

Cyber-Security and your Business

Simple Strategies to Defend Your Business Online

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Welcome and Introduction

Why Cybersecurity Matters for Every Business — No Matter the Size

Thank you to the Holly Springs Chamber of Commerce!

About Me:

- 27 years in web design & WordPress hosting
- We build secure, high-performance sites for small businesses
- Protect business owners' online presence, simplifying tech
- We make cybersecurity simple and accessible

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Today's Game Plan:

- ✓ Why cyber-security matters
- ✓ Common risks for small businesses
- ✓ Easy steps to protect your business

Why should we care about cyber-security?

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43% of cyber-attacks target small businesses.

Verizon DBIR 2019

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**Why are small
businesses prime
targets for hackers?**

Real-world Impacts
**Lost trust, financial
damage, legal risks.**

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The Common Risks for Small Businesses

Website Risks

Outdated software, weak passwords, NO 2FA, or backups...

Email Risks

**Phishing scams, fake
payment requests and
hacked accounts.**

Other Digital Risks

**Fake social media
accounts, WiFi dangers
and ransomware**

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Steps to take to protect your business

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Website Security

- Keep WordPress Core and all wp plugins updated
- Minimize external integrations and free plugins (use pro/paid plugins with good support).
- Enforce strong passwords everywhere, all the time.
- Make daily backups, and test your recovery processes.
- Host your site with professionals (not discount providers like GoDaddy, or SiteGround, etc)

Email and Online Security

- Use extremely strong passwords, stored in a password manager (e.g. 1Password)
- Enable 2FA on everything that allows it.
- Avoid phishing by being skeptical and verifying anything that is sent to you.
- Register with services that track breaches (Have I Been Pwned, Experian, etc).
- Educate your employees and family on cyber-security.
- Work with professionals who care and are responsive.

Beyond Email and Website

- Monitor your brand - set up alerts to notify you if something changes.
- Always use a VPN when on WiFi.
- Never share logins or devices with anyone.
- Backup everything regularly.
- Work with professionals whenever possible.

Take Action!

Take the Next Step Towards Greater Security

What to Do Now:

- Book a **free** strategy session at <https://privatenode.io/book> or scan this QR.
- And download our **free** Cyber-Security Checklist at <https://privatenode.io/security-checklist/>



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