

STOP.THINK.CONNECT.™

National Cybersecurity Awareness Campaign

Older Americans Presentation



Homeland
Security

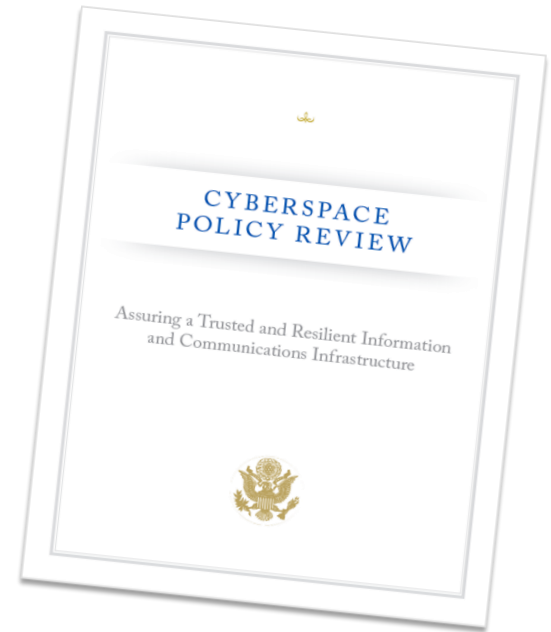


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About Stop.Think.Connect.

- In 2009, President Obama issued the *Cyberspace Policy Review*, which tasked the Department of Homeland Security with creating an ongoing cybersecurity awareness campaign—Stop.Think.Connect.—to help Americans understand the risks that come with being online
- The Stop.Think.Connect. Campaign launched on October 4, 2010, in conjunction with National Cyber Security Awareness Month
- Stop.Think.Connect. challenges the American public to be more vigilant about practicing safe online habits and persuades Americans to view Internet safety as a **shared responsibility** home, in the workplace, and in our communities



National Cyber Security
Awareness Month



Department of
**Homeland
Security**



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Campaign's Goal and Objectives

Raise awareness among Americans about cybersecurity, empower them to be safe online, and educate and raise the next generation of the cyber workforce

OBJECTIVES

1. Increase and reinforce awareness of cybersecurity
2. Work with national organizations in educating the public about cybersecurity
3. Engage the American public to acknowledge and commit to the **shared responsibility** of securing cyberspace
4. Promote science, technology, engineering, and math (STEM) education to build the cyber workforce



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Poll the Audience:

What is cybersecurity?



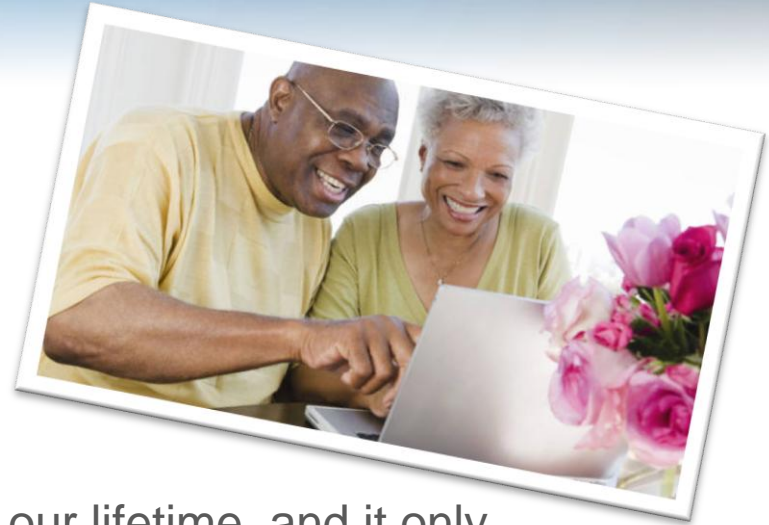
- What is cyberspace?
- How many people have ever had their identity stolen?
- How many people have antivirus software and update it on a regular basis?
- What are your main concerns about using the Internet?



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Using the Internet

- Email, instant messaging, and personal websites provide easy ways for seniors to stay connected, informed, and involved with family and friends. The Internet also provides an easy way to shop, plan travel, and manage finances
- Technology has changed tremendously during our lifetime, and it only continues to advance
- However, with these increased conveniences comes increased risk
- Many of the crimes that occur in real life are now done - or at least facilitated - through the Internet. Human trafficking, credit card fraud and identity theft, embezzlement, and more – all can be and are being done online
- Many scammers target older Americans via emails and websites for charitable donations, online dating services, online auctions, buyer's clubs, health insurance, prescription medications, and health care



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Identity Theft

Identity theft is the illegal use of someone else's personal information in order to obtain money or credit



Tips

- Don't use the same password twice
- Choose a password that means someone to you and you only; use strong passwords with eight characters or more that uses a combination of numbers, letters, and symbols
- Do not reveal personally identifiable information online such as your full name, telephone number, address, social security number, insurance policy number, credit card information, or even your doctor's name
- Don't open emails from strangers and don't click on links for unfamiliar sites
- When making online donations, make sure any charity you donate to is a legitimate non-profit organization and that you type in the web site address instead of following a link
- Be sure to shred bank and credit card statements before throwing them in the trash; talk to your bank about using passwords and photo identification on credit cards and bank accounts
- Check your bank and credit card statements monthly for unusual charges



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Fraud & Phishing

Fraud is the intentional perversion of truth in order to induce another to part with something of value or to surrender a legal right. **Phishing** is a scam by which an email user is duped into revealing personal or confidential information that the scammer can use illicitly or fraudulently



Tips

- Most organizations – banks, universities, companies, etc. - don't ask for your personal information over email. Beware of requests to update or confirm your personal information
- Do not open attachments, click links, or respond to email messages from unknown senders or companies
- Don't access your personal or banking accounts online from a public computer or kiosk
- Beware of “free” prizes; if you think an offer is too good to be true, then it probably is
- Make sure you change your passwords often and avoid using the same password on multiple sites
- Always enter a URL by hand instead of following links
- Install and regularly update software firewall, antivirus, and anti-spyware programs



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Safe Online Behavior

Seeking Medical Advice

When you go to any medical-related website, be sure to consider:

- How current is the information?
 - Check to see when the information was released
 - Do not rely on a single website for information, consult a few sources
- Who is providing the information?
 - Many pharmaceutical companies create websites with information to sell products
 - Look for sites ending in .edu (for education) or .gov (for government)

Shopping

Take the following precautions when shopping online:

- Make sure the website address starts with “https,” s stands for secure
- Look for the padlock icon at the bottom of your browser, which indicates the site uses encryption
- Type website URLs directly into the address bar, do not follow links
- Check credit card statements as often as possible
- Use a credit card
 - Credit cards have some protections that debit cards don’t, such as the ability to question unusual charges



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Resources Available to You

[*www.AARP.org/technology*](http://www.AARP.org/technology)

- What is a firewall and how do I get one? The AARP provides technology how-to guides designed specifically for you that address computer basics.

[*www.FBI.gov/scams-safety/fraud/seniors*](http://www.FBI.gov/scams-safety/fraud/seniors)

- For a list of common fraud schemes aimed at older Americans, visit the Federal Bureau of Investigation (FBI).

[*www.SeniorNet.org*](http://www.SeniorNet.org)

- SeniorNet offers computer training at senior centers, public libraries, schools, and hospitals as part of their mission to provide older adults computer technology education.



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Call to Action

*Cybersecurity is a shared responsibility that all Americans must adopt in their communities in order to keep the nation secure in the 21st Century. **Become an advocate in your community** to help us educate and empower the American public to take steps to protect themselves and their families online*

How to get involved:

- Become a *Friend* of the Campaign by visiting www.dhs.gov/stopthinkconnect
- Download and distribute Stop.Think.Connect. materials, such as the brochure, bookmark, and poster, in your neighborhoods and communities
- Lead or host a cyber awareness activity in your places of library, recreation, or worship
- Discuss the importance of cybersecurity with your friends and family
- Inform your community about the Stop.Think.Connect. Campaign and the resources available
- Blog or post about the issue of cybersecurity and the Stop.Think.Connect. Campaign
- Get your local senior center or library involved and informed on cybersecurity



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Remember to Stop.Think.Connect.

Stop - Before you use the Internet, take time to understand the risks and learn how to spot potential problems.

Think - Take a moment to be certain the path ahead is clear. Watch for warning signs and consider how your actions online could impact your safety ,or your family's.

Connect - Enjoy the Internet with greater confidence, knowing you've taken the right steps to safeguard yourself and your computer.

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Securing cyberspace
starts with **YOU**



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