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# SMALL BUSINESS TIP CARD

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America thrives with small businesses in society. There are numerous opportunities for small businesses to fill needed niches within the industry. However, many small businesses may not have all the resources they need to have a strong cybersecurity posture. By implementing simple cybersecurity practices throughout the organizations, small business can safeguard their information and data for increased profits.

## DID YOU KNOW?

- **44 percent of small businesses** reported being the victim of a cyber attack, with an average cost of approximately \$9,000 per attack.<sup>1</sup>
- Nearly **59 percent of U.S. small and medium-sized businesses** do not have a contingency plan that outlines procedures for responding to and reporting data breach losses.<sup>2</sup>

## SIMPLE TIPS

1. Make sure all of your organization's computers are equipped with antivirus software and antispyware. This software should be updated regularly.
2. Secure your Internet connection by using a firewall, encrypt information, and hide your Wi-Fi network.
3. Establish security practices and policies to protect sensitive information.
4. Educate employees about cyber threats and how to protect your organization's data. Hold employees accountable to the Internet security policies and procedures.
5. Require employees to use strong passwords and to change them often.
6. Invest in data loss protection software, use encryption technologies to protect data in transit, and use two-factor authentication where possible.
7. Protect all pages on your public-facing websites, not just the checkout and sign-up pages.

## RESOURCES AVAILABLE TO YOU

### US-CERT.gov

The United States Computer Emergency Readiness Team (US-CERT) distributes bulletins and alerts for both technical and non-technical users, shares cybersecurity tips, and responds to incident, phishing, and vulnerabilities reports.

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<sup>1</sup> 2013 Small Business Technology Survey, National Small Business Association

<sup>2</sup> [www.staysafeonline.org/about-us/news/new-survey-shows-us-small-business-owners-not-concerned-about-cybersecurity](http://www.staysafeonline.org/about-us/news/new-survey-shows-us-small-business-owners-not-concerned-about-cybersecurity), 2013



**SBA.gov**

The U.S. Small Business Administration (SBA) helps Americans start, build, and grow businesses. Through an extensive network of field offices and partnerships with public and private organizations, SBA delivers its services to people throughout the United States, Puerto Rico, the U.S. Virgin Islands, and Guam.

**USChamber.com**

The U.S. Chamber of Commerce has an Internet Safety Toolkit that teaches employees how to help protect company information, customer data, and their own personal information.

## IF YOU'VE BEEN COMPROMISED

- Inform local law enforcement or the state attorney general as appropriate.
- Report stolen finances or identities and other cyber crimes to the Internet Crime Complaint Center at [www.ic3.gov](http://www.ic3.gov).
- Report fraud to the Federal Trade Commission at [www.onguardonline.gov/file-complaint](http://www.onguardonline.gov/file-complaint).
- Report computer or network vulnerabilities to US-CERT via the hotline: 1-888-282-0870 or [www.us-cert.gov](http://www.us-cert.gov).

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Stop.Think.Connect.™ is a national public awareness campaign aimed at increasing the understanding of cyber threats and empowering the American public to be safer and more secure online. The Campaign's main objective is to help you become more aware of growing cyber threats and arm you with the tools to protect yourself, your family, and your community. For more information visit [www.dhs.gov/stophinkconnect](http://www.dhs.gov/stophinkconnect).



**Homeland  
Security**

[www.dhs.gov/stophinkconnect](http://www.dhs.gov/stophinkconnect)



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