

# Importance of Cyber Security For Business

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- Why Cyber Security ?

# Why Cyber Security ?

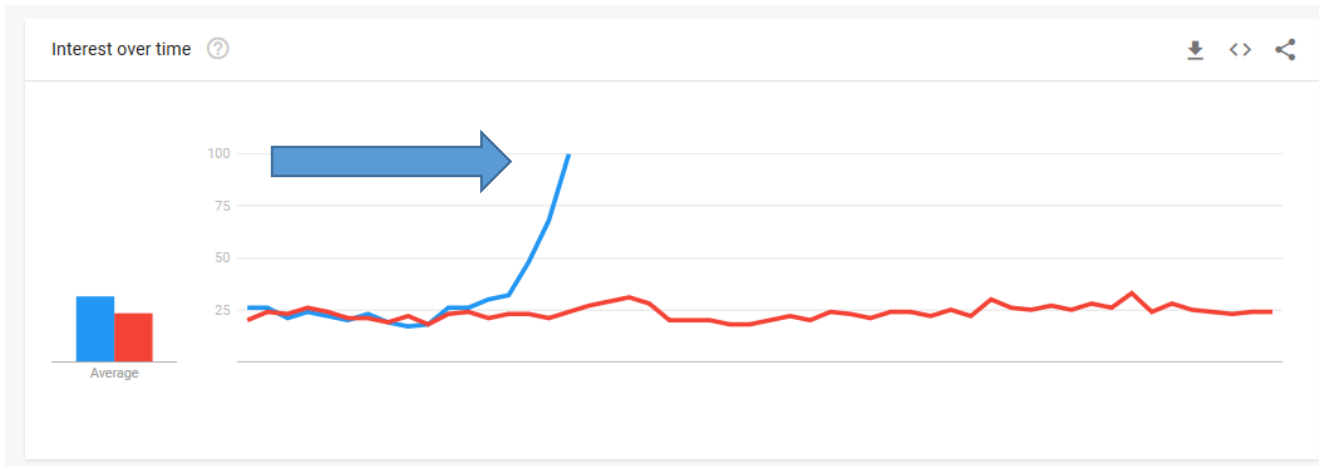
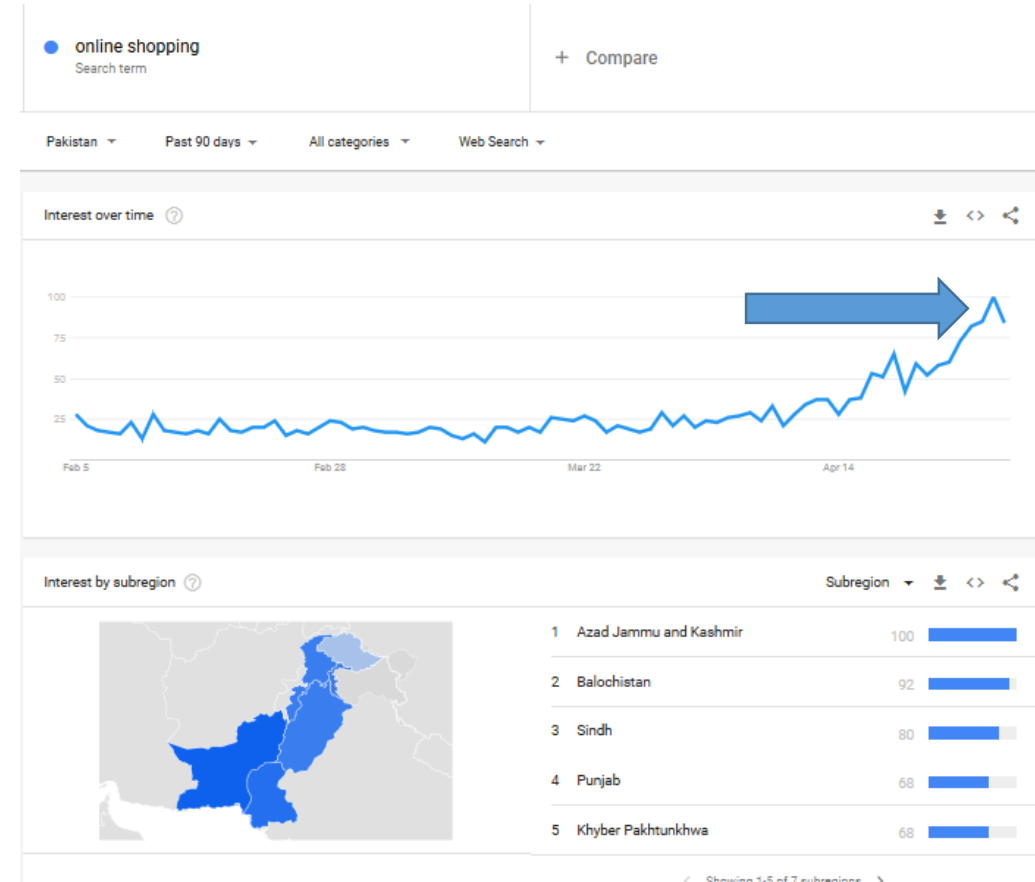


Steal Money

Collect Information  
to Steal Money or  
Steal identity

# Current Trends

Related topics	Rising	Related queries	Rising
1 Miniso - Variety store company	Breakout	1 j. online shopping	+600%
2 Khadi - Topic	Breakout	2 khadi online shopping	+450%
3 Naheed Supermarket - Grocery store in Karach...	Breakout	3 metro online shopping	+300%
4 Junaid Jamshed - Pakistani recording artist	Breakout	4 alkaram online shopping	+250%
5 Particulate Respirator Type N95 - Topic	Breakout	5 ethnic online shopping	+250%



- Ms. A

# What Ms. A Does

- Clothing Business.
- E-Commerce Clothing & Groceries Store.
- Pay via Credit Card or Mobile Account
- 2.5m Customers
- Monthly 50% profit of total Investment



# Ms. A Faces Cyber Attack



# Mr. A Faces Cyber Attack

- ~~Clothing Business.~~  
Clothing design stole by hacking into designers computers
- ~~E-Commerce Clothing & Groceries Store.~~  
Store Hacked By Hackers
- ~~Pay via Credit Card or Mobile Account~~  
CC Data in E-Commerce Store Hacked.
- ~~2.5m Customers~~  
All Customer Data Hacked
- ~~Monthly 50% profit of total Investment~~  
Website Data encrypted, backups deleted,  
business unable to start. Profit turned to -30%





- Mr. B

# What Mr. B Does

- Software Export (Software House).
- Design & Develop Web apps, Mobile apps.
- Corporate Projects
- 2 to 3 New Sales Lead/Month
- Monthly 30% profit of total Investment



# Mr. B Faces Cyber Attack too!



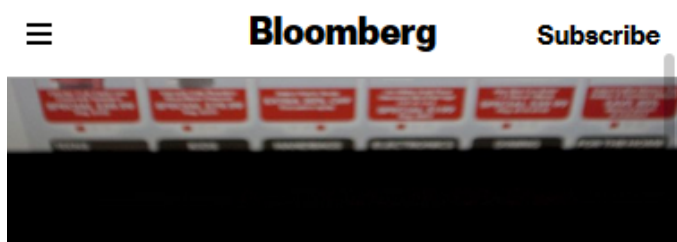
# What Mr. B Does

- ~~Software Export (Software House).~~  
Lead Web Developer Laptop/Machine Hacked
- ~~Design & Develop Web apps, Mobile apps.~~  
Leakage of proprietary source code
- ~~Corporate Projects~~  
Corporate Apps hacked due to vulnerabilities in code
- ~~2 to 3 New Sales Lead/Month~~  
Lead or Marketing Data leaked to competitors
- ~~Monthly 30% profit of total Investment~~  
Had to shutdown business



# Is it Really happening ?





Photographer: Andrew Harrer/Bloomberg

Cybersecurity

# Macy's Slumps as Website Hack Adds to Department-Store Malaise

By [Kiley Roache](#) and [Jordyn Holman](#)

November 19, 2019, 11:41 PM GMT+5

Updated on November 20, 2019, 12:11 AM GMT+5

► 'Small number' impacted by breach in October, company says

► Retailer to advise customers on consumer-protection measures

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## LATEST VIDEOS



HOW TO CRASH ANY IPHONE, IPAD OR APPLE WATCH WITH A SIMPLE CHARACTER



HOW HACKERS ARE RECORDING ZOOM MEETINGS WITHOUT YOUR PERMISSION



HOW TO HACK FACEBOOK PAGES VIA SOCIAL ENGINEERING ATTACKS

## HACKING ZOH0: ZERO-DAY VULNERABILITY IN A BUSINESS PRODUCT EXPOSES COMPANY'S CUSTOMERS

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A [cloud computing security](#) firm has revealed the discovery of a critical zero-day vulnerability in one of the enterprise products of tech firm [Zoho](#); according to the report, this flaw could cause problems for businesses worldwide, as threat actors could use it as an entry point to deploy [ransomware](#) attacks, among other malicious activities.

## Children's Clothing Retailer Hanna Andersson Victim of Dark Web Hack

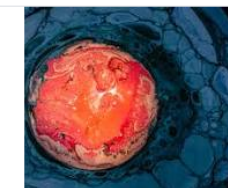
Douglas P. Clement

January 23, 2020



Hanna Andersson, the Portland, OR-based children's clothing brand with Swedish roots, was hacked in a [magecart](#) attack last fall that exposed customers' credit card information, including CVV codes, but is just now coming to light.

**Wipro Admits Major Hack.** IT outsourcing giant [Wipro](#) has suffered a major breach of its systems following what it described as an "advanced" phishing campaign. The attack was first reported this morning by investigative reporter [Brian Krebs](#). Apr 16, 2019



[www.cbronline.com](#) > [news](#) > [wipro-hacked](#)

Wipro Hacked in "Advanced" Attack Targeting Customers



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# Think About It !



- Social Media Accounts are Hacked?
- Competitor stealing Trade Secrets ?
  - Celebrity and disclose PII ?
  - Disgruntled Employee?

# Here To Help !



1. Complex Password with 2FA
2. Anti-virus
3. Network
4. Lock your Device
5. Genuine Windows
6. Awareness for employees
7. Backup

Security =! Life Harder  
Think like Attacker





# Thank You

Advice? Recommendations ?

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- Questions ?