

BE CYBER SMART
#CyberMonth



CYBERSECURITY AWARENESS
MONTH 2021



What Is Cybersecurity Awareness Month?

Cybersecurity Awareness Month raises awareness about the importance of cybersecurity across our Nation.



Cybersecurity “So What?”

Did You Know?

Antivirus software is available for mobile devices, which are an easy, common target for hackers and other bad actors.



Cybersecurity Common Sense

- **Being safe online isn't so different from being safe in the physical world!**
- **Keep Calm and Trust Your Gut!**



Commonly Used Terms

- **Bad Actor**
- **Hacker**
- **Cyber Attack**



Do Your Part. #BeCyberSmart

Cybersecurity starts with
YOU and is **everyone's**
responsibility.

There are currently an estimated
5.2 billion internet users or
63% of the world's population.



CYBERCRIME

Examples

- Identity theft
- Child sexual abuse materials
- Financial theft
- Intellectual property violations
- Malware
- Malicious social engineering



What is it?

Cybercrime is any crime which is committed electronically.

This can include...

- Theft
- Fraud
- Sometimes even murder



Why should you care?

- Crime is a danger offline and on!
- Cyber self-defense basics can go a long way to keeping you and your data out of the hands of bad actors.



MALWARE

Examples

- Ransomware
- Adware
- Botnets
- Rootkits
- Spyware
- Viruses
- Worms



What is it?

Any software intended to...

- Damage
- Disable
- Or give someone unauthorized access to your computer or other internet-connected device



Why should you care?

- Most cybercrime begins with some sort of malware. You, your family, and your personal information is almost certainly at risk if malware finds its way onto your computer or devices.



RANSOMWARE



What is it?

Malware designed to make data or hardware inaccessible to the victim until a ransom is paid.

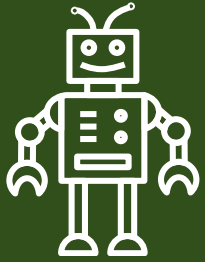
Examples

- Cryptolocker
- Winlock
- Cryptowall
- Reveton
- Bad rabbit
- Crysis
- Wannacry



Why should you care?

- Often downloaded as malicious email links
- Damage to both financial stability and reputation
- No guarantee that you will get your data back, even if you pay
- Often used as a decoy for other malicious activity



BOTS



What is it?

Bots are a type of program used for automating tasks on the internet.



Why should you care?

Malicious bots can:

- Gather passwords
- Log keystrokes
- Obtain financial information
- Hijack social media accounts
- Use your email to send spam
- Open back doors on the infected device

Did You Know?

Not all bots are bad. When you use a search engine, these results are made possible by the help of bots “crawling” the internet and indexing content. Chatbots like Siri and Alexa are another common type of “good” bot.



PHYSICAL CYBER ATTACKS

Did You Know?

Anything connected to the internet is potentially vulnerable, from e-scooters to laptops to cargo ships.



What is it?

Physical cyber attacks use hardware, external storage devices, or other physical attack vectors to infect, damage, or otherwise compromise digital systems. This can include...

- USB storage devices
- CD/DVD
- Internet of Things (IoT)



Why should you care?

- Easy to overlook
- Difficult to identify and detect
- Extremely difficult to remove
- Can do anything from installing ransomware, to sending copies of or modifying information systems, to dismantling networks



SOCIAL ENGINEERING

Examples

- Phishing
- Pretexting
- Baiting
- Quid pro quo
- Tailgating
- Inside job
- Swatting



What is it?

- Cybercriminals can take advantage of you by using information commonly available through...
- Social media platforms
- Location sharing
- In-person conversations



Why should you care?

- Your privacy isn't just a luxury – it's a security measure
- Attacks can be successful with little to no programming knowledge or ability
- Technological security measures can only protect you so much – you are your best defense



PHISHING

Examples

- Emails
- Text messages
- Phone calls
- Social media messages and posts
- Suspicious hyperlinks



What is it?

Fake messages from a seemingly trusted or reputable source designed to convince you to...

- Reveal information
- Give unauthorized access to a system
- Click on a link
- Commit to a financial transaction




Why should you care?

- Extremely common
- Can have severe consequences
- Devil's in the details


Would This Email Fool You?



 New message — ↗ ✕

From Legitimate-Looking-Source@notquiteyourworkemail.com


Subject Ugent IT Update: Software Vulnerability

 Software Update







Good afternoon Tom,

A vulnerability has been identified in “Big Name Software” that allows an attacker to record calls and videos from your computer without your knowlge. Please install the attacked update by the end of the day or your workstation will be locked.

We have also created app for all employees to determan if they been affected by this vulnerability. Click [here](#) to run the app.

Sincerely,  www.fakewebsite.com/gotcha.exe
BossMann
Your Company IT Department

Click or tap to follow link.

REPLY      



Examples

Your location is embedded as metadata in every picture you take with your phone. Turn location services off when you aren't using them to make it more difficult for bad actors to view this information.

SWATTING



What is it?

An attack centered around location sharing in which bad actors call the police claiming the victim has committed a crime...

- Bomb Threat
- Armed Intruder
- Violent Incident



Why should you care?

- Physical and immediate consequences
- Sometimes was intended merely as a prank
- Arrest and serious injury can result
- Reduce risk by sharing your location only with trusted individuals, and share vacation photos only after you've returned safely home



OTHER AVENUES OF ATTACK

Examples

- Smart devices
- Mobile phone
- Thermostat
- Vehicles
- Gaming consoles
- Printers
- Medical equipment
- Industrial systems



What is it?

- Internet of everything
- Any device connected to your network
- Information collection
- Remote access
- Bluetooth
- Open ports



Why should you care?

- Your network can be used to attack someone else
- Any device that stores information or is connected to the internet can be a vulnerability
- Assume that you are vulnerable, and take measures to understand and mitigate risk
- Don't be the "low-hanging fruit"

How Can You Better Protect Yourself Online?



Secure your networks.

Wireless routers are a way for cybercriminals to access online devices.



Stay up to date.

Keep software updated to the latest versions and set security software to run regular scans.



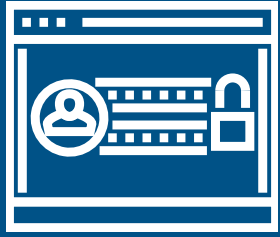
If You Connect It, Protect It.

One proven defense against intrusion is updating to the latest virus protection software.



Double your login protection.

Enable multi-factor authentication (MFA) to ensure that the only person who has access to your account is you.



Password Tips

Did You Know?

Password or credential stuffing is a cyberattack that tries “stuffing” already comprised username and passwords from one site into another site in hopes that the user uses the same login information across platforms.

Use different passwords on different systems and accounts

Use the longest password allowed

Use a mix of uppercase and lowercase letter, numbers, and symbols

Reset your password every few months

Use a password manager

Cybersecurity Awareness Month Theme

Theme:

- **Do Your Part.
#BeCyberSmart.**



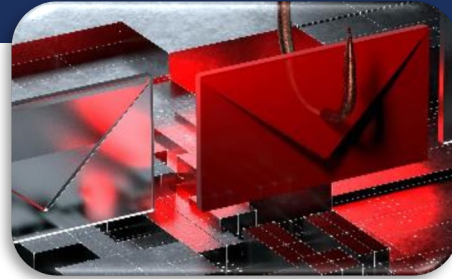
Cybersecurity Awareness Month 2021 Schedule



October 1:
Official Kick-off



WEEK 1:
Week of October 4
Be Cyber Smart.



WEEK 2:
Week of October 11
Fight the Phish!



WEEK 3:
Week of October 18
Explore. Experience.
Share. (Cybersecurity
Career Awareness
Week)

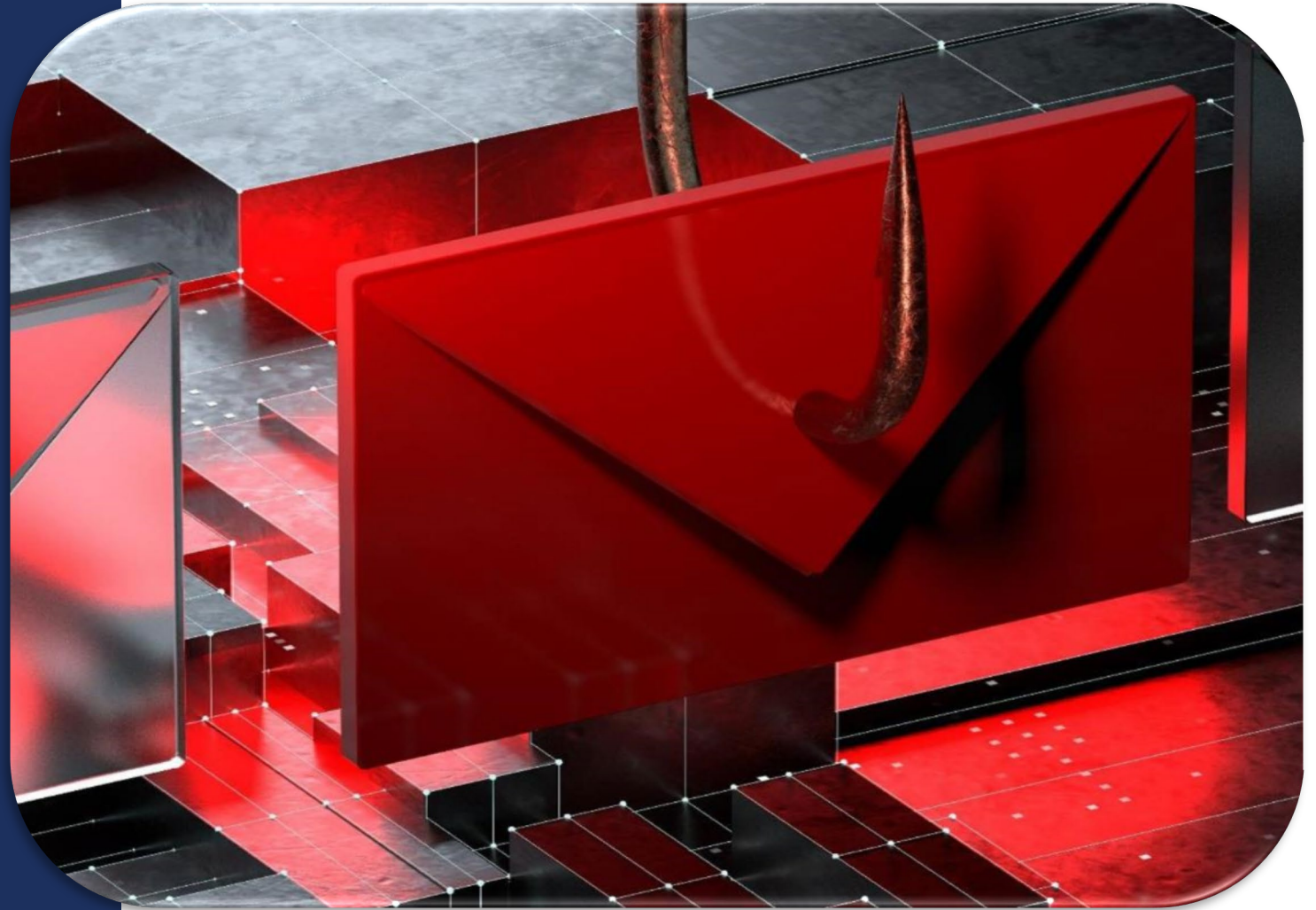


WEEK 4:
Week of October 25
Cybersecurity First

Week 1:
Be Cyber Smart.



Week 2: Fight the Phish!



Week 3:
Explore.
Experience.
Share.
Cybersecurity
Career Awareness
Week



Week 4: Cybersecurity First.





Raise Awareness and Get Involved

- Become a Cybersecurity Month Champion
- Promote Cybersecurity Awareness Month on social media; use the **#BeCyberSmart** hashtag
- Volunteer to speak at Cybersecurity Awareness Month Engagements
- Pass on cybersecurity tips to your friends, family, and coworkers



For more information, contact
CyberAwareness@cisa.dhs.gov

Visit cisa.gov/cybersecurity-awareness-month or
staysafeonline.org/cybersecurity-awareness-month/
for more resources.