

# **SMALL BUSINESS CYBERSECURITY GUIDE**







- **600% increase in cyberattacks for the year 2021**
- **90% of cyberattacks come from phishing emails**





# PASSWORDS 🔑

**Make your passwords strong**

- **Make it longer**
- **Mix it up**
- **Make your hint cryptic**



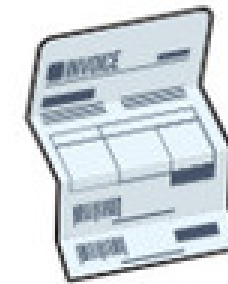


# PHISHING

ACCORDING TO A 2017 REPORT BY IRONSCALES, PHISHING IS THE ROOT OF  
**95% OF ALL SUCCESSFUL CYBERATTACKS WORLDWIDE.**

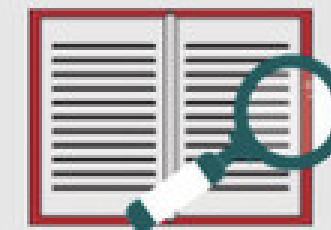
## TOP 5 RED FLAGS

WEB LINKS LEAD TO  
UNFAMILIAR SITES  
(HOVER OVER THEM TO  
CHECK!)



THERE'S AN  
ATTACHMENT YOU  
WEREN'T EXPECTING

YOU NOTICE POOR  
SPELLING AND  
GRAMMAR  
THROUGHOUT



IT ASKS FOR PERSONAL  
INFO (PASSWORDS,  
BANK INFORMATION,  
ETC.)

THE SENDER  
DOESN'T ADDRESS  
YOU BY NAME



## HOW TO STAY PROTECTED

1



DON'T CLICK ANY LINKS  
OR ATTACHMENTS YOU  
CAN'T VERIFY

2



CALL TO VERIFY REQUESTS  
FOR INFO (EVEN IF IT SEEMS  
TO COME FROM SOMEONE  
YOU KNOW!)

3



WHEN IN DOUBT, CONTACT  
OPTIMAL FOR HELP!





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**A QUICK STEP BY STEP  
TRAINING MANUAL FOR  
SMALL BUSINESSES**

BY: CAROLINA ALDANA,  
NATHAN GREENSPAN AND  
GRACE MORENO MENDIVIL