Welcome

Securing Personal Data

Hosted by:



Content by:



Presenter: Ray Cool, CEO PBSI Technology Solutions Webinar will begin at 1:00



Welcome Foster & Motley Clients

to

Security Education Series

Series Goals

- Educate listeners how to protect electronic valuables
- Improve knowledge about electronic security
- Provide practical information about what to change and how to do so

Topic Summaries

- Securing Personal Data Overview
- Email Security Practices
- File Encryption & Cloud Security
- Password Management & Public Wi-Fi

today's topic 2 of 4 3 of 4 4 of 4



Agenda

Securing Personal Data

Fundamentals of securing important information

- Secure your PCs, laptops, phones and wireless
- Protect (encrypt) important personal files "at rest"
- Transmit documents securely
- Backup documents automatically
- Online Monitoring How to know if your computers are safe
- Security Training Learn how to behave securely



PBSI Technology Solutions *"IT Security Specialists"*

Who is PBSI?

- Technology Services provider for hundreds of clients in the tri-state including Foster & Motley
- Experienced 75% of staff have 10+ years experience w/PBSI
- Proactive IT security monitoring for home and business



Why do we need protection?

The Internet Today is a Dangerous Place

- Increasingly, PCs are being infected with malware that steals passwords and copies data
- New keylogging and phishing attacks are changing constantly Bad guys are smart, motivated and *relentless*
- The victim is typically NOT notified Keylogging malware may be currently active on millions of unaware PCs

Email Addresses and Passwords Are For Sale

- 2.7 Billion emails are available for sale on the Darkweb
- 1.2 Billion of them include exposed, cracked passwords
- LinkedIn, Yahoo, Gmail, DocuSign, Adobe, Dropbox, Tumblr, MySpace and 30 others
- Experian smaller than ALL of the above breaches THIS year
- List of biggest breaches can be found at: <u>https://haveibeenpwned.com/</u>



Secure your PCs, laptops, phones & wireless

Desktop Antivirus

- Antivirus This is the last line of defense and MUST be in place on ALL PCs & laptops
- Do not use free antivirus. All antivirus vendors have non-free versions. What is the difference? Don't take the risk

Patch Management

- Patch Management Set all PCs to auto-update all antivirus, Windows, apps & browsers as real-time as possible
- Once security patches are released, hackers begin probing for old versions immediately
- If prompted "Do you want to update?" or "Do you want to reboot?" the answer is always YES

Phones and Mobile Devices

- Put a passcode on your phone, laptops and tablets
- Do NOT store auto-fill passwords on laptops or iPads

Wireless Security

- Wireless technology contains risks
- Free hacker tools are available that can decrypt almost any password given proximity and sufficient time
- Proximity includes nearby cars and houses
- Best defense on home wireless, use a LONG (12+ characters) and complex (!#%*) password



Protect (Encrypt) Files "at rest" and During Transmission

What is file encryption and why is it important?

- Encryption is a term describing data that can't be read without a private "key"
- Encrypted data is garbled so that if opened it can't be easily read or interpreted
- Encryption security varies based on technology used AND based on length of "key" (the password)
- This is why long or complex passwords are encouraged. Length is the enemy of hacker decryption software

Encrypt sensitive information "at rest"?

- Which files? Any/all that contain Personally Identifiable Information (PII) or Protected Health Info (PHI)
- Protected information includes SS#s, CC#s, DOBs, Account#s, DL#s, PP#s, medical information
- From whom are you protecting info? Future hackers If hacked, what could they learn; and how would you know?

Encrypt sensitive files during transmission (Email) – 3 Choices

- Encrypt attachment(s) and provide the password to the recipient using different medium (text or voice)
- Encrypt the email Requires purchase of an email encryption tool
- Use a secured file sharing site like Foster & Motley's **Client Vault**



Backup Your Documents

Disaster Prevention

- Disasters happen hardware failures, ransomware attacks, theft, unintended deletions, operating system updates
- Important files MUST be backed-up
- Automatic backup is simple and important Most backup "disasters" occur due to human timing failure

Options for Backup

- Local backup, cloud backup, or both
- Choose encrypted local backup, using high-level encryption technology secure from ransomware
- Redundant cloud backup store multiple previous versions of each document

Bottom Line... Protection is simply very inexpensive insurance!



Demonstration

Online Security Monitoring

Vulnerability Scanning Patch Management Monitoring Data Breach Risk Scanning Online Backup Monitoring

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Security Training – Principles of Secure Behavior

Email Security

- Email safety principle # 1 Unsolicited vs. Solicited Be VERY cautious with all unsolicited email. Does anything seem amiss? STOP!
 Even if you know the sender, is anything unusual about THIS email? (hover over sender name to confirm email address)
 Time of day, recipient list, brief content, out-of-character uncertain why this person would send this content?
- Email safety principle # 2– **Don't get news from email** Beware of current events/product releases received via email.

Software Downloads

- No software downloads without CAREFUL consideration
- Most downloaded security risks: Screen savers; weather apps; coupon sites; movie, music and lyric downloads

Web Links – Be VERY Careful

- Do NOT click on links without running through all the "caution" steps
- Caution! Antenna up! Understand the higher risk in unsolicited vs. solicited emails

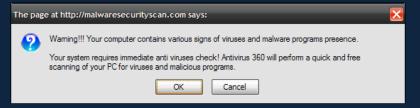
General Security Principles

- Public Wi-Fi Never enter login or password when using public Wi-Fi
- Password Security Don't use "normal" passwords. Use a password manager.
- If my PC is running slowly don't just assume it is "old." Ask for a review.



Other Security Recommendations

Beware of Fake Download Buttons



Hang Up on Cold-Calling Tech Support Agents

Called "Vishing" - Microsoft will not call you to see if you computer is running slow

Ignore Pop-Up Advertisements

Set your computer to block Pop-Ups

Avoid Unfamiliar Sites for free downloads

Free music and free movies are not usually free



Summary - Essentials of Securing Personal Information

Secure your Desktops & Laptops

- Antivirus & Malware protection auto updated without manual intervention, daily vulnerability scanning
- Desktop Patch Management Security issues frequently related to un-updated software patches
- Wireless Security ensure latest encryption, control password access

Encrypt sensitive files

- Encrypt files "at rest" that include protected information (SS#s, CC#s, DOBs)
- Always encrypt personal information during transmission

Backup on an automated schedule

• Don't let lack of knowledge or attention put you at risk

Know if your PCs are safe

Online security monitoring

Training - Encourage every family member to learn secure behavior

• Learn the essentials of safety using email and web browsing



Webinar Summary

Thank you for your attendance Thank you to our friends at Foster & Motley

Included Handouts

"IT Security Education – What each of us need to know" and "How to evaluate dangerous emails"

How can PBSI help you? - Concierge IT Security Services

Pricing below has been discounted by 25% for Foster & Motley clients Security Risk Assessment and in-person security training – one-on-one, scheduled during daytime Antivirus, Online Monitoring, Patch Management, Vulnerability Scans (up to 3 PCs/Macs) Data Breach Risk Scanning (up to 3 PCs/Macs) Online Backup with Ransomware protection (per PC) KnowBe4 Security Training – Ongoing phishing tests and security training emails (up to 3 emails)

Cost for F&M Client

\$ 325 one time
\$ 225 / yr
\$ 75 / yr
\$ 115 / yr
\$ 225 / yr

Webinar Follow-up

 Call or email guestions, or free guotation (513) 772-2255 itservices@pbsinet.com • Speaker contact Ray Cool, CEO (513) 924-3915 rayc@pbsinet.com

Upcoming Webinars

- Securing Personal Information
- **Email Security Practices** ۲
- File Encryption & Cloud Security
- Password Management & Public Wi-Fi

today's topic

Thursday, Jan 11, 2018 1:00 Tuesday, Jan 16, 2018 1:00 Thursday, Jan 18, 2018 1:00

