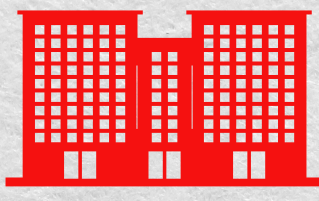




# 10 STEP SECURITY CHECKLIST.

Your step-by-step guide to a safer business.



## Think cybercriminals only target big companies?

More than 75% of data breaches target small and medium sized businesses<sup>1</sup> (SMB), and that can have serious costs—both financial and to your reputation. But there are some simple steps you can take to better protect your customers, employees, and assets so you can focus on what you do best: building your business.

**\$214**

Average cost of a data breach per compromised customer record.<sup>2</sup>

**60%**

of small businesses will close within half a year of being victimized by cybercrime.<sup>3</sup>

**>40%**

of data breach victims were small-to-medium businesses with 1,000 or fewer employees.<sup>4</sup>



## 1 TRAIN YOUR EMPLOYEES

Your cybersecurity is only as strong as your weakest link. Train your employees to use strong passwords and avoid dangerous links and email attachments.



**76%**

of network intrusions exploited weak credentials.<sup>4</sup>



## 2 KNOW YOUR DATA

Do you know where all your confidential information is? Locate and limit access to private data.



## 3 KNOW YOUR DEVICES

Identify and secure all devices your employees use, including thumb drives, smartphones, and tablets.



**ONLY 17%**

of SMBs take any steps to secure company data on personal devices.<sup>5</sup>



**77%**

of SMBs think having a strong cybersecurity and online safety posture is good for their company's brand.<sup>6</sup>



## 4 PROTECT YOUR NETWORK

Today's users connect anywhere at any time. Protect network access with VPNs and firewalls.



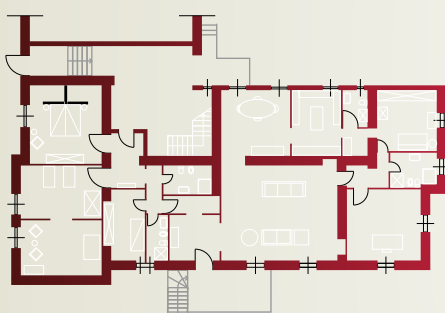
## 5 SECURE PHYSICAL DEVICES

Keep your servers and unused devices safe behind locked doors with limited access.



**44%**

of SMBs agree that their customers are concerned about the IT security of their business.<sup>6</sup>



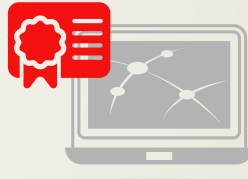
## 6 KEEP YOUR FACILITIES SAFE

Don't let strangers wander the halls. Limit physical access with locked doors and managed entry systems.



## 7 PROTECT YOUR WEBSITE AND ENSURE SAFE BROWSING

Reassure your customers with trustmarks on your website, and protect employees with strong anti-malware software.



**73%**

of SMBs say a safe and trusted Internet is critical to their business's success.<sup>6</sup>

**68%**



of organizations still use email as their main method to send and exchange large files and sensitive data.<sup>7</sup>



## 8 CREATE CLEAR CYBERSECURITY POLICIES

Set clear written policies on use and disposal of confidential documents and devices.

**52%**



of organizations experienced an increase in malware attacks as a result of employees' use of social media.<sup>8</sup>



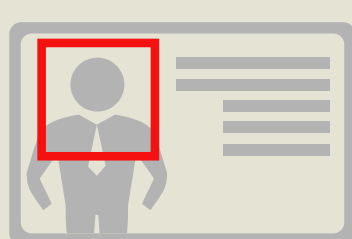
## 9 PROPERLY DISPOSE OF END-OF-LIFE DEVICES AND DOCUMENTS

Foil dumpster divers by physically shredding old paper documents and digitally shredding data on retired devices.



## 10 SCREEN EMPLOYEES THOROUGHLY

Job seekers can bend the truth. Conduct thorough background checks before hiring new employees.



# GROWING YOUR BUSINESS IS YOUR PRIORITY. PROTECTING IT IS OURS.

Visit us on the web, at: [www.mcafee.com/smallbusiness](http://www.mcafee.com/smallbusiness)

<sup>1</sup> "Five Steps to Building a Stronger SMB." McAfee, 2013. <https://endpointprotection.mcafee.com/security-management/five-steps-to-building-a-stronger-smb/>

<sup>2</sup> "The New Reality of Stealth Crimeware." McAfee, 2011. <http://www.mcafee.com/us/resources/white-papers/wp-reality-of-stealth-crimeware.pdf>

<sup>3</sup> "Most Small Businesses Don't Recover From Cybercrime." Wall Street Journal, March 2013. <http://online.wsj.com/article/SB10001424127887324557804578376291878413744.html>

<sup>4</sup> "2013 Data Breach Investigations Report." Verizon, 2013. <http://www.verizonenterprise.com/DBIR/2013/>

<sup>5</sup> "The Effect of BYOD on Information Security." InfoSecurity, June 2013. <http://www.infosecurity-magazine.com/view/32779/the-effect-of-byod-on-information-security/>

<sup>6</sup> "2012 National Small Business Study." National Cyber Security Alliance with Symantec. [http://www.staysafeonline.org/download/datasets/4393/2012\\_ncsa\\_symantec\\_small\\_business\\_study\\_fact\\_sheet.pdf](http://www.staysafeonline.org/download/datasets/4393/2012_ncsa_symantec_small_business_study_fact_sheet.pdf)

<sup>7</sup> "Survey: Secure and Compliant Collaboration Ends at the Firewall for 68 Percent of Organizations Globally." Intralinks Holdings, Inc., March 2012. <http://www.intralinks.com/news-events/press-releases/2012/03/19/intralinks-survey-secure-compliant-collaboration>

<sup>8</sup> "Global Survey on Social Media Risks." Ponemon Institute, September, 2011. <http://www.websense.com/assets/reports/websense-social-media-ponemon-report.pdf>



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# 10 STEP SECURITY CHECKLIST.



**1**

**TRAIN YOUR EMPLOYEES**



**6**

**KEEP YOUR FACILITIES SAFE**



**2**

**KNOW YOUR DATA**



**7**

**PROTECT YOUR WEBSITE AND  
ENSURE SAFE BROWSING**



**3**

**KNOW YOUR DEVICES**



**8**

**CREATE CLEAR CYBER  
SECURITY POLICIES**



**4**

**PROTECT YOUR NETWORK**



**9**

**PROPERLY DISPOSE OF END-OF-  
LIFE DEVICES AND DOCUMENTS**



**5**

**SECURE PHYSICAL DEVICES**



**10**

**SCREEN EMPLOYEES THOROUGHLY**