



ENTREPRENEURS TIP CARD

Entrepreneurs face the same cybersecurity challenges and threats that larger businesses face but with limited resources, capacity, and personnel. Cybersecurity is especially important for entrepreneurs because they have the unique opportunity to integrate cybersecurity practices at the onset of their investments and business development.

DID YOU KNOW?

- Approximately **77 percent** of small firms believe their company is safe from a cyber attack, even though **83 percent** of those firms do not have a written security policy in place.¹
- Unlike larger firms that can absorb the cost of a cyber attack, the consequences can be catastrophic for smaller ventures and entrepreneurs.

SIMPLE TIPS

1. Use and regularly update anti-virus software and anti-spyware on all computers. Automate patch deployments to protect against vulnerabilities.
2. Secure your Internet connection by using a firewall, password protecting your Wi-Fi network, and changing default passwords for your wireless network and router.
3. Establish security policies and practices [e.g., using encryption technology] to protect sensitive data, including customer information and intellectual property.
4. Use strong passwords and change them regularly.
5. Protect all pages on your public-facing websites, not just the sign-up and checkout pages.
6. Invest in data loss prevention software and use encryption technology to protect data that is transmitted over the Internet.

RESOURCES AVAILABLE TO YOU

FCC

The Federal Communications Commission (FCC), in collaboration with government agencies and industry leaders, created the Small Biz Cyber Planner — an easy-to-use, free online tool that will help you create a customized planning guide to protect your business from cybersecurity threats. Learn more at www.fcc.gov/cyberplanner.

¹ National Cyber Security Alliance sponsored 2012 National Small Business Study



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 vulnerability reports.

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.

U.S. Chamber of Commerce

The U.S. Chamber of Commerce has an Internet Safety Toolkit that teaches employees how to protect company information, customer data, and their own personal information. Learn more at www.uschamber.com/issue-brief/internet-security-essentials-business-20.

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.
- Report fraud to the Federal Trade Commission at 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.

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.



Homeland Security

www.dhs.gov/stophinkconnect



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