Welcome

Securing Personal Data

Hosted by:

Foster & Motley
FOSTERING LIFE'S WEALTH

Content by:

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Presenter: Ray Cool, CEO
PBSI Technology Solutions
Webinar will begin at 1:00

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Welcome

Foster & Motley Clients

to

Security Education Series

Series Goals

- Educate listeners how to protect electronic valuables
- Improve knowledge about electronic security
- Provide practical information about what to change and how to do so

Topic Summaries

• **Securing Personal Data - Overview**	today's topic
• Email Security Practices	2 of 4
• File Encryption & Cloud Security	3 of 4
• Password Management & Public Wi-Fi	4 of 4

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Agenda

Securing Personal Data

Fundamentals of securing important information

- Secure your PCs, laptops, phones and wireless
- Protect (encrypt) important personal files “at rest”
- Transmit documents securely
- Backup documents automatically
- Online Monitoring - How to know if your computers are safe
- Security Training - Learn how to behave securely

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PBSI Technology Solutions
"IT Security Specialists"

Who is PBSI?

- Technology Services provider for hundreds of clients in the tri-state including Foster & Motley
- Experienced – 75% of staff have 10+ years experience w/PBSI
- Proactive IT security monitoring for home and business

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Why do we need protection?

The Internet Today is a Dangerous Place

- Increasingly, PCs are being infected with malware that steals passwords and copies data
- New keylogging and phishing attacks are changing constantly – Bad guys are smart, motivated and *relentless*
- The victim is typically NOT notified – Keylogging malware may be currently active on millions of unaware PCs

Email Addresses and Passwords Are For Sale

- 2.7 Billion emails are available for sale on the Darkweb
- 1.2 Billion of them include exposed, cracked passwords
- LinkedIn, Yahoo, Gmail, DocuSign, Adobe, Dropbox, Tumblr, MySpace and 30 others
- Experian – smaller than ALL of the above breaches THIS year
- List of biggest breaches can be found at: https://haveibeenpwned.com/

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Secure your PCs, laptops, phones & wireless

Desktop Antivirus

- **Antivirus** – This is the last line of defense and MUST be in place on ALL PCs & laptops
- Do not use free antivirus. All antivirus vendors have non-free versions. What is the difference? Don't take the risk

Patch Management

- **Patch Management** – Set all PCs to auto-update all antivirus, Windows, apps & browsers – as real-time as possible
- Once security patches are released, hackers begin probing for old versions immediately
- If prompted "Do you want to update?" or "Do you want to reboot?" – the answer is always YES

Phones and Mobile Devices

- Put a passcode on your phone, laptops and tablets
- Do NOT store auto-fill passwords on laptops or iPads

Wireless Security

- Wireless technology contains risks
- Free hacker tools are available that can decrypt almost any password given **proximity** and **sufficient time**
- Proximity includes nearby cars and houses
- Best defense – on home wireless, use a LONG (12+ characters) and complex (!#%*) password

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Protect (Encrypt) Files “at rest” and During Transmission

What is file encryption and why is it important?

- Encryption is a term describing data that can’t be read without a private “key”
- Encrypted data is garbled so that if opened it can’t be easily read or interpreted
- Encryption security varies based on technology used AND based on length of “key” (the password)
- This is why long or complex passwords are encouraged. Length is the enemy of hacker decryption software

Encrypt sensitive information “at rest”?

- Which files? Any/all that contain Personally Identifiable Information (PII) or Protected Health Info (PHI)
- Protected information includes SS#s, CC#s, DOBs, Account#s, DL#s, PP#s, medical information
- From whom are you protecting info? Future hackers – If hacked, what could they learn; and – how would you know?

Encrypt sensitive files during transmission (Email) – 3 Choices

- Encrypt attachment(s) - and provide the password to the recipient – using different medium (text or voice)
- Encrypt the email – Requires purchase of an email encryption tool
- Use a secured file sharing site – like Foster & Motley’s **Client Vault**

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Backup Your Documents

Disaster Prevention

- Disasters happen – hardware failures, ransomware attacks, theft, unintended deletions, operating system updates
- Important files MUST be backed-up
- Automatic backup is simple – and important – Most backup “disasters” occur due to human timing failure

Options for Backup

- Local backup, cloud backup, or both
- Choose encrypted local backup, using high-level encryption technology – secure from ransomware
- Redundant cloud backup – store multiple previous versions of each document

Bottom Line…

Protection is simply very inexpensive insurance!

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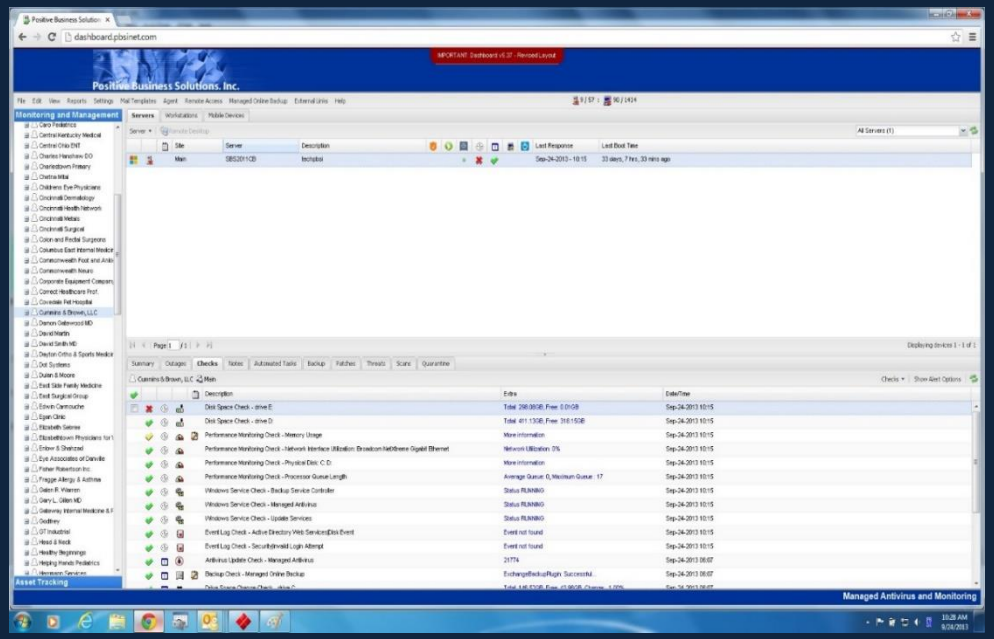
Demonstration

Online Security Monitoring

Vulnerability Scanning
Patch Management Monitoring
Data Breach Risk Scanning
Online Backup Monitoring



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Security Training – Principles of Secure Behavior

Email Security

- Email safety principle # 1 - **Unsolicited vs. Solicited** – Be **VERY** cautious with all unsolicited email. Does anything seem amiss? **STOP!**
  Even if you know the sender, is anything unusual about THIS email? (hover over sender name to confirm email address)
  Time of day, recipient list, brief content, out-of-character - uncertain why this person would send this content?
- Email safety principle # 2– **Don't get news from email** - Beware of current events/product releases received via email.

Software Downloads

- No software downloads without CAREFUL consideration
- Most downloaded security risks: Screen savers; weather apps; coupon sites; movie, music and lyric downloads

Web Links – Be VERY Careful

- Do NOT click on links without running through all the "caution" steps
- Caution! – Antenna up! – Understand the higher risk in unsolicited vs. solicited emails

General Security Principles

- Public Wi-Fi – Never enter login or password when using public Wi-Fi
- Password Security – Don't use "normal" passwords. Use a password manager.
- If my PC is running slowly – don't just assume it is "old." - Ask for a review.

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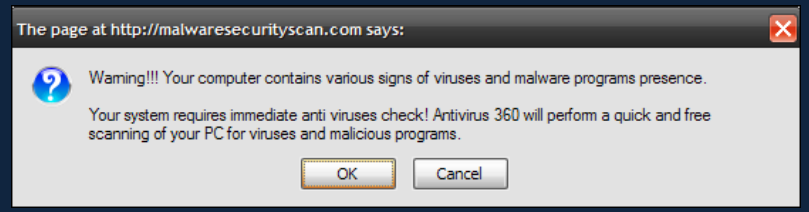
Other Security Recommendations

Beware of Fake Download Buttons



Hang Up on Cold-Calling Tech Support Agents

Called “Vishing” - Microsoft will not call you to see if you computer is running slow

Ignore Pop-Up Advertisements

Set your computer to block Pop-Ups

Avoid Unfamiliar Sites for free downloads

Free music and free movies are not usually free

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Summary - Essentials of Securing Personal Information

Secure your Desktops & Laptops

- Antivirus & Malware protection – auto updated without manual intervention, daily vulnerability scanning
- Desktop Patch Management - Security issues frequently related to un-updated software patches
- Wireless Security – ensure latest encryption, control password access

Encrypt sensitive files

- Encrypt files “at rest” that include protected information (SS#s, CC#s, DOBs)
- Always encrypt personal information during transmission

Backup on an automated schedule

- Don’t let lack of knowledge or attention put you at risk

Know if your PCs are safe

- Online security monitoring

Training - Encourage every family member to learn secure behavior

- Learn the essentials of safety using email and web browsing

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Webinar Summary

Thank you for your attendance
Thank you to our friends at Foster & Motley

Included Handouts

"IT Security Education – What each of us need to know" and "How to evaluate dangerous emails"

How can PBSI help you? - Concierge IT Security Services

Pricing below has been discounted by 25% for Foster & Motley clients

	Cost for F&M Client
Security Risk Assessment and in-person security training – one-on-one, scheduled during daytime	$ 325 one time
Antivirus, Online Monitoring, Patch Management, Vulnerability Scans (up to 3 PCs/Macs)	$ 225 / yr
Data Breach Risk Scanning (up to 3 PCs/Macs)	$ 75 / yr
Online Backup with Ransomware protection (per PC)	$ 115 / yr
KnowBe4 Security Training – Ongoing phishing tests and security training emails (up to 3 emails)	$ 225 / yr

Webinar Follow-up

- Call or email questions, or free quotation (513) 772-2255 itservices@pbsinet.com
- Speaker contact Ray Cool, CEO (513) 924-3915 rayc@pbsinet.com

Upcoming Webinars

- **Securing Personal Information** today's topic
- Email Security Practices Thursday, Jan 11, 2018 1:00
- File Encryption & Cloud Security Tuesday, Jan 16, 2018 1:00
- Password Management & Public Wi-Fi Thursday, Jan 18, 2018 1:00

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