

# Cyber-Attacks

## What You Should Know and Tips for Prevention

Cyber-attacks are growing at an exponential rate. Bad actors are getting smarter. When your company is attacked, it hurts your brand and erodes the trust of your customers, employees and even your board. You must assess your risk on a regular basis.

### Why You Need to Protect Your Organization



**1 in 5**

Americans are victims of ransomware<sup>1</sup>



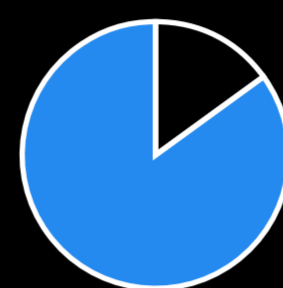
**\$4.2 billion**

lost due to cyber-attacks in 2020<sup>4</sup>



**300%**

increase in ransomware attacks in 2021<sup>2</sup>



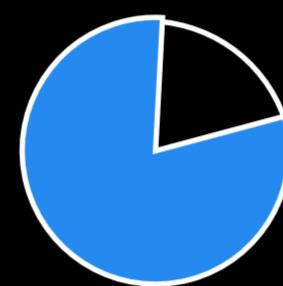
**85%**

of data breaches involve a "human element"<sup>5</sup>



**\$3.86 million**

average cost of a data breach as of 2020<sup>3</sup>



**Nearly 80%**

of senior IT and IT security leaders believe their organizations lack sufficient protection against cyber-attacks<sup>6</sup>



### How You Can Protect Yourself

#### IMPLEMENT

end-user awareness training

#### CREATE AND ENFORCE

security policies

#### CONDUCT

continuous penetration testing

#### MONITOR

all software, service providers, and hardware on your network

#### INSTALL

a firewall, but know that attacks can come from within the company

#### TRUST

no one

## Cybersecurity is never done.

Check out our interview with Splashtop's Senior Director of Security and Compliance to learn more about cybersecurity [here](#).



<sup>1</sup>Terrifying Statistics: 1 in 5 Americans Victim of Ransomware (sensorstechforum.com)  
<sup>2</sup>DHS secretary warns ransomware attacks on the rise, targets include small businesses - ABC News (go.com)  
<sup>3</sup>Data Breach Costs: Calculating the Losses for Security and IT Pros (dice.com)  
<sup>4</sup>According to the FBI's 2020 Internet Crime Report  
<sup>5</sup>78% Lack Confidence in Their Company's Cybersecurity Posture, Prompting 91% to Increase 2021 Budgets (yahoo.com)  
<sup>6</sup>2021 Data Breach Investigations Report | Verizon