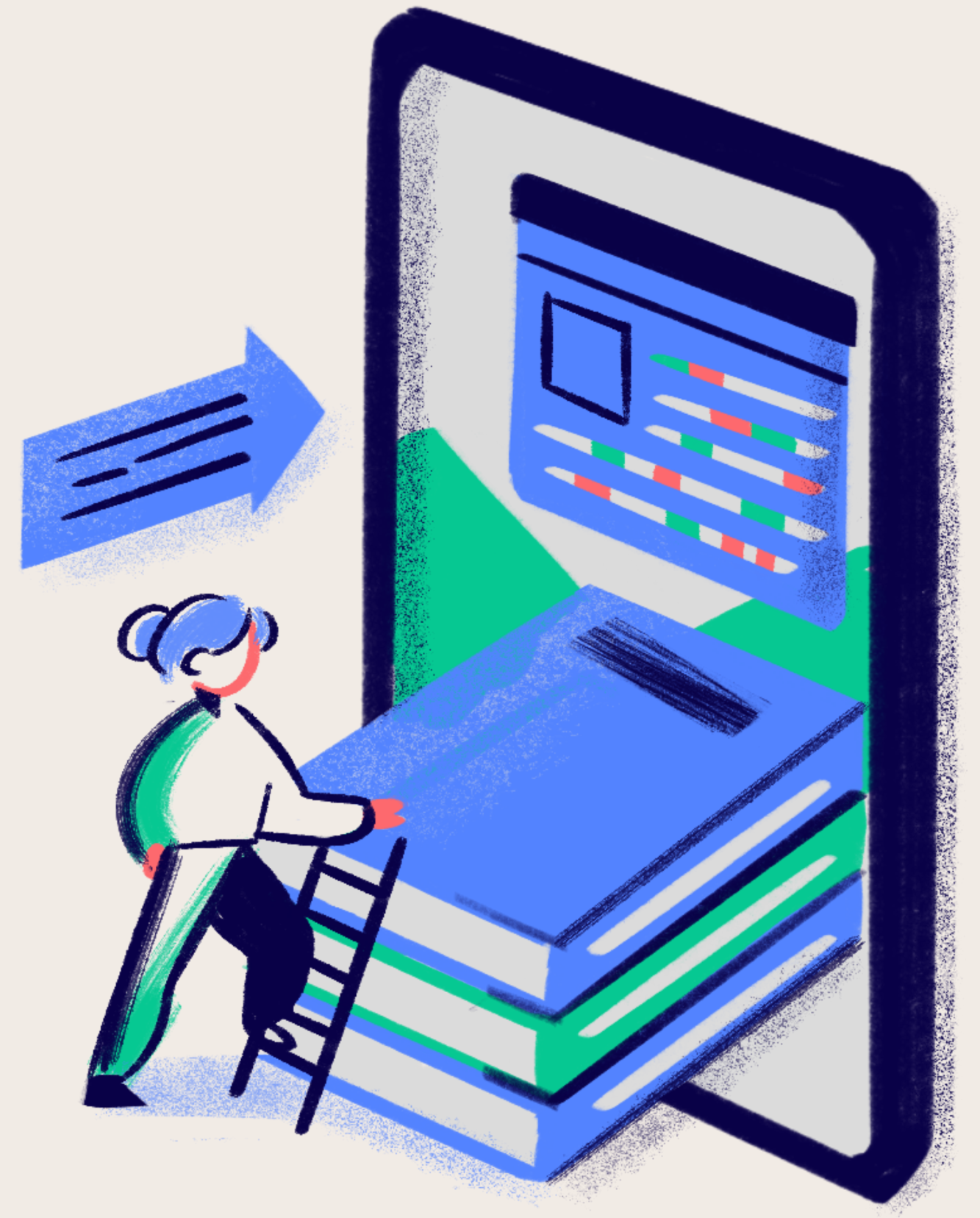


SECURITY LEADERSHIP

PRESENTED BY CHARISSA WONG



TOP 5 MYTHS

Cybersecurity is an IT Problem, Not a Business One

Small Businesses Aren't Targets for Cyber Attacks

A Strong Firewall and Antivirus Program Are Enough

Cybersecurity is Too Expensive for Small Business

Not Our Problem Because We're "In The Cloud"



IT VS CYBERSECURITY GOALS

- IT Goals
 - Support Business Operations
 - Enhance Productivity
 - System Availability and Reliability.
- Cybersecurity Goals
 - Protect Information Assets
 - Data - Confidentiality, Integrity, Availability (CIA)
 - Compliance and Risk Management



2024 SMALL BUSINESS CYBERSECURITY STATS

- Employees face a 350% higher rate of social engineering attacks.
- 55% of U.S. consumers may stop patronizing businesses after a breach.
- 95% of cybersecurity incidents at SMBs cost between \$826 and \$653,587.
- 51% of small businesses have no cybersecurity measures in place.



Resource: <https://www.strongdm.com/blog/small-business-cyber-security-statistics>

THE CLOUD HAS NOT SOLVED OUR PROBLEMS

- Responsibility - Businesses are still responsible for their data.
- Keys to the Kingdom - Who has access? Strong Passwords/Multi-Factor Authentication?
- Protect Your Devices - What happens if it's lost, stolen, compromised?
- Who's Watching? - Policies restricting access.
- Compliance Concerns - PII, PHI, HIPAA, PCI-DSS, etc...



WHERE SHOULD SECURITY LEADERS START?

- Starts at the top - Business Owner
- Must have support from all leaders.
- Policies
- Training
- Plan



THANK YOU VERY MUCH!

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