Small businesses are safe from cyber attack(s).

When making an investment in cybersecurity, you should consider: a) the value of the data, b) the probability it can be breached, AND c) the effectiveness or “bang for your buck” that the new control provides.

Over 90% of successful cyberattacks start as phishing emails.

If stolen credentials resulted in a substantial loss from your business banking accounts, the bank would be responsible to cover the loss.

There is a limit beyond which investing in cybersecurity is not worth it.

If a block of data is stolen from your business, such as customer information, the first thing you should do is notify those affected.

The most cost effective approach to cybersecurity is to protect the information that is most vulnerable to attack.
In spite of respondents’ general awareness of cybersecurity risks, there are still opportunities to better educate smaller businesses on the topic and dispel cybersecurity myths. BBB’s Cybersecurity Program aims to assist smaller businesses with the knowledge and resources needed to be cyber secure. Please feel free to share with friends and the business community.