

Cyber Safety for Small Business

*Presented by - Yavapai College SBDC and Sedona
Chamber of Commerce*



with /
Chris Plouffe



Hey! I'm Chris Plouffe

I've been doing I.T. for 22+ years.

I have owned my own full-scale Managed I.T. business for over 15 called CSP Technologies.

We are based in Sedona but we work with clients all over the country. I am originally from the East Coast but have lived in Arizona for 7 years.

I work in technology so that I can make a difference in someone's life by protecting one of their most treasured things, their business.

The goal of this presentation is not to SCARE you or put you to SLEEP, but to empower you with the knowledge and steps you can take to be protected.



5 Myths Regarding I.T. Security

If you haven't taken this topic seriously before..it's not your fault.

I am not here to judge you. :)

It is most likely because you've accidentally believed some of these myths related to small business. But also a lot of Security topics seem to be geared towards larger businesses or enterprise.

01

*MY WORDPRESS
WEBSITE IS
SAFE & SECURE.*

*I'M FINE! I TRUST THAT
MY COMPUTER IS SAFE
WITH WHAT IT CAME
WITH OR WHAT I
INSTALLED MYSELF.*

02

03

*MY BUSINESS IS TOO
SMALL TO WORRY
ABOUT IT SECURITY –
HACKERS AREN'T
INTERESTED.*

I'LL JUST RISK IT - NO BIGGIE.

04

05

*I DON'T HAVE THE TIME
OR ENERGY TO EVEN
CARE.*

***EASY STEPS
YOU CAN TAKE
RIGHT NOW!!***



PASSWORDS

Always choose two-factor authentication.

This means that you will get sent a special code to ensure it is you. Especially important for those with a staff or team.

Start using a password manager to keep your passwords secure and random.

Create a password policy using longer passwords, even consisting of simpler words or constructs. This is better than short passwords with special characters - per the FBI.



PROTECTION

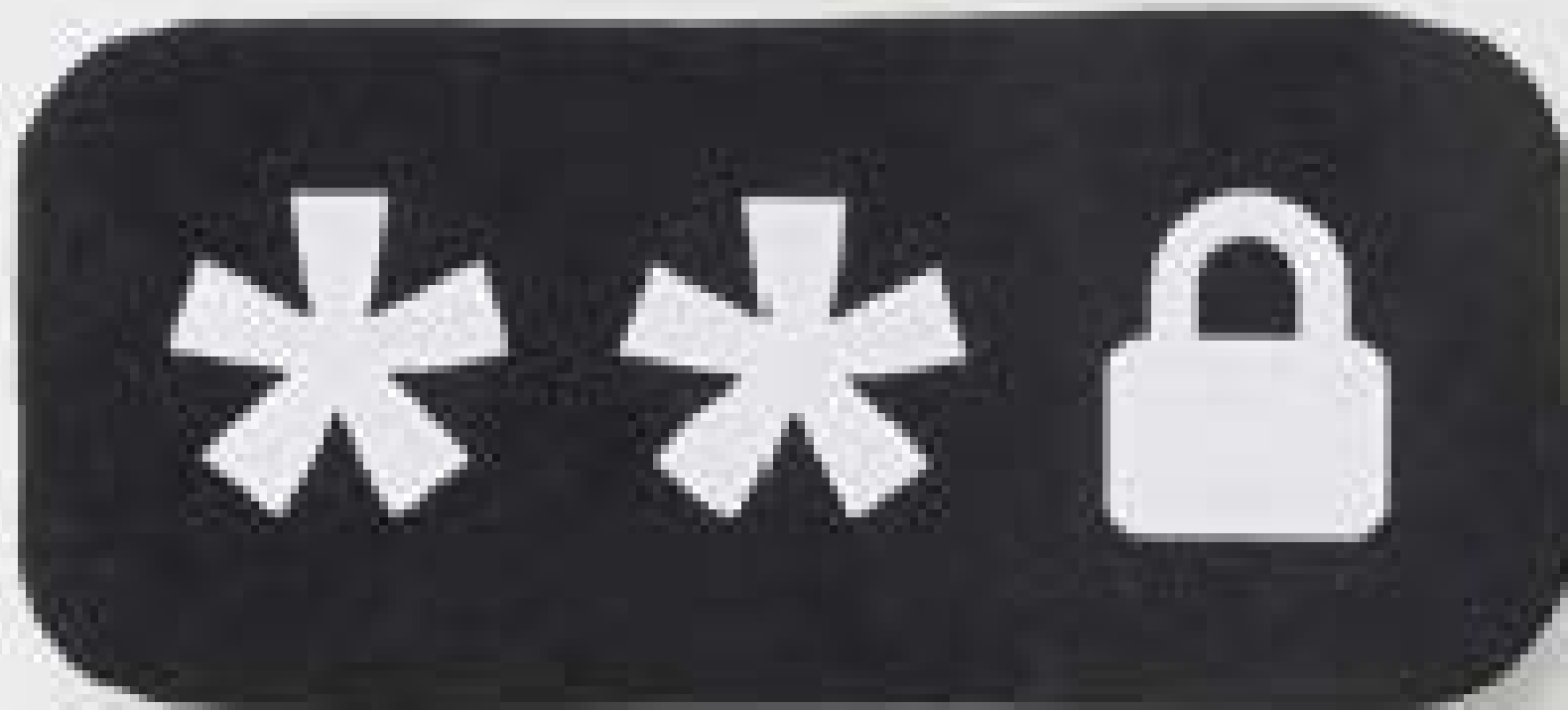
Use multi-layered approach when possible -

- » web surfing protection
- » computer protection
- » VPNs when traveling

Not all Anti-Virus protection is the same, but something is better than nothing.

Even if you have a Mac!!!

Use security and firewalls to protect your website from being hacked. Even the free ones.



BACKUPS

Purchase software to backup your important files or your entire computer!

At a bare minimum store important files in a cloud storage host. (ex: Dropbox, Google Drive, etc). Something is better than nothing.

Backup your website daily so that anything that happens to it can be restored quickly. From hacks, updates, or edits.





SAFETY FIRST

Turn off auto-connect features on your devices so that they don't connect to wifi and/or bluetooth in the area.

Don't share personal information online unless absolutely necessary.

Don't click on links from emails that ask you for personal information. Trust the source and soemtimes a call is warranted to double check.

UPDATES

Keep your computer software up to date.
(For Macs and PCs)

Especially your operating system patches
like Windows and MacOS.

Update your website monthly so that it
removes any known vulnerabilities or issues.

Update routers and other equipment that
you use.



WHEN SHARING FILES WITH THE PUBLIC...

Make sure you assign appropriate permissions and don't leave them open to everyone. Google docs, Dropbox, etc.



**I AM VERY
HAPPY THAT
YOU ARE
TAKING THE
STEPS TO
BECOMING
MORE SECURE
TODAY!**

Your website and
computer are the
most important tools
you use in your
business.

YAY



YOU MADE IT!

I know this topic can be boring and fingers crossed you were able to stay awake.

I hope you were able to gain more insight into security, why it is important, and some steps you can take now to become more secure.

Thank you for your time.

ANY QUESTIONS??



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