# Cyber U \$&\*# | Have Been Hacked — Now What?

**FEATURING:** NANCY VINER, EXECUTIVE IN RESIDENCE, AVIV GROWTH PARTNERS

SUSAN WHITTEMORE, TIFFIN CYBER

### Poll Question #1

How many of you have had your identity or email accounts compromised? OR do you know someone who has?

395

There is a hacker attack

\$3.9M

Average cost of a breach

81/0

Of hacking related breaches are due to compromised passwords

94/0

Cyberattacks begin with a phishing email

### Cyber Threats – Common Scenarios



Malware: Ransomware, information stealers, banking trojans distributed via e-mail, with links or attachments containing the malicious code



Credential Theft: Phishing lures individuals into exposing IDs and passwords that are reused for fraud, breach systems



 Breach: System is hacked and data stolen or system harmed

## Social Engineering

- Social engineering is the art of manipulating people into giving up confidential information. Can be done via email, phone, or in-person
- Criminals use human nature, trust and curiosity to make a victim click on a link, download a file, reveal sensitive information, or pay them
  - Call from grandchild in trouble, need money wired
  - Call or e-mail about a debt, collections, or legal action threats



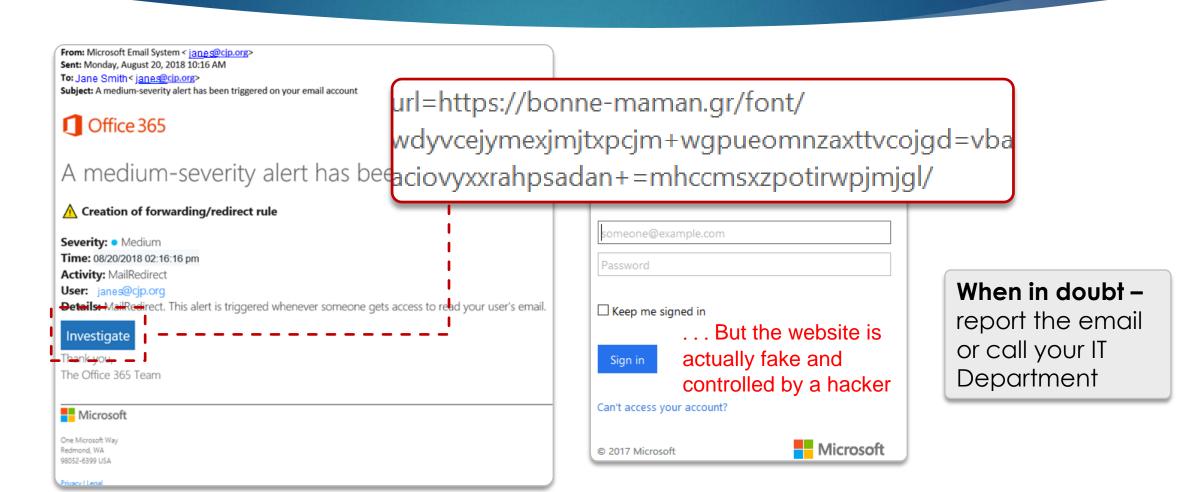
### The Phish

- Phishing is the use of e-mail to dupe a user into revealing information, downloading malware, or executing a transaction
  - Looks legitimate
  - Has urgency
  - Includes links
  - Often targeted to execs



#### Think Before You Click!

## Phishing: Stealing Your Credentials



## Phishing: Stealing Your Money

Hover before you click or act –

when in doubt hover over to review the email address to confirm the sender From: Professor Jane Doe<<u>ceo.verizontalk@aol.com</u>>

**Sent:** Friday, March 22, 2019.3:34 PM

To: Larry Smith Subject: Re:

Larry,

It's the time of the year that I make donations to charity, and I have decided to involve you in this project. Because of this, I need any of the following gift cards.

- i) Best Buy Gift Card
- ii) Google Play Store Gift card

NOTE: Get physical cards, four (4) of \$500 face value each. Can you get this done in 45 minutes?

Thanks, Jane

## Phishing Tips: Be Wary

- From an **unknown and unexpected source** asking you to perform an "urgent" action or to open a document attached to the email
- Uses a salutation such as "Sir/Madam" or awkward phrasing
- Asks you for your username and password, account number,
   Social Security Number (or other government identifiers) or any other personal information
- Even if from a "Trusted Source" don't download or send confidential information/payments without calling the person first





### Poll Question #2

How many of you use the same password for your banking as you do for your personal accounts (LinkedIn, Gmail, Facebook)?

### Good Password Hygiene

- Avoid reusing passwords
- Use 'passphrases' instead of 'passwords'
  - Use complexity in your passphrases Ex: 3BlindMice#C#HowTheyRun4it!
- Enable two-factor authentication
- Protect your password list
- Consider a password manager
- Check <u>Have I Been Pwned</u>

1 out of 7 passwords in use is still '123456'

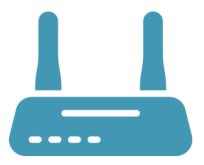
### Protect Yourself and Your Data At Home

- ► Turn on automatic updates for home PC's system and anti- malware software
- Back up your data and store sensitive data offline
- Be careful with your use of public unsecured wireless connections
- Encrypt your PC/laptop
- Encrypt when sharing any data with an external party
- Limit personal information on social media



## Internet of Things (IoT)

- How many devices in your home are connected to the Internet?
- Every device needs a secure configuration





### Protect Yourself At Home

#### Freeze credit at all three bureaus – don't forget the children!



**Equifax.com Services** 

800-685-1111



**Experian.com/help** 

888-EXPERIAN (888-397-3742)



**TransUnion.com/credit-help** 

888-909-8872

Credit Freeze FAQs | FTC Consumer Information

### Mobile Phone Security

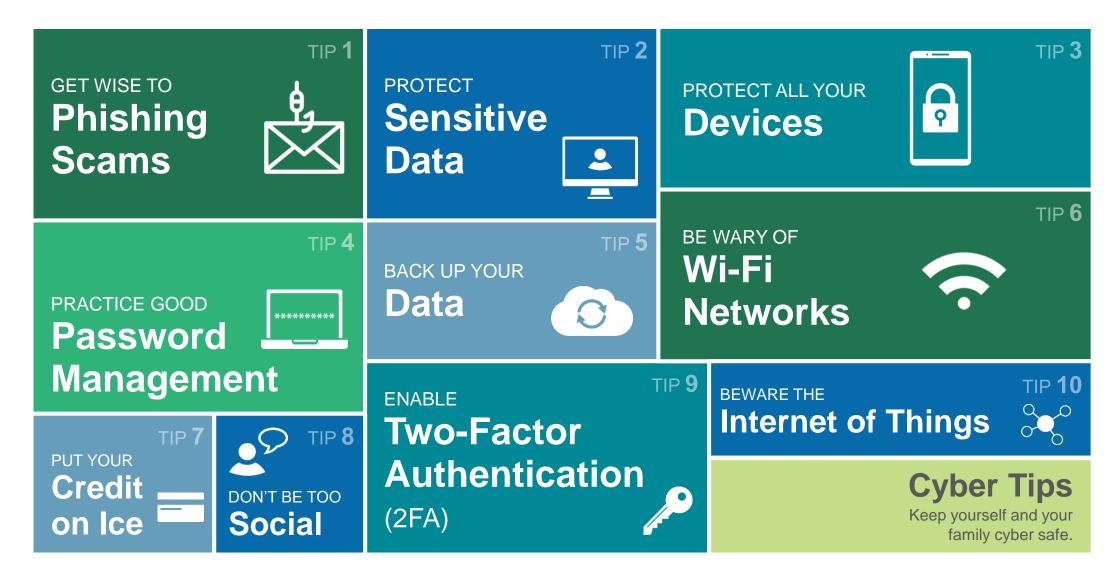
- Set up fingerprint or face recognition
- Set up a passcode longer than the 4 number preset
- Enable two-factor authentication
- Make sure your WiFi network is secure
- Set your phone to "wipe" after 10 failed password attempts
- Encrypt your device
- Lock your SIM card
- Avoid charging stations. Use your own plugs directly into a socket



### You Were Hacked - Now What?

- Immediately remove the device from the network and power it down.
  Check for signs of compromise on other equipment
- Ransomware? Restore device from a prior point, or completely re-install the original software. We don't recommend paying ransom
- Update anti-malware, get help from them if needed
- Update patches, turn on automatic patching if not already on
- Change all passwords, notify banks, credit card companies, freeze credit
- Notify work, others whose sensitive data you may have

### Top 10 Cyber Tips



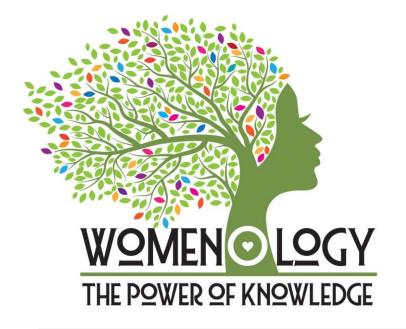
### Question & Answer



## For More Cyber Information

<u>Swhittemore@tiffincyber.com</u>

Nancy.Viner@gmail.com



Watch for new events being posted for May and June shortly

Tuesday, April 6, 2021 12:00–12:45 pm ET

#### **Healthy Living**

Better with Each Bite

Nourish your body and your brain to fuel your life.

#### Julie Nicoletti

You have the power to impact the way you feel, the way you move throughout your day and the health trajectory of your life with every bite you take. Learn to approach your nutrition one bite at a time.

Thursday, April 22, 2021 7:30–8:30 pm ET

#### **Mindfulness**

Hey Girls, Try It. It Can't Hurt

Learn how to reduce stress — it's a game changer.

#### Lauren E. Rubin

Have you (ever) felt stressed out, overwhelmed? Learning to ride the waves of life without becoming caught in the undertow requires paying attention in a particular way. In this workshop we will talk about, and practice, some simple skills to help take better care of yourself and those you love.

Thursday, May 6, 2021 7:30–8:30 pm ET

#### Personal and Professional Growth

**Taking Charge of Your Life**Strategic Planning of You! What's NEXT?

#### Nanette Fridman

We are all in transition now and experiencing a collective *lifequake* during the COVID pandemic. How we respond to life's transitions is up to us. Are you operating from a plan, by accident, or default?

Do you feel like you have enough meaning and purpose in your life? Women typically spend a lot of time planning for everyone else around them and forget to plan for themselves.