

# Doing Good Digitally

## The Realities of Cyber Security



Dr. Eric Cole

You have a **69%** chance of falling victim to cybercrime in your lifetime

**69%**

That's almost 3 out of 4 people in countries around the world



**12 HRS**



AMOUNT OF TIME THAT ELAPSES BETWEEN SENDING A PHISHING CAMPAIGN & RECEIVING 1/2 THE TOTAL TARGET CLICKS

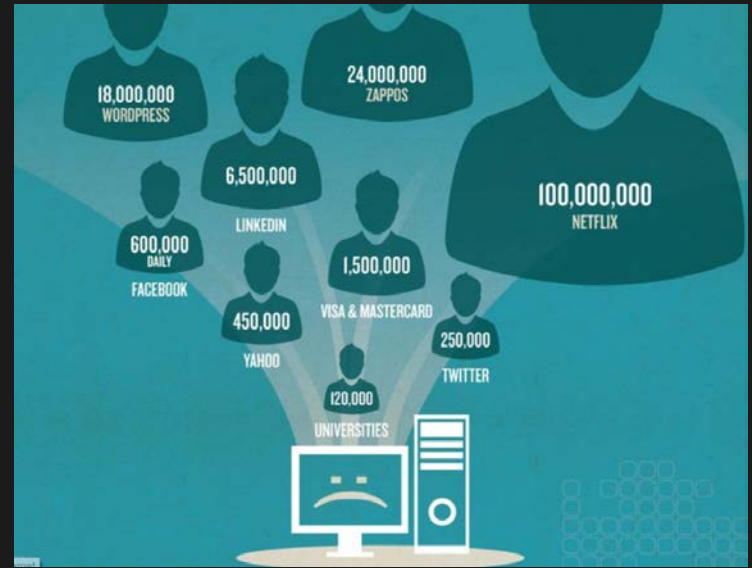
**95%** **47%**

OF **ESPIONAGE** ATTACKS INVOLVE **PHISHING**

OF **MALWARE** VECTORS INVOLVE **ATTACHMENTS**



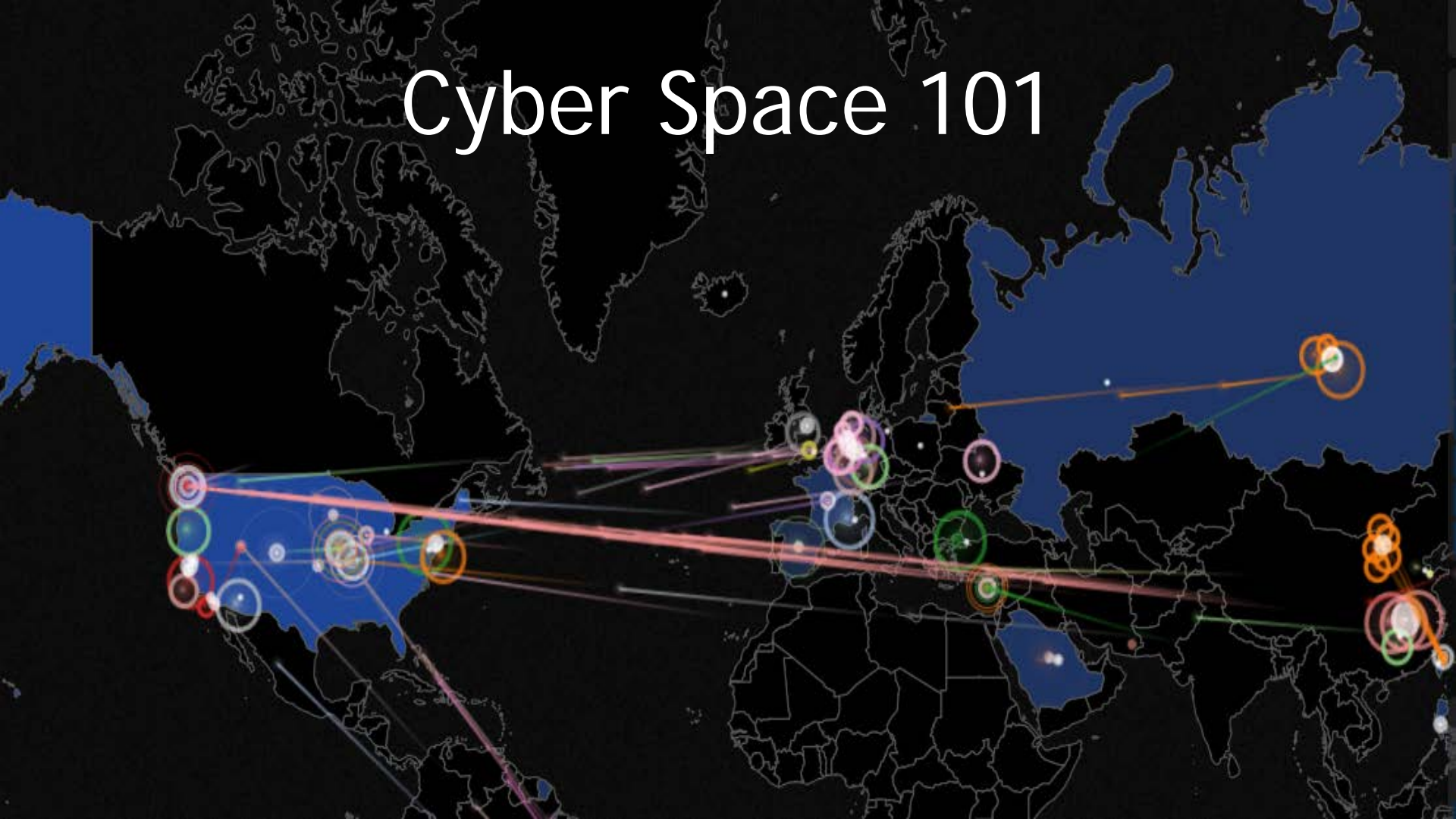
**47% OF IDENTITY THEFTS** are perpetrated by someone the victim knew



**1.1 BILLION**

**COMPROMISED RECORDS**

# Cyber Space 101

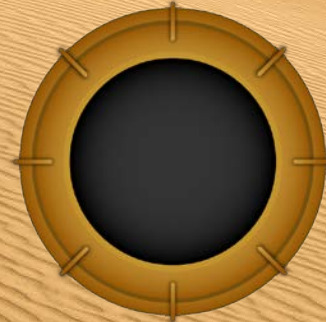
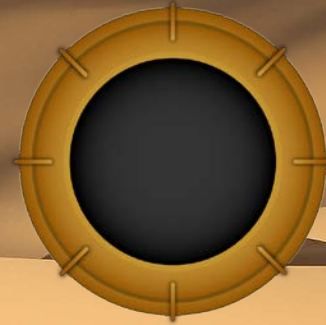




Navigating the  
**Cyber Security**  
Battle Field


EMAIL

Navigating the  
**Cyber Security  
Battle Field**





EMAIL




WWW  
(Web)



Navigating the  
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EMAIL



WWW  
(Web)



SOCIAL  
MEDIA



# Navigating the Cyber Security Battle Field



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# Navigating the Cyber Security Battle Field

SOCIAL  
MEDIA



SMART  
PHONES





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## Navigating the Cyber Security Battle Field

E-COMMERCE

SOCIAL  
MEDIA

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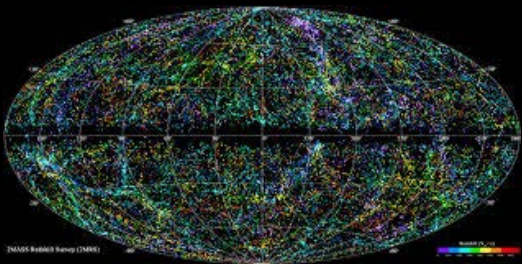
WWW  
(Web)

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# Truths & Lies



# Did You Know?

Cell phones are tracking devices and currently being used by criminals

Passwords stored in browsers can easily be retrieved and broken

Personal information is not as protected as you think!

8 out of 10 people are victim of identity theft and most do not realize it

When you delete information, it is not really deleted

# Being Safe in a Digital World



# Being Safe in a Digital World

- Talk to your children
  - Monitor do not block
- Do not open attachments
- Do not click on web links
- Do not store passwords within programs
- Trust no one
- Always verify email



# Thank you for your time

Dr. Eric Cole

Twitter: @drericcole

ecole@secureanchor.com

eric@sans.org

www.securityhaven.com

