

 Email to Hill Staffers

BBB Launches FREE Data Security Guide for Small Businesses

Dear _____:

Today, Better Business Bureau and partners Visa, Inc., Symantec Corporation, Kroll's Fraud Solutions and NACHA—The Electronic Payments Association—launched “Data Security – *Made Simpler*,” a customized education-driven guide to help small business owners create and implement effective data security strategies to protect their sensitive customer and business data.

BBB's “Data Security—*Made Simpler*” was designed with the small business owner in mind and an understanding that data security can sometimes be an overwhelming and intimidating topic. ***We invite you to visit www.bbb.org/us/datasecurity, download the free materials, and alert other issue stakeholders about this new resource.*** It provides guidance delivered with a series of checklists, “Do's and Don'ts” and links to a wide range of solution providers for each type of issue. BBB engaged topic experts from Kelley Drye Warren, LLP and Bryan Cave, LLP, and collaborated with solution experts from Symantec Corporation, Visa Inc., Kroll's Fraud Solutions and NACHA – The Electronic Payments Association to develop the Guide.

Individual chapters help small and medium business owners:

- Develop a data security policy that protects sensitive data by restricting access, blocking intruders, and ensuring its recovery from a systems failure
- Identify and deploy the right kind of tools to protect sensitive data, based on their type of business
- Pinpoint data loss vulnerability points for both electronic and paper-based transactions.
- Understand security requirements for businesses that store, process or transmit payment card information.
- Educate and train employees
- Communicate data protection policies to customers
- Know what steps to take and what kind of resources to engage if they believe they've become a victim of a data compromise.

BBB's “Data Security – *Made Simpler*” is available free online and will also be actively distributed to:

- 123 BBB's across North America and their 400,000 BBB Accredited Businesses (primarily small businesses)
- Visa's network of financial institutions and merchant processors
- Symantec's small business customer base and network of resellers
- Kroll's Fraud Solutions small business customer base and network of partners
- NACHA – The Electronic Payments Association's network of member banks and credit unions

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