

Protect Against Cyber Attacks

This digital world we live in is both thrilling and challenging! With just a few clicks we can access information, conduct financial transactions, scale supply chains, improve efficiencies, and market products and services to global markets. However, these benefits come with significant risks. As we conduct more of our business online we expose ourselves and our businesses to greater risks by reducing privacy, unknowingly interacting with bad actors, providing pathways for devious cyber activity, all of which will be amplified with the explosion of Artificial Intelligence (AI) into mainstream markets, leaving us vulnerable to potential cyber-attacks that will severely impact our services, finances, reputation and our organization.

The rapid rise of Artificial Intelligence only increases these risks, making it more important than ever to stay vigilant.

How Cyber Attacks Occur

Phishing

Phishing involves fraudulent emails texts, calls, or uses social media to trick you into clicking a malicious link, downloading malware, or sharing sensitive information. Phishing attempts are often generic mass messages, but the message appears to be legitimate and from a trusted source (e.g. from a bank, courier company).

To learn more about Phishing and how to protect yourself and your business, click here [Don't take the bait: Recognize and avoid phishing attacks - ITSAP.00.101 - Canadian Centre for Cyber Security](#)

Ransomware

Ransomware is the most common cyber threat in Canada, and it is on the rise.

During a ransomware attack, cyber criminals use malicious software to encrypt, steal, or delete data, then demand a ransom payment to restore it.

Ransomware can have severe impacts including business disruptions, permanent data loss, intellectual property theft, privacy breaches, reputational damage, and expensive recovery costs. Ransomware incidents can devastate your organization.

Basic cyber security practices would prevent most incidents in Canada.

To learn more about Ransomware and how you can protect your business, click here [Search Canadian Centre for Cyber Security - Canada.ca](#)

How to Protect Yourself and Your Business

Take these essential steps to reduce your risk of cyber-attacks:

- Use a multifactor authentication.
- Log in through your company's secure VPN when working remotely.
- Regularly update passwords using strong passphrases.
- Never share your passwords.
- Verify the sender's address before clicking links or opening attachments.
- Report suspicious emails or unusual online activity to IT immediately.
- Don't leave devices (laptops, tablets, phones) unattended in public areas or vehicles.
- Be aware of 'shoulder surfing' when working in a public place.
- Back-up important data regularly.
- Report lost or stolen devices immediately.
- Create and maintain business continuity plans for technology disruptions. Ensure all staff are aware of and understand your department's continuity plan.

Conclusion

Total protection against cyber-attacks can never be fully guaranteed, however taking proactive measures can reduce the likelihood of attacks occurring as well as lessen their impact.

It is up to each of us to take the action necessary to protect ourselves and our businesses against malicious cyber activity, only then can we continue to thrive in this ever-evolving digital world!