



Ssn 1 Ep 20

## **Don't Bother Me: Why You're Not "Too Small" to Be Noticed**

Why small businesses are desirable targets—and why cyberattacks against SMBs are on the rise.

### **SHOW NOTES**

:46: Alarming statistics of cyber attacks against small businesses.

1:15: What are Denial of Service attacks?

2:42: Why do hackers bother with small businesses? How lucrative could that be?

3:30: No one is 100% secure; if someone wants to breach your network, it's just a matter of time until they do.

4:15: Big paydays vs. smaller, easier prey.

5:06: How can you estimate what a cyberbreach might cost, were you to get breached?

7:15: 60% of businesses never recover from a single cyberattack, discussion of the cost of a breach.

8:07: What makes small and medium businesses such easy prey?

9:27: Discussion of cyber insurance and what you can expect should you be breached.

12:13: Top things you need to be doing in order to prevent a cyberattack

12:30: Cyber awareness training for your employees.

12:56: Understand your risk profile.

13:40: Acceptable Use Policies

14:30: Story about leaving a review on Google Play Store and receiving an email from, supposedly, the developer of the app.

16:23: Any time you receive a link you have to make sure the link is going to the right place before clicking on it.

16:52: Example of how cyber awareness training can keep cyber security risks front-of-mind to your staff.

18:10: How ransomware attacks occur.

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