



National Cybersecurity  
Awareness Month

2018



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# Cyber in Short

Courtesy of Department of Homeland Security  
**Cybersecurity Education & Awareness Branch**

# Cyber “So What?”

Talk Cyber to me...



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## Cyber Common Sense

- Being safe online isn't so different from being safe in the physical world!
- Keep Calm and Trust Your Gut!

## Commonly Used Terms

- Bad Actor
- Hacker
- Cyber Attack



## Did you know?

Antivirus software is available for mobile devices, which are an easy, common target for hackers and other bad actors.

# Cybercrime

I'm sorry for what I said before I had my ANTIVIRUS!



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## What is it?

Cybercrime is any crime which is committed electronically.

## This can include...

- Theft
- Fraud
- Sometimes even murder

## Why should you care?

- Crime is a danger offline and on!
- Cyber self-defense basics can go a long way to keeping you and your data out of the hands of bad actors.



## Examples

- Identity theft
- Child pornography
- Financial theft
- Intellectual property violations
- Malware
- Malicious social engineering

# Malware

“The trouble with trouble is it starts out as fun.” – Unknown



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## What is it?

Any software intended to...

- Damage
- Disable
- Or give unauthorized access to... your computer system or other computing device

## Why should you care?

Most cybercrime begins with some sort of malware. You, your family, and your personal information is almost certainly at risk if malware finds its way onto your computer or devices.



## Examples

- Ransomware
- Adware
- Botnets
- Rootkits
- Spyware
- Viruses
- Worms



# Ransomware

Today's "remind me later" could be tomorrow's "or else."



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## What is it?

Malware designed to make data or hardware inaccessible to the victim until a ransom is paid.

## Why should you care?

- Often downloaded as malicious email links
- Damage to both financial stability and reputation
- No guarantee that you will get your data back, even if you pay



## Examples

- Cryptolocker
- Winlock
- Cryptowall
- Reveton ransomware
- Bad rabbit
- Crysis
- Wannacry

# Physical Cyber Attacks



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"I want to be your favorite hello... and hardest goodbye." - Unknown

## What is it?

Cyber attack which uses hardware, external storage devices, or other physical attack vectors to infect, damage, or otherwise compromise digital systems. This can include...

- USB storage devices
- CD
- IoT

## Why should you care?

- Easy to overlook
- Difficult to identify and detect
- Extremely difficult to remove
- Can do anything from installing ransomware, to sending copies of or modifying information systems, to dismantling networks



## Examples

- Poisontap
- USB killer
- Signal hijacking devices
- Rubber ducky

# Social Engineering

“You don’t have to attend EVERY argument you’re invited to...” - Unknown



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## What is it?

Bad actors can take advantage of you by using information commonly available through...

- Social media platforms
- Location sharing
- In-person conversations



## Why should you care?

- Your privacy isn’t just a luxury – it’s a security measure
- Attacks can be successful with little to no
- Programming knowledge or ability
- Technological security measures can only protect
- You so much – you are your best defense

## Examples

- Phishing
- Pretexting
- Baiting
- Quid pro quo
- Tailgating
- Inside job
- Swatting

# Phishing

Phish are not your friends.



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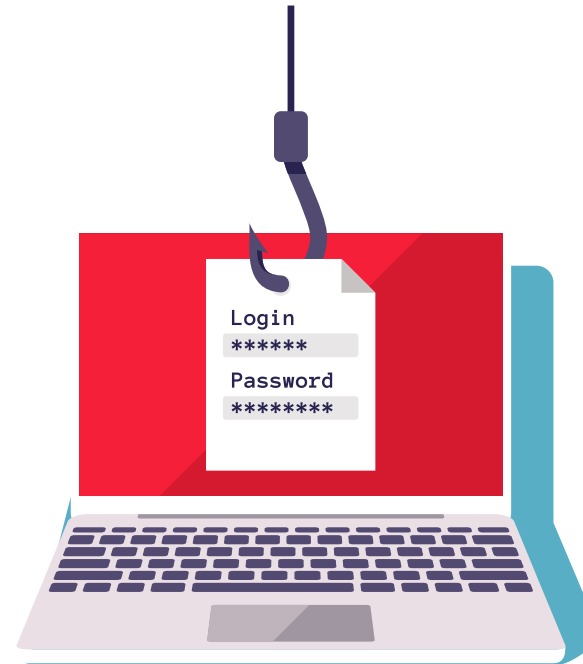
## What is it?

Fraudulent messages from a seemingly trusted or reputable source designed to convince you to...

- Reveal information
- Give unauthorized access to a system
- Click on a link
- Commit to a financial transaction

## Why should you care?

- Extremely common
- Can have severe consequences
- Devil's in the details



## Examples

- Emails
- Text messages
- Phone calls
- Social media
- Suspicious hyperlinks



# Swatting

"I haven't memorized a phone number since 2001..."



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## What is it?

An attack centered around location sharing in which bad actors call the police claiming the victim has committed a crime...

- Bomb Threat
- Armed Intruder
- Violent Incident

## Why should you care?

- Physical and immediate consequences
- Sometimes was intended merely as a prank
- Arrest and serious injury can result
- Reduce risk by sharing your location only with trusted individuals, and share vacation photos only after you've returned safely home



## Did you know?

Your location is embedded as metadata in every picture you take with your phone. Turn location services off when you aren't using them to make it more difficult for bad actors to view this information.

# What's on Your Profile?

"Don't just play hard to get."

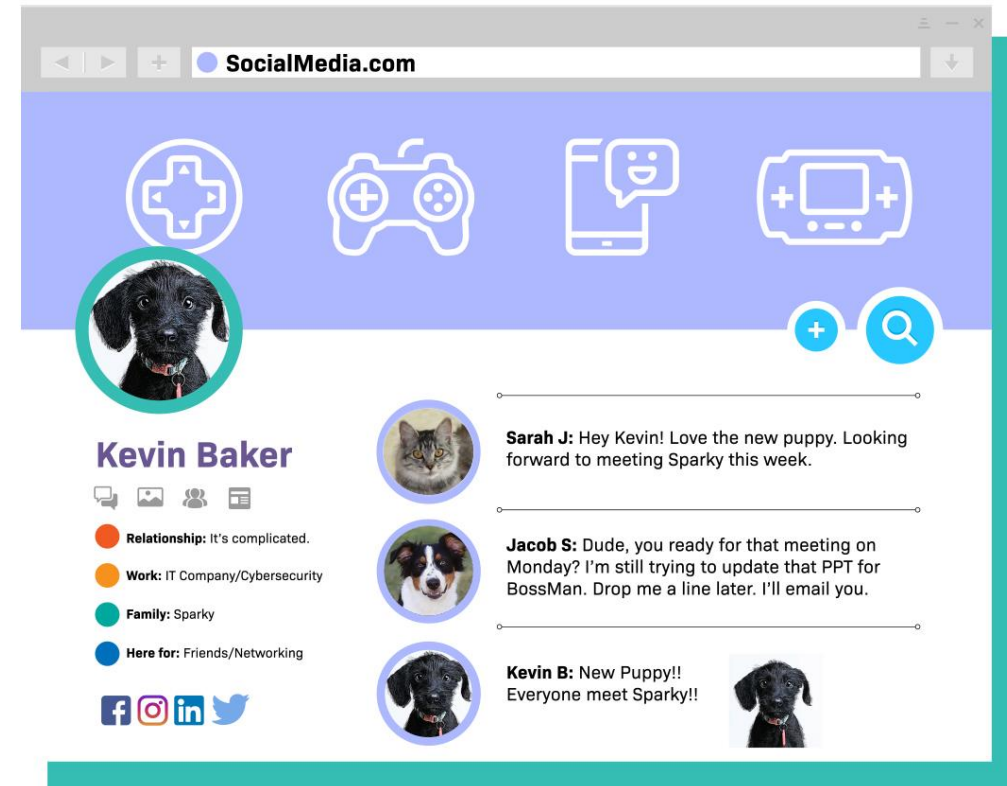
Dear Mr. Baker,

I'm writing to extend you an official invitation to IT Company's "Paws, Players, and Professionals" monthly game night. Socialize and network with your IT peers in a fun filled evening of pizza and projectors. Bring your console – and bring your four-legged friends! Click [here](#) to RSVP before space fills up! We only have a few seats left!

Sincerely Yours,  
BossMan



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# Other Attack Vectors

What you didn't know was on your network...

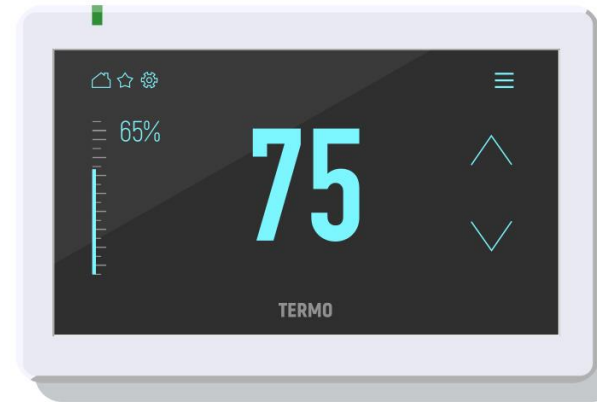


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## What are your vulnerabilities?

- Internet of everything
- Any device connected to your network
- Information collection
- Remote access
- Bluetooth
- Open ports



## Why should you care?

- Your network can be used to attack someone else
- Any device that stores information or is connected to the internet can be a vulnerability
- Assume that you are vulnerable, and take measures to understand and mitigate risk
- Don't be the "low-hanging fruit"

## Examples

- Smart devices
- Mobile phone
- Thermostat
- Vehicles
- Gaming consoles
- Printers
- Medical equipment
- Industrial systems

# Your Cyber Homeland

An update a day keeps the hacker away.



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## What can you do?

### Level 1 – The Cyber Beginner

- Antivirus
- Think before you click
- Know what's on your network
- Use strong passwords

### Level 2 – The Cyber Warrior

- Keep a clean machine
- Use multifactor authentication when available
- Be an advocate for self-cyber

### Level 3 – The Cyber Hero

- Explore training options to advance skills and career
- Take responsibility for the cyber safety of yourself and your community
- Educate friends, family, and coworkers on cyber threats and best practices
- Keep up to speed on cyber basics



## Where do you fit?

**Level 1** - Little to no Cyber experience or expertise

**Level 2** - Familiar with Cyber, but not necessarily comfortable with technical skills or ability

**Level 3** - Our first and last defense against cybercrime and possibly a cybersecurity professional



# Don't be a Stranger

Contact Us and Get Involved

STOP. THINK. CONNECT.™

<https://www.dhs.gov/stopthinkconnect>

BeCyberSmart

<https://www.dhs.gov/be-cyber-smart>

NICCS Portal

<https://niccs.us-cert.gov>

FedVTE

<https://fedvte.usalearning.gov/>

Society of Citizens Against Romance Scams

<http://www.AgainstRomanceScams.org>

Romance Scams Now

<http://www.RomanceScamsNow.com>

RSN on Facebook

<http://www.facebook.com/RSN.Main.News.And.Information.Home.Page>



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## Did you know?

There's a Cyber Job for That! There are cybersecurity related careers for just about any skill set and interest. Go online and explore how you apply your unique talents to this rapidly growing field.



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**Thank you for your participation!**



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