

# SMALL BUSINESS CYBERSECURITY: A QUICK PRIMER

An educational eye-opener for small businesses.

## THE PROBLEM? STAFFING AND BUDGET SHORTFALLS

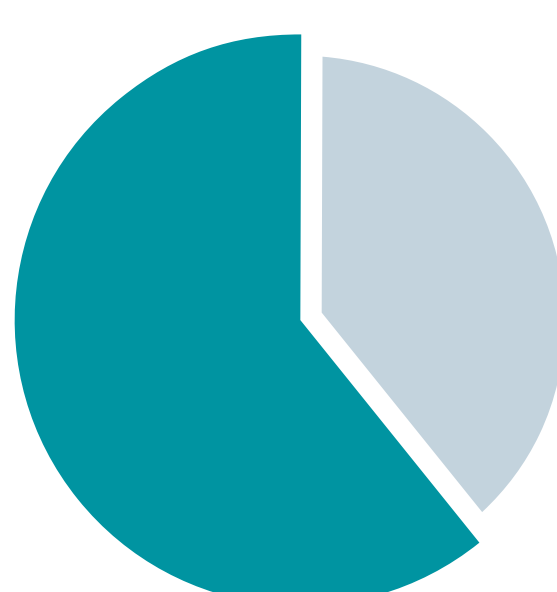
**69%** don't have sufficient security budget, in-house expertise or both <sup>1</sup>

**1 in 5** have no security at all <sup>2</sup>



## EXPERIENCE: NOT THE BEST TEACHER

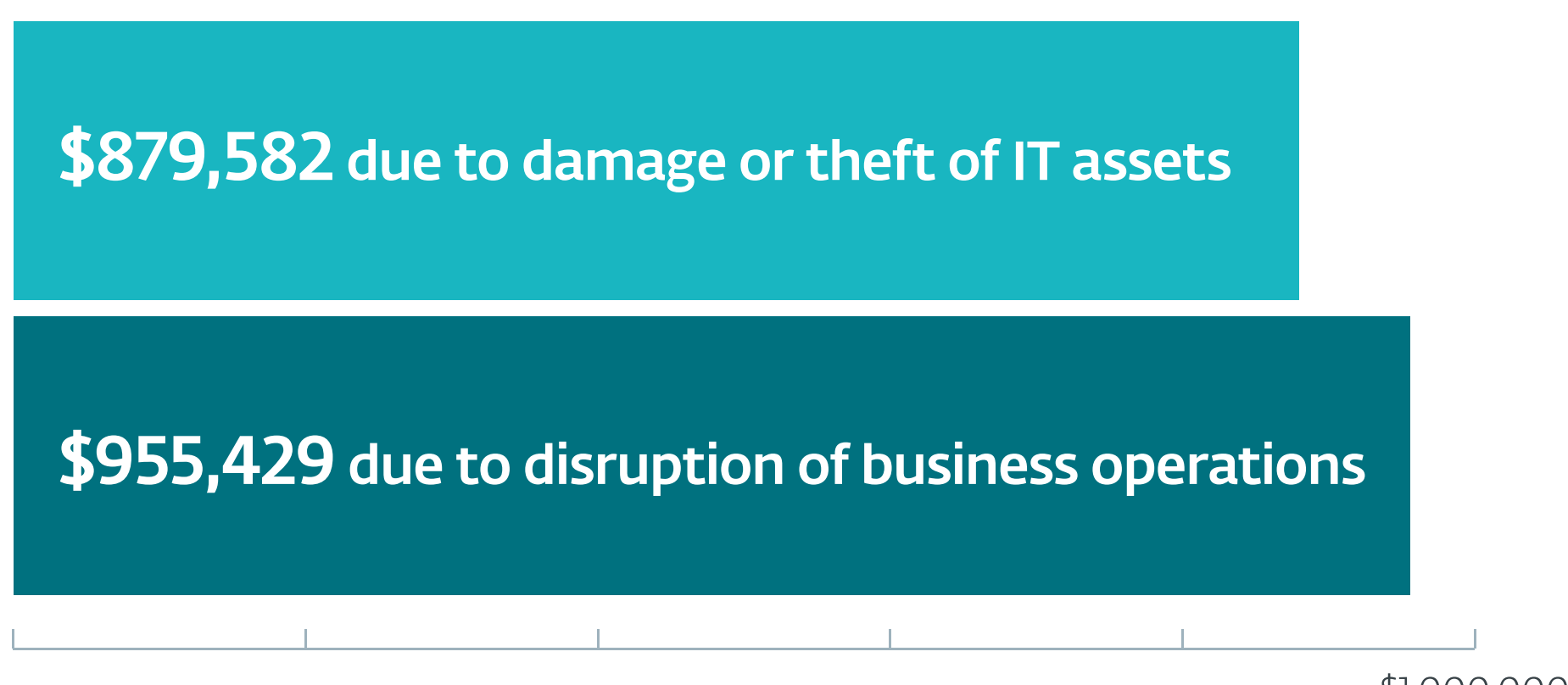
**61%** of all data breach victims are businesses with **under 1,000** employees <sup>3</sup>



**HALF of SMBs** have experienced breaches of customer and employee information <sup>1</sup>

## THE RISING COST OF A LESSON LEARNED

Cost of breaches per business: <sup>1</sup>



## PASSWORDS: NOT PASSING THE TEST

**63%** of all data breaches involve weak, default or stolen passwords <sup>4</sup>

**3 in 5 SMBs** do not have visibility into employees' password practices <sup>1</sup>



## TWO-FACTOR AUTHENTICATION: THE SMARTER CHOICE

**65%** of point-of-sale system breaches use stolen passwords <sup>3</sup>



PCI DSS now requires multi-factor authentication for administering systems that access card data

## THE ABCs OF SMALL BUSINESS CYBERSECURITY

- A**ssess assets, risks & resources  
*Know what you need to protect*
- B**uild your security policy  
*Spell out what's allowed and what isn't*
- C**hoose your security controls  
*Identify practices and technologies to enforce policies*
- D**eploy your controls  
*Test to ensure controls work for the business*
- E**ducate staff, execs & vendors  
*Raise awareness and reinforce policies*
- F**urther assess, audit & test  
*Update as threats evolve and business changes*

## CYBERSECURITY SURVIVAL GUIDE

Build a successful strategy to protect your business, assets and reputation with this six-step guide:

[eset.com/us/cybersecurity-survival](https://eset.com/us/cybersecurity-survival)

<sup>1</sup> 2016 State of Cybersecurity in Small & Medium-Sized Businesses (SMB), Ponemon Institute  
<sup>2</sup> Small Business Cybersecurity Survey Conducted by Google Consumer Surveys, April 2016  
<sup>3</sup> 2017 Verizon Data Breach Investigations Report  
<sup>4</sup> 2016 Verizon Data Breach Investigations Report