

Data Security – Made Simpler

BBB TrustBrief Story

Are You Secure...Or Will You Be the Next Headline?

BBB has partnered with data security experts at Symantec, Visa, Kroll's Fraud Solutions and NACHA – The Electronic Payments Association to produce **BBB's Data Security – Made Simpler**. This **FREE**, easy-to-understand set of data security guidelines is customized for small business owners, arming them checklists, How-To's and links to resources that will help them protect their sensitive customer and business data. Learn more.

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Studies show that potential buyers look for evidence that a business protects its sensitive customer information. If they don't find it, they'll shop somewhere else. Even worse...data thieves are now targeting small businesses, because they know they're vulnerable and their systems are easy to penetrate. Business and customer data has become the new currency to access – and steal from – the financial accounts of both businesses and their customers.

Many small business owners recognize the importance of data security, but don't fully understand their vulnerabilities, feel intimidated by the issue and/or don't feel they have the time or resources to develop and implement a sound data security strategy.

If this sounds like you, BBB has created a great solution – **BBB's Data Security – Made Simpler** www.bbb.org/us/datasecurity. **BBB's Data Security – Made Simpler** is a **FREE**, easy-to-understand set of data security guidelines, complete with checklists and click-through links to data security resources that *make sense* for small businesses. Its sole purpose is to arm small business owners with the information they need to protect their customers...and their business...and help close the gap so that small businesses can meet both customer expectations and legal requirements.

Both the upside – and downside – of data security are significant. *The Upside* – By ensuring that sensitive data is secure, a small business owner builds trust with customers and will differentiate his business from others. *The Downside* – By continuing to neglect implementing a sound data security strategy, small business owners risk becoming yet another victim of a data breach...and part of a growing statistic of small businesses suffering from these events. A data breach can have a lasting negative impact on a business's reputation as well as an overwhelming expense.

Secure your data, your customers, and your business. Don't become the next data breach headline. To download a FREE copy of **BBB's Data Security – Made Simpler**, visit www.bbb.org/us/datasecurity.