



FALCONI  
SPORTS AGENCY

# Falconi's Awareness Training Plan





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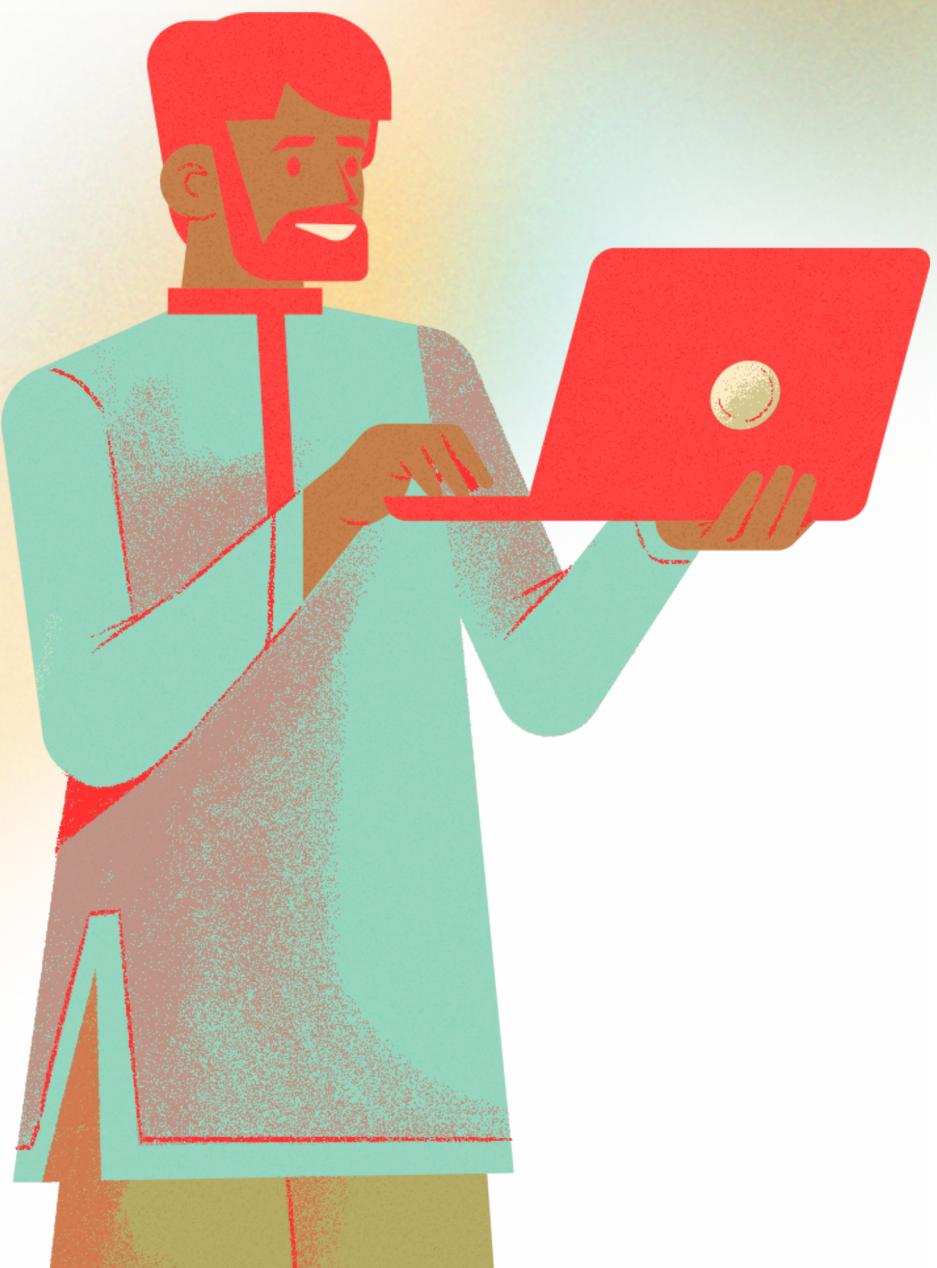
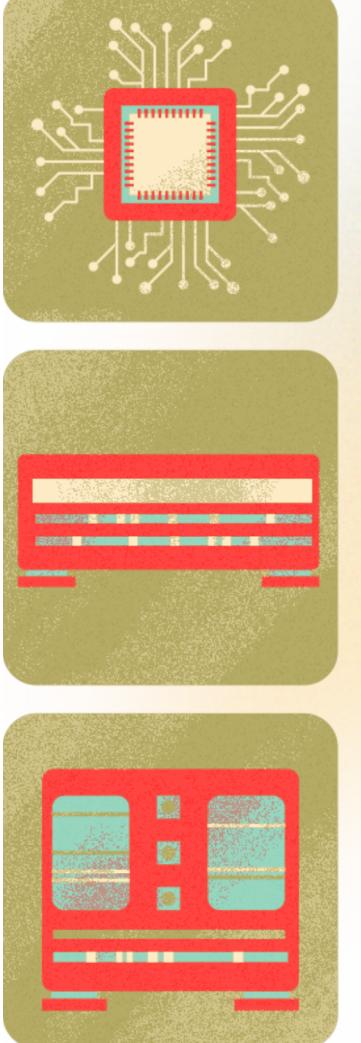
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# Why does Cybersecurity Awareness Matter?

- The world is becoming more digital, but so are the risks.
- Around 90% of all cyber incidents involve human error or behavior.
- At Falconi, we protect player data, contracts, and careers.
- Athletes are high profile targets: a single mistake could cost millions, or their career.





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# BASIC CYBER HYGIENE

## ● Strong Passwords

- Use long, unique passwords
- Do not reuse the same password across accounts
- Do not include personal information

## Two-Factor Authentication ●

- Even if your password is compromised, 2FA can keep attackers out
- Enable 2FA across your Falconi accounts and personal devices

## ● Social Engineering Awareness

- Attackers may impersonate teammates, agents, or brands
- Be cautious of unexpected emails or calls
- Always double check before sharing personal info



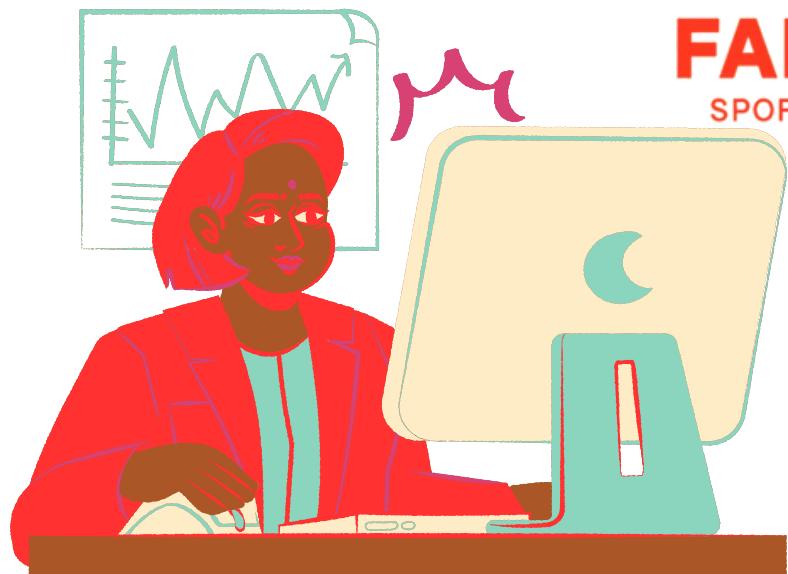
## Be Proactive ●

- Keep your devices up to date
- Keep your personal and work devices separate
- Report suspicious activity



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# How Falconi Protects Our Clients



- Prioritizing Client Confidentiality
- Recognizing Cyber Threats
- Practicing Strong Passwords and Two-Factor Authentication
- Establishing Cybersecurity Culture
- Secure Handling of Sensitive Information



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# Falconi's Incident Response Protocol



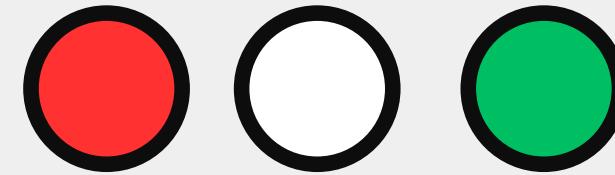
- Immediate Reporting: “See Something, Say Something”
- Threat Containment
- Isolation and Damage Mitigation Process
- Escalation and Communication Protocols

“The key to minimizing human risk is to create an environment where everyone feels responsible for cybersecurity”



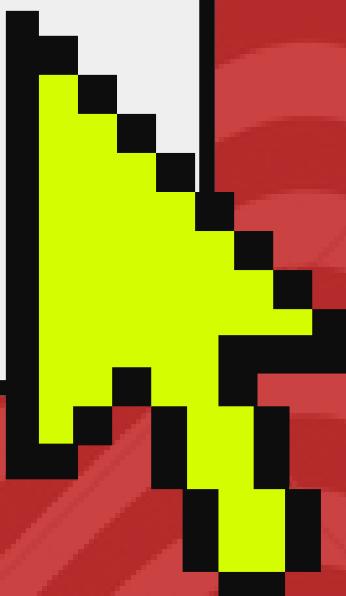
# A culture of cybersecurity

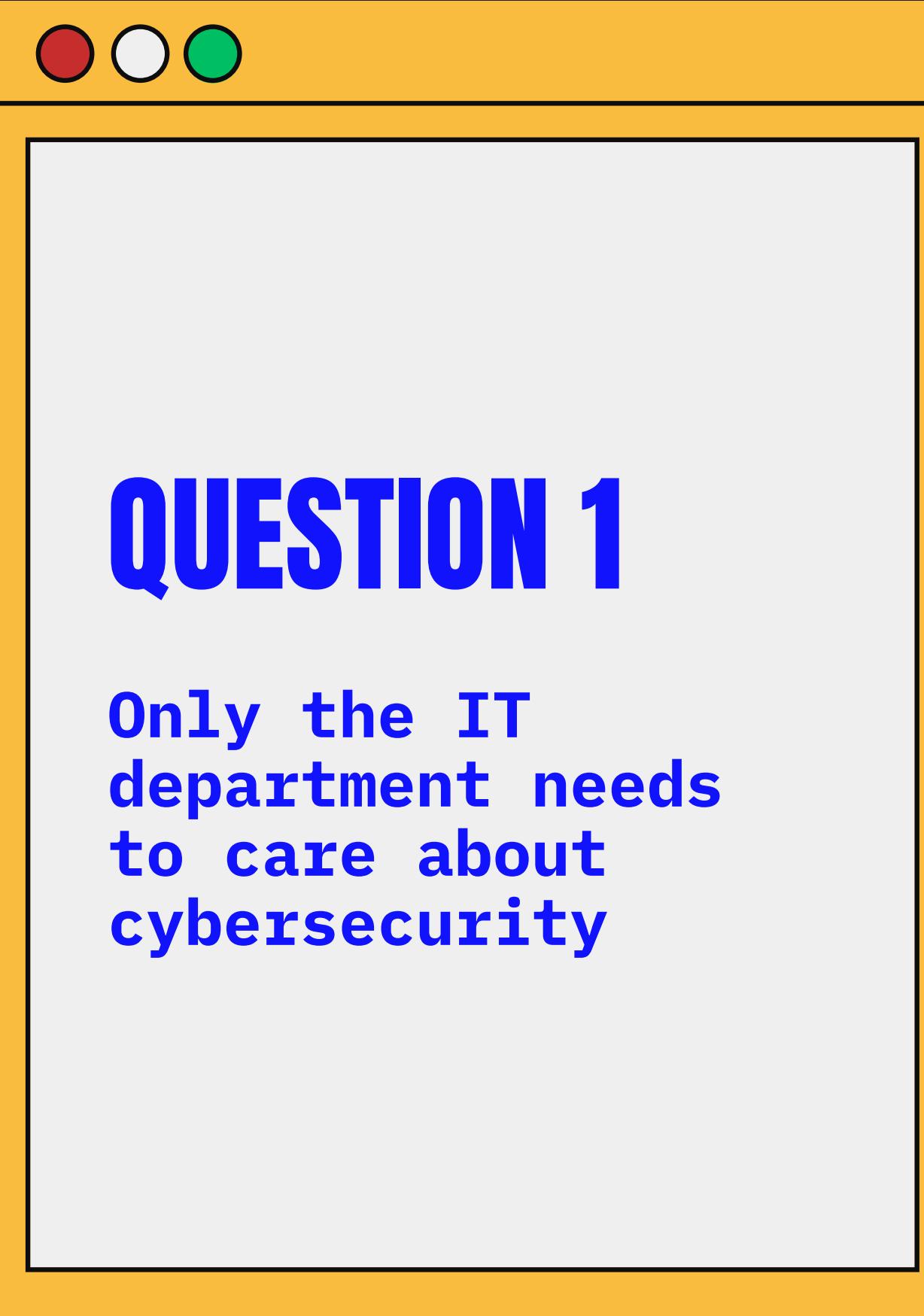
- Every employee of Falconi plays an important part of strengthening our security.
- Never feel afraid to report any suspicious activity or cybersecurity incidents
- Cybersecurity should be an everyday thought, all it takes is one slip-up for attackers to gain access
- Cybersecurity is always evolving so always ask questions and stay up to date on best practices.



# QUIZ TIME

Time to test what you learned!





# QUESTION 1

Only the IT department needs to care about cybersecurity

True

False



# **ANSWER**

**False**

**It is everyone's responsibility to  
uphold a culture of cyber  
awareness**

## QUESTION 2

What's the best response after clicking on a suspicious link in an email ?

Ignore it

Report the incident to IT

Change your password

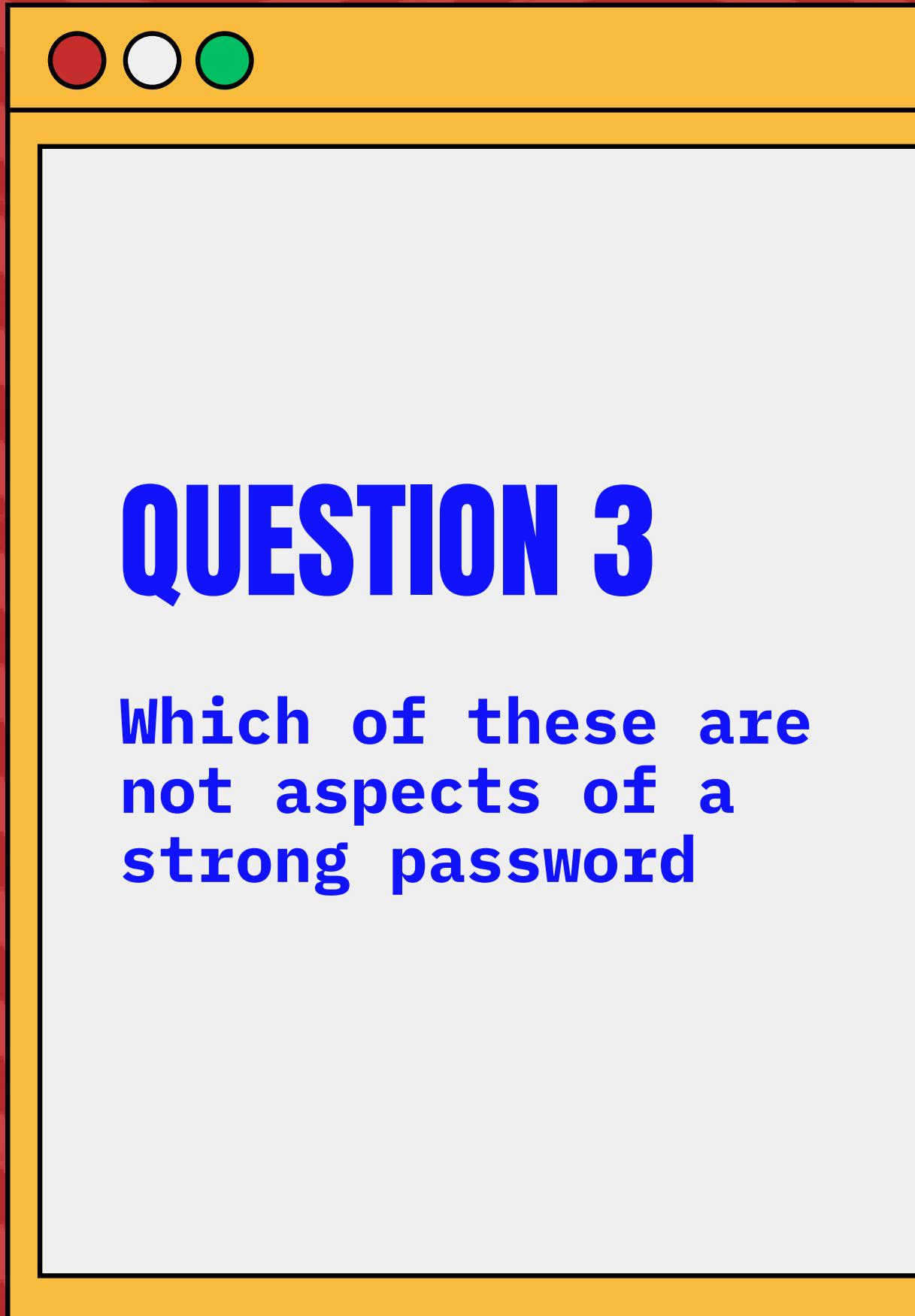
Delete the email



# ANSWER

## Report the incident to IT

Prompt reporting can help the IT team contain potential damage, prevent further compromise, and allow the team to make an action plan before sensitive data or systems are affected.



# QUESTION 3

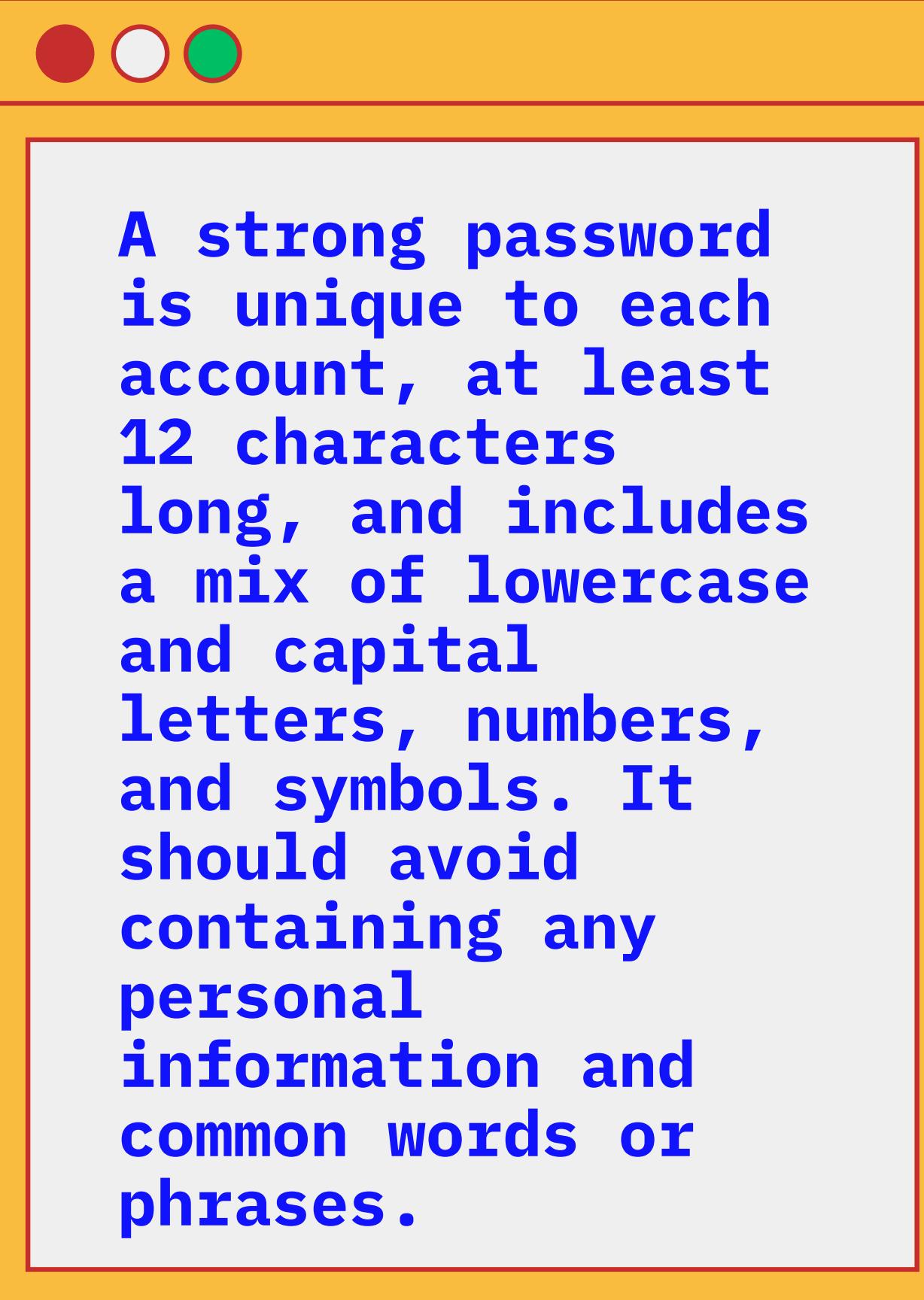
Which of these are not aspects of a strong password

Unique  
to each  
account

Includes  
your  
birthday

At least  
12  
characters  
long

Uses  
numbers  
and  
symbols



**A strong password is unique to each account, at least 12 characters long, and includes a mix of lowercase and capital letters, numbers, and symbols. It should avoid containing any personal information and common words or phrases.**

**Unique  
to each  
account**

**At least  
12  
characters  
long**

**Uses  
numbers  
and  
symbols**



**Includes  
personal  
information  
or common  
words or  
phrases**



## QUESTION 4

We can discuss our  
client's  
information  
outside the  
workplace

True

False



# ANSWER

False

**At Falconi we deal with high profile clients and we should never discuss private information outside the workplace**

# QUESTION 5

What is the best way to communicate sensitive information about a client to another Falconi employee

**Send it over text**

**Discuss it in public**

**Use an approved secure messaging service**

**Email it to their personal email**



## **ANSWER**

**Use an approved secure messaging service**

**Falconi is committed to upholding the confidentiality of our high-profile clients. To protect their sensitive information, always use messaging and communication platforms that have been approved by our IT team. Unapproved apps or personal channels can put client data at risk.**

# THANK YOU...

