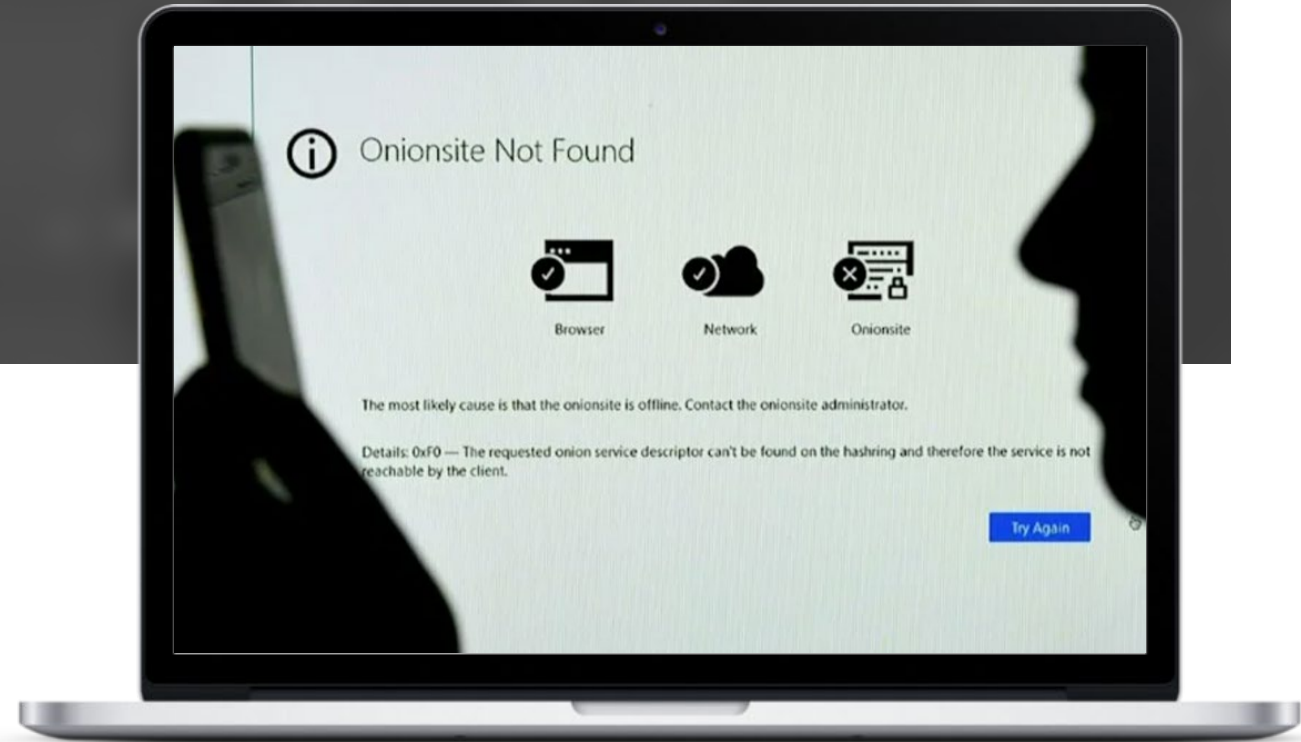
Tough fight looms against ransomware 'epidemic'

Tough fight looms against ransomware 'epidemic'
An epidemic of ransomware has sparked calls for tougher action against hackers, with US officials pledging to make cyber investigations a top priority

At least \$18 billion was paid to ransomware attackers last year, according to the security firm Emsisoft, which found "tens of thousands" of victims so far in 2021.

"Ransomware is hitting epidemic proportions and business as usual isn't going to cut it," said Frank Cilluffo, director of Auburn University's McCrary Institute for Cyber and Critical Infrastructure Security.

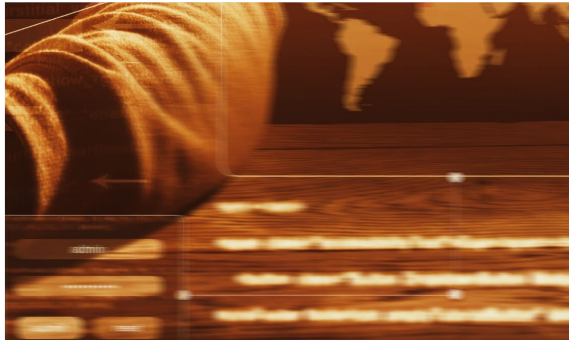
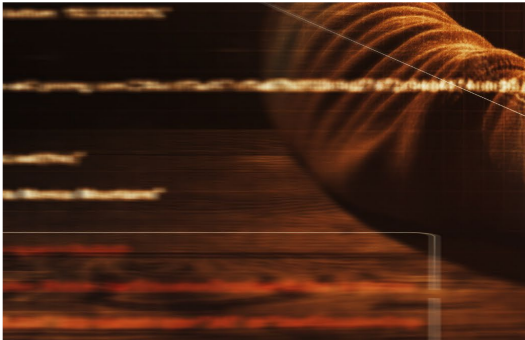
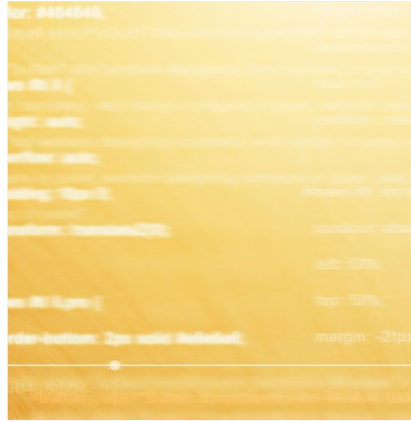
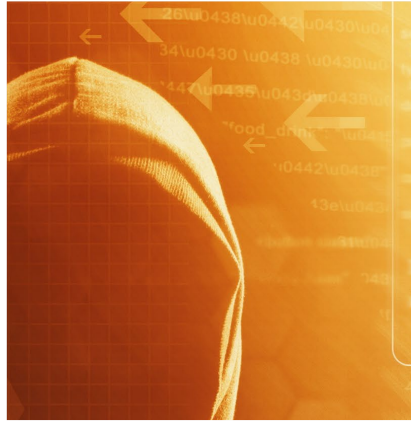
Parham Eftekhari, chairman of the Institute for Critical Infrastructure Technology, a thinktank focused on cybersecurity, noted that a rush to digitization of more systems has opened up more avenues for hackers.





RANSOMWARE ATTACK

Computer files locked and cannot be used



RANSOMWARE ATTACK

Unable to use critical
business systems until
ransom is paid



RANSOMWARE ATTACK

Small Businesses are the #1
Target in the US

1 in 5 companies forced to
close after an attack



RANSOMWARE ATTACK

Average downtime after an
attack is 3 to 5 days

CASE STUDY



3PL Warehouse

180 Employees

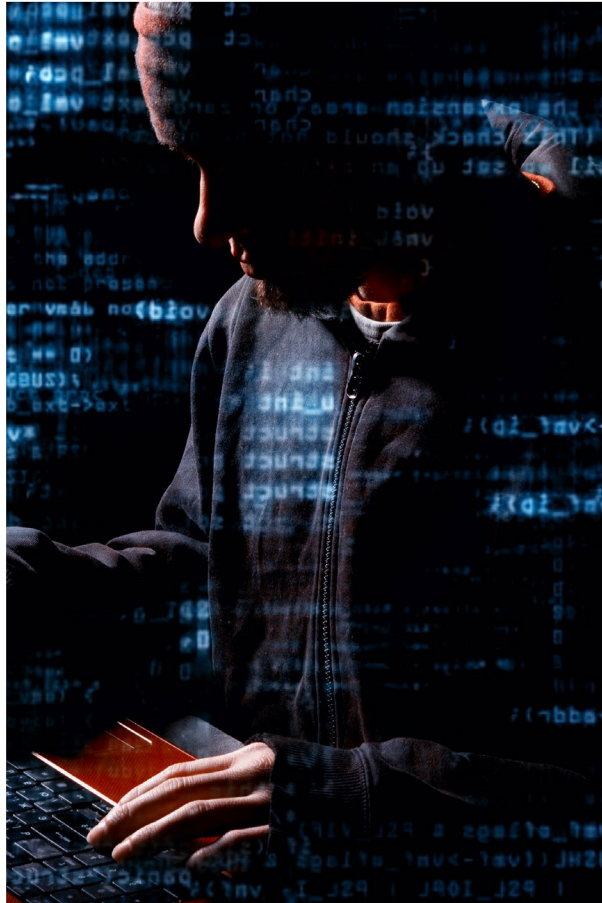
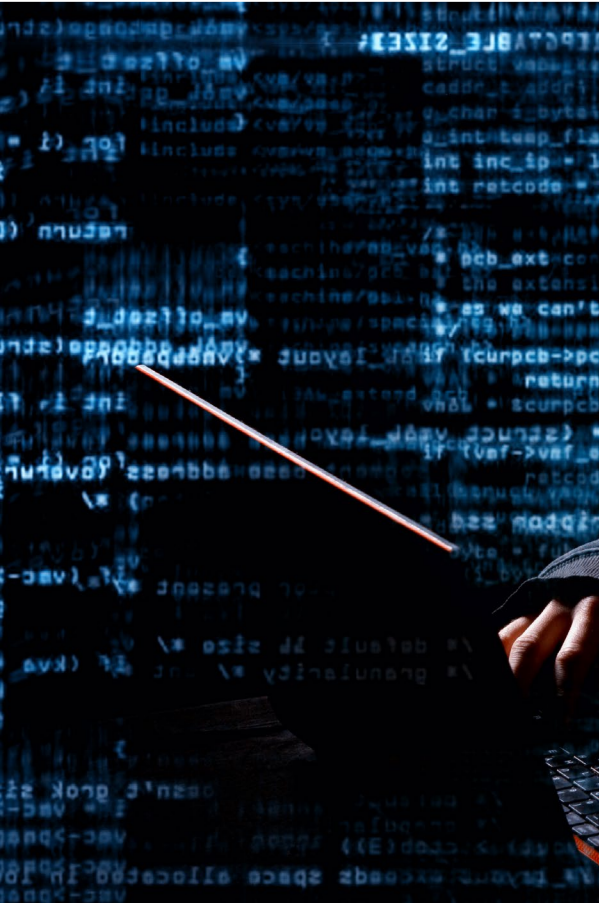
February 2018 Hit by Ransomware

\$150,000 Ransom

**March 2018 Protected by
Buzz Cybersecurity**

PHISHING

DON'T TAKE THE BAIT



An attack that is attempting to steal data, specifically passwords

Usually originates from an Email but can be accidentally browsed to while looking for a legitimate site or service with a search engine

Have become much more sophisticated and convincing



PHISHING

EXAMPLE 1



Find something great

www.mcafeesecurity.icu says

Windows Security Center: Your McAfee subscription has expired today. Renew now to protect your computer from the latest Ransomware viruses.

FREE SHIPPING ON \$59 \$35+*

Sign In

Halloween More...

OK

SHOP YOUR WAY[®]

10 YEARS TOGETHER

let's celebrate

WE'RE COUNTING DOWN WITH TOP TEN DEALS FOR YOU!

#9

JEWELRY

because the last time you got a ring, you put your phone on silent.

Plus, every day you purchase \$10+ of the top ten deals, you get \$10 CASHBACK in points. Spend it all 10/20-10/29

Extra 15% off storewide purchases with qualifying Sears or Shop Your Way credit card

SHOP JEWELRY

MAX \$10 CASHBACK IN POINTS PER MEMBER PER DAY. EXCLUSIONS APPLY.*

Member Sign In

Not registered? [Join for free](#)

Email (Only Gmail)

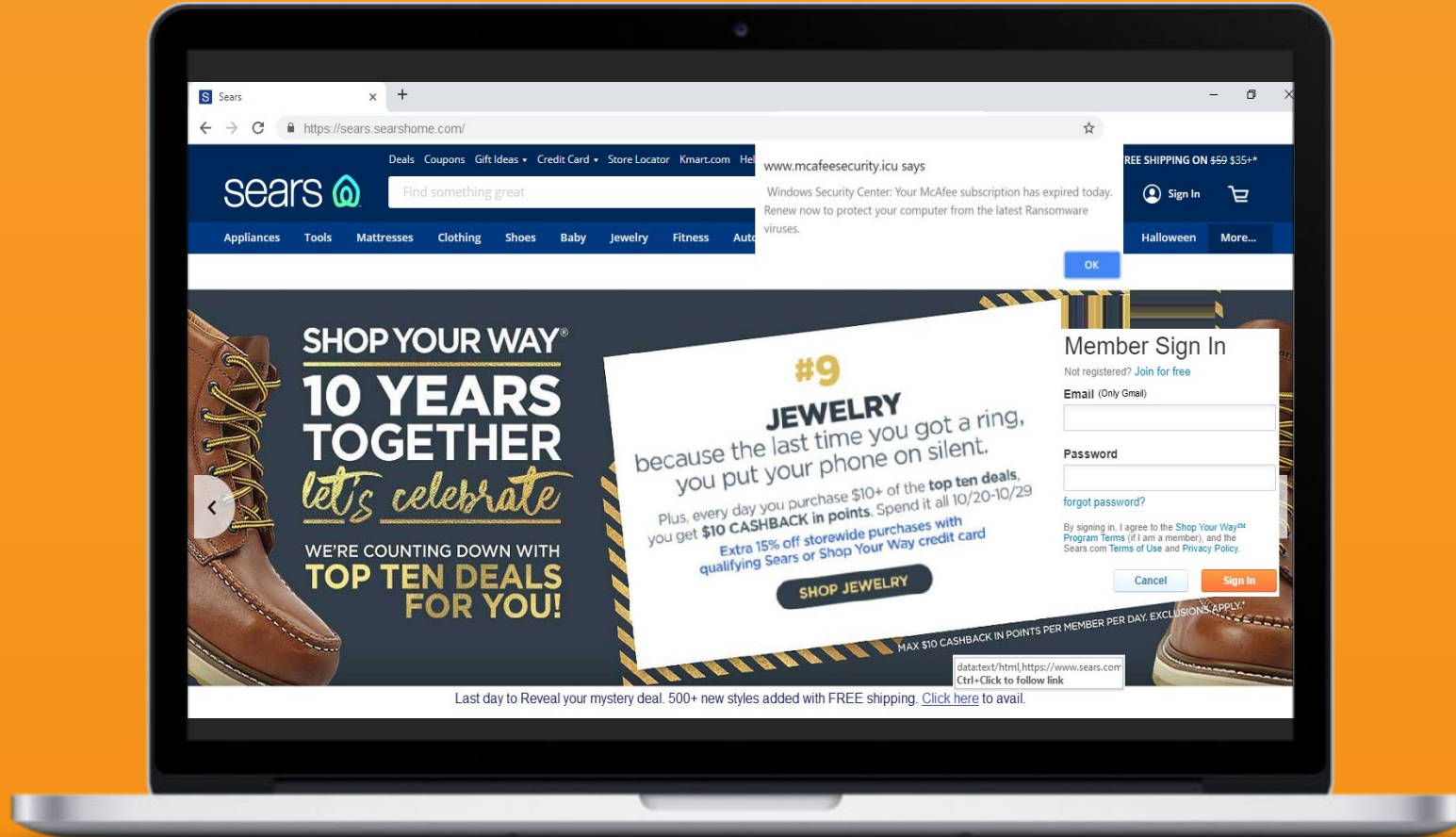
Password

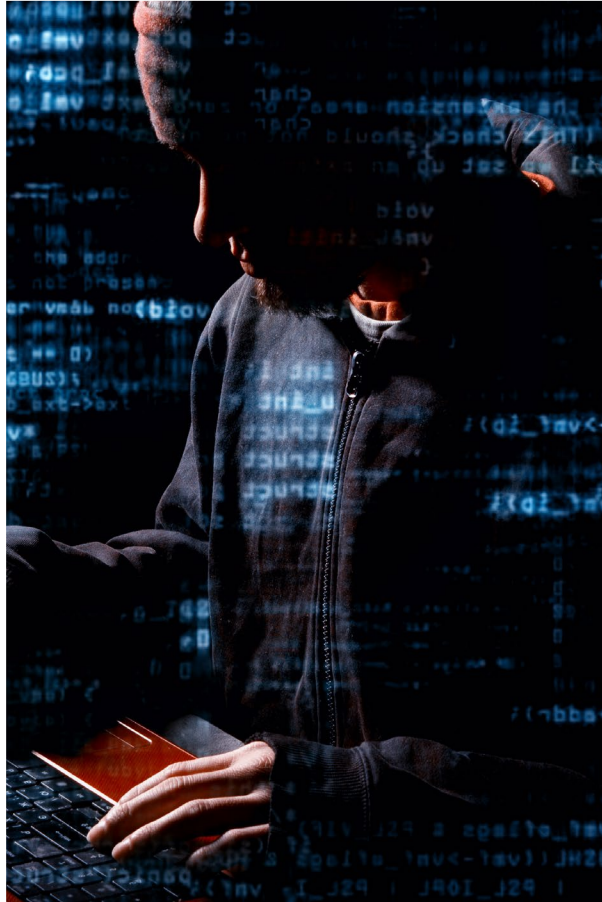
[forgot password?](#)

By signing in, I agree to the [Shop Your WaySM Program Terms](#) (if I am a member), and the [Sears.com Terms of Use](#) and [Privacy Policy](#).

data:text/html,https://www.sears.com Ctrl+Click to follow link

Last day to Reveal your mystery deal. 500+ new styles added with FREE shipping. [Click here](#) to avail.





Can be spotted by checking the web URL or Hyperlink

Sometimes contain bad grammar or spelling errors

Almost always have a sense of urgency



PHISHING

EXAMPLE 2

Microsoft

Get back into your account

Who are you?

To recover your account, begin by entering your email or username and the characters in the picture or audio below.

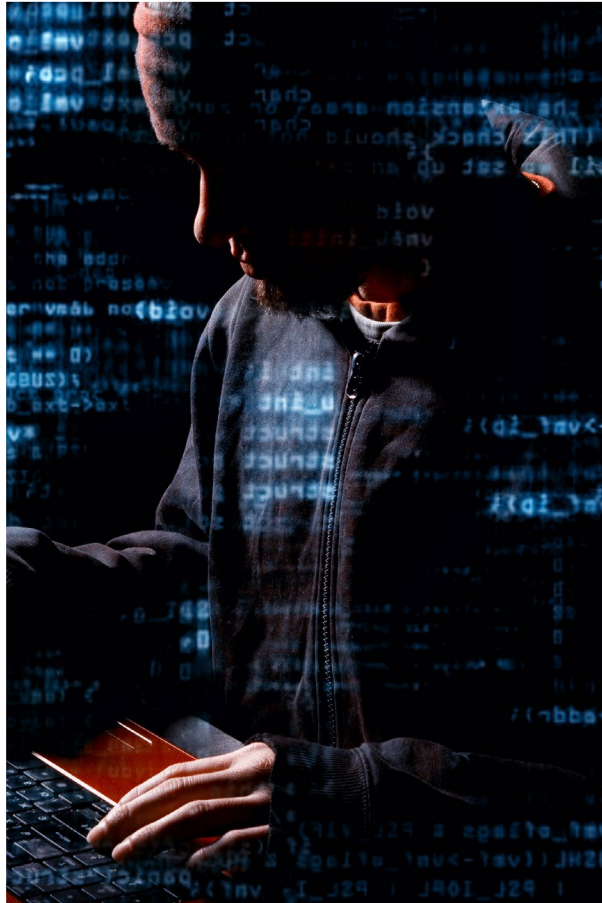
Email or Username: *

Example: user@contoso.onmicrosoft.com or user@contoso.com



Enter the characters in the picture or the words in the audio. *

[Next](#) [Cancel](#)

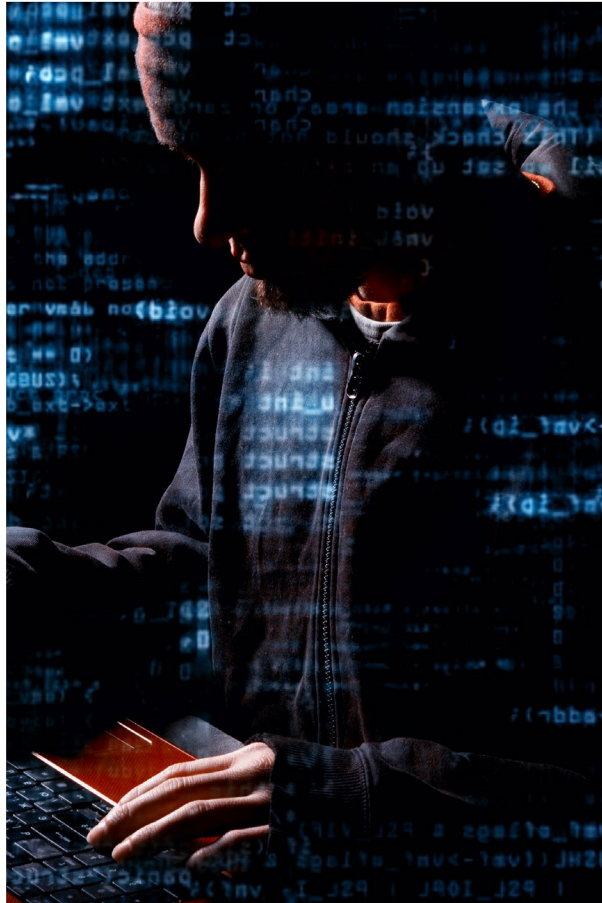
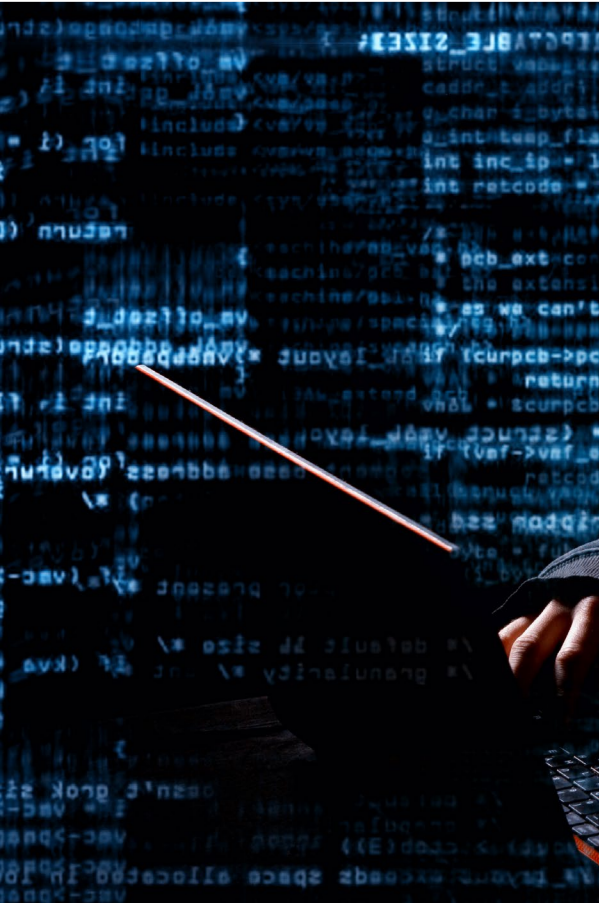


Domain Names can often
be impersonated with
sub domain's that
appear to be the real
domain

www.microsoft.com.online.c

o





Phishing websites will often use http instead of https.

HTTPS is an encrypted website





FW: [REDACTED] Automatic Password Reset To Default Initiated On 21 February, 2020

Here you go.

Thanks,

Eric

From: [REDACTED] Support Team <no-reply-[REDACTED]-gbgwg6zc5d@milanlumber.com>

Sent: Friday, February 21, 2020 9:45 AM

To: Eric <eric@[REDACTED]>

Subject: [REDACTED] Automatic Password Reset To Default Initiated On 21 February, 2020



Auto Password Reset To Default

Dear Eric,

We are sending a final notification before **your login credentials** is reset to default on 22 February, 2020.

Upon successful credentials reset to default, you will lose all access to your mail and any data associated with it.

Why is this happening?

- Your refusal to take further step since our first notification

How can i stop credentials reset to default ?

- Terminate reset below and sign in using your credentials before **22 February, 2020** to keep your present login credentials effective and uninterrupted.

[Terminate Reset](#)

Upon successful sign in, request to reset credentials to default will be terminated permanently.

****This is an automated message and needs immediate attention please do not reply**.**

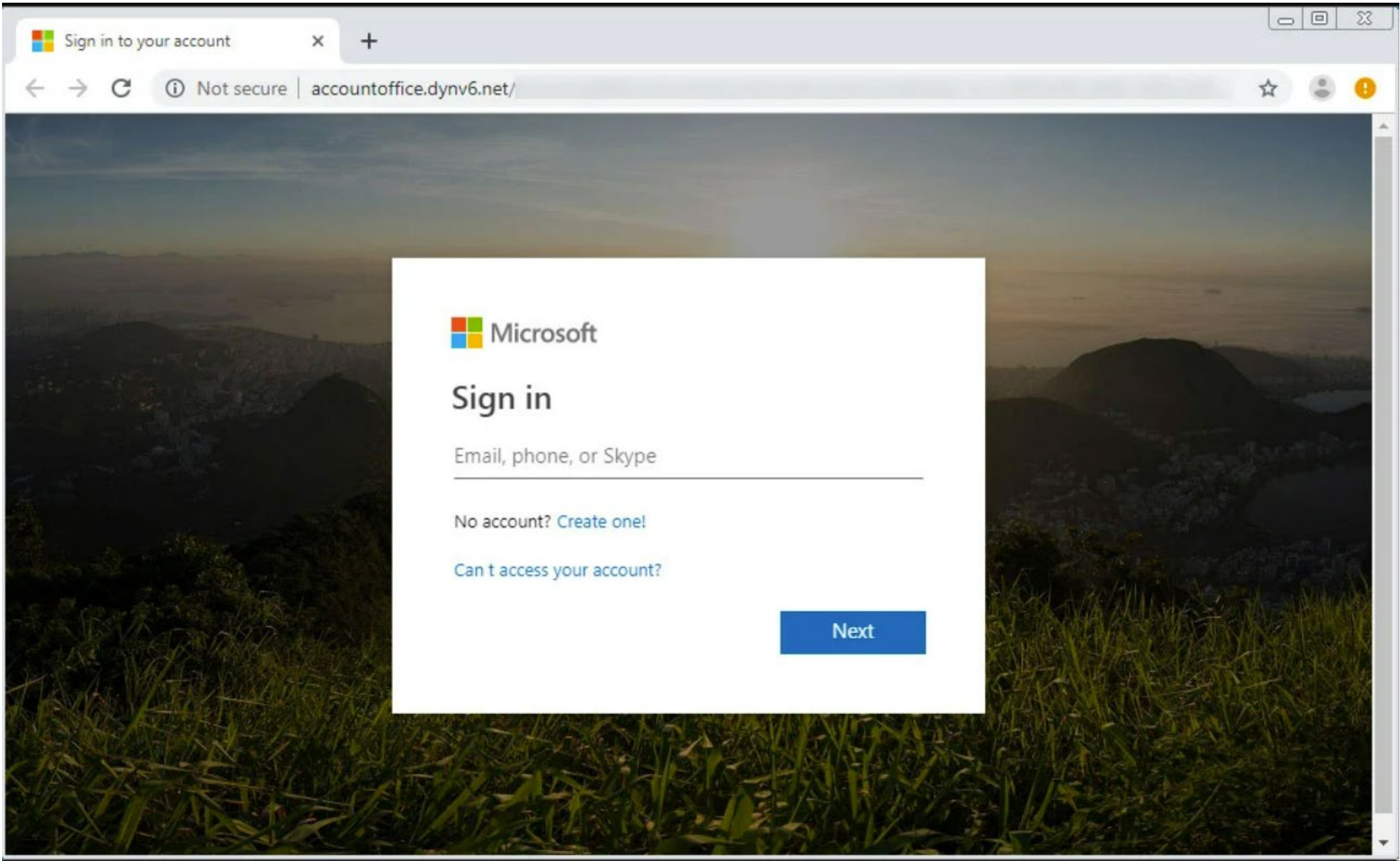
Thanks and Regards

© 2020 [REDACTED] Support Team. All rights reserved.

<https://volvofaberge.com.br/cgi-csi/?email=ZXJpY0BlcGljc2hlZXRtZXRhbcC5jb20=>

PHISHING

EXAMPLE 3



PHISHING TIPS

- Check who the email sender really is
- Check the email for grammar and spelling mistakes
- Mouse over the link to view the actual URL
- Contact your IT security team if you are unsure about a particular email

A man with glasses and a beard is sitting on a bench in front of a large window. He is wearing a light-colored jacket and dark pants. He is looking at a laptop on his lap and holding a smartphone in his other hand. The scene is dimly lit, with light coming from the window behind him.

TRAVEL AND REMOTE WORK TIPS

PROTECT YOURSELF ON THE GO

CONNECT TO YOUR VPN



A VPN creates a secure connection between you and the internet

USE MULTI- FACTOR AUTHENTICATION



If it's required while in the office... using it at home is **CRUCIAL**

USE DEVICE ENCRYPTION



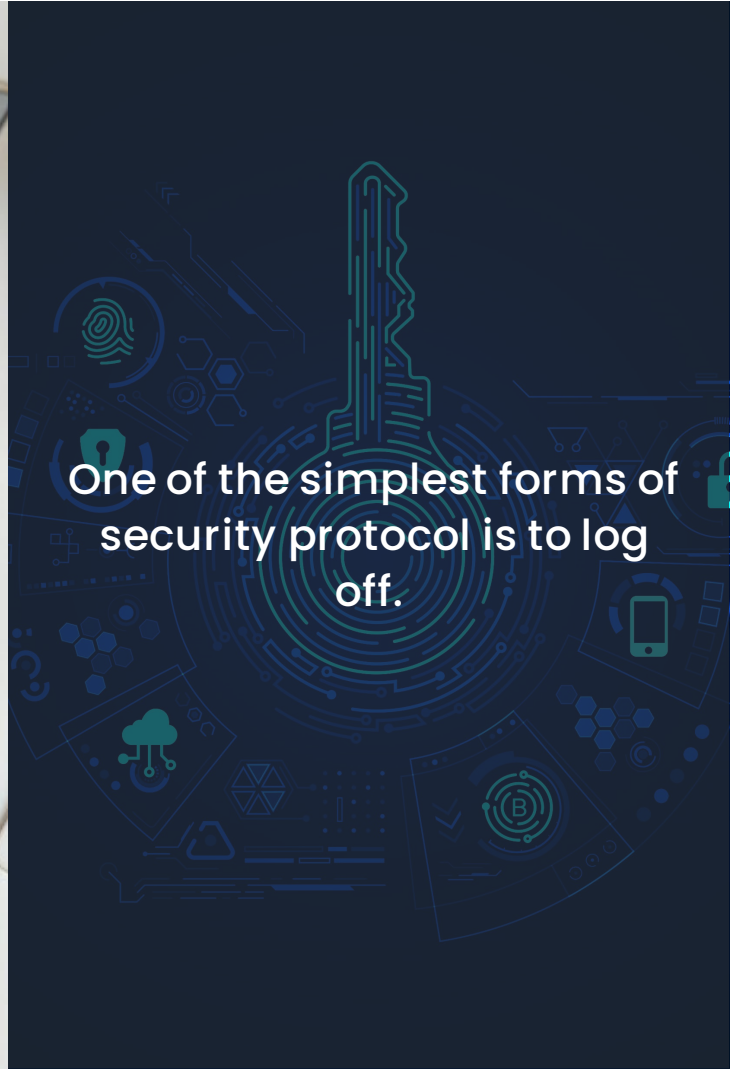
Encryption helps protect the data on your device so it can only be accessed by people who have authorization

We would make sure device encryption is available and implemented on your device

LOG OFF SESSIONS

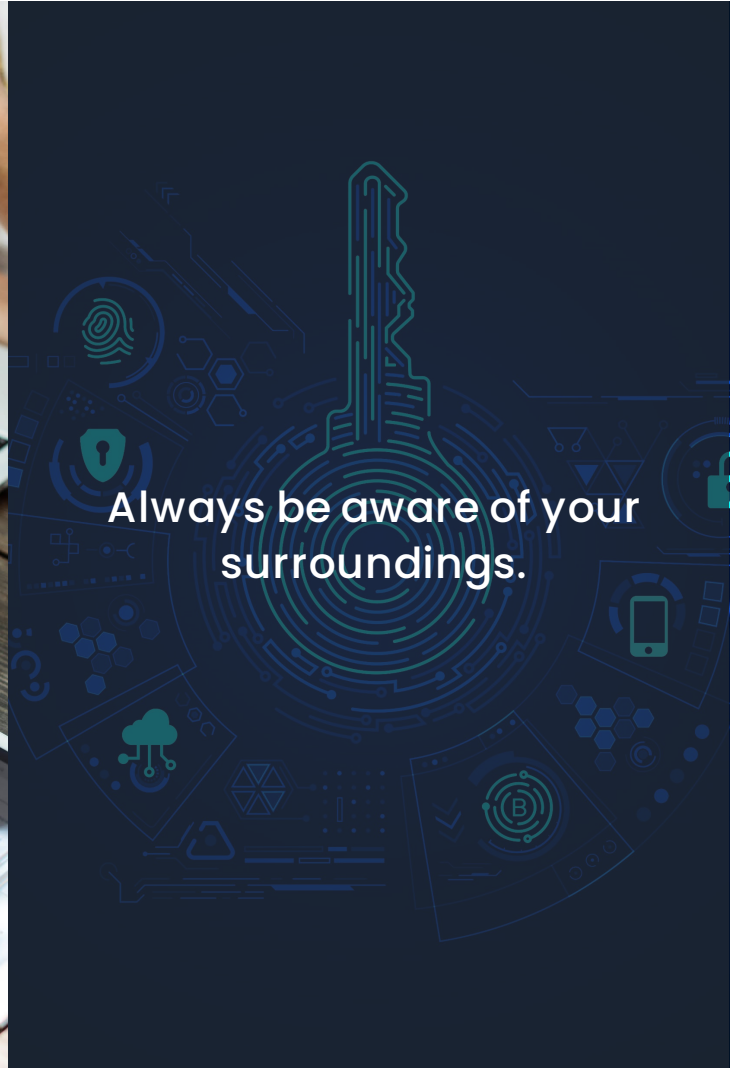


One of the simplest forms of security protocol is to log off.



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SITUATIONAL AWARENESS



Always be aware of your
surroundings.

DON'T USE PUBLIC WIFI



Mobile Hotspot is a better
alternative



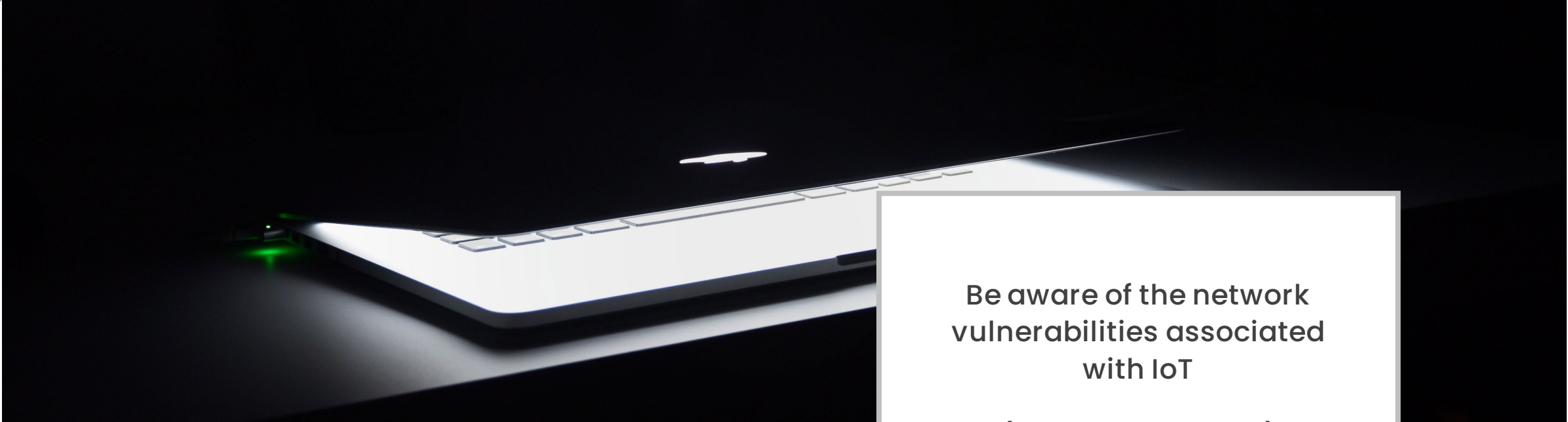
:
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HOME NETWORK SECURITY



CHANGE YOUR WIRELESS
PASSWORD

CHANGE YOUR ROUTER
MANAGEMENT PASSWORD



Be aware of the network vulnerabilities associated with IoT

(Internet of Things) devices.

Nest

Smart Fridge

Ring

HOME NETWORK SECURITY





THANK YOU



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