



## The Security Risks To Your Business ■ Overview

Even with expensive endpoint protection, cyber criminals will find intelligent ways of getting through the cracks

Targeted attacks are on the up	Security awareness is lacking	Technology alone isn't enough
<ul style="list-style-type: none"> <li>90% of successful data breaches involve phishing</li> <li>88% of organisations faced spear phishing in 2019</li> <li>86% of organisations faced Business Email Compromise (BEC) attacks in 2019</li> </ul>	<ul style="list-style-type: none"> <li>12% of users who open a phishing email click the harmful link</li> <li>34% of data breaches involve internal actors</li> <li>81% of hacking-related breaches leverage either stolen and / or weak passwords</li> </ul>	<ul style="list-style-type: none"> <li>33% of phishing emails get past default security mechanisms</li> <li>68% of all phishing sites use HTTPS protocol, often making them look legitimate to employees</li> <li>69% of businesses don't believe the threats they are seeing can be blocked by antivirus</li> </ul>

Data taken from Varonis, Verizon & Ponemon

**What are the potential risks to your business?**

- ⚠ Regulatory fines
- ⚠ Financial loss
- ⚠ Downtime & Remediation
- ⚠ Loss of corporate/ client data
- ⚠ Decline in productivity
- ⚠ Damage to company reputation

### Your employees aren't your weakest link - They're your first line of defence against cyber crime

A lack of regular security awareness training, up-to-date communications and virtually no way of tracking user behaviour is often the main cause of employees falling victim to attacks. With an effective security awareness training solution, you can transform your users into a solid first line of defence for identifying, avoiding and reporting sophisticated attacks.



## What's next?

We're ready to talk about how our **Digital Security Services** can improve your business.

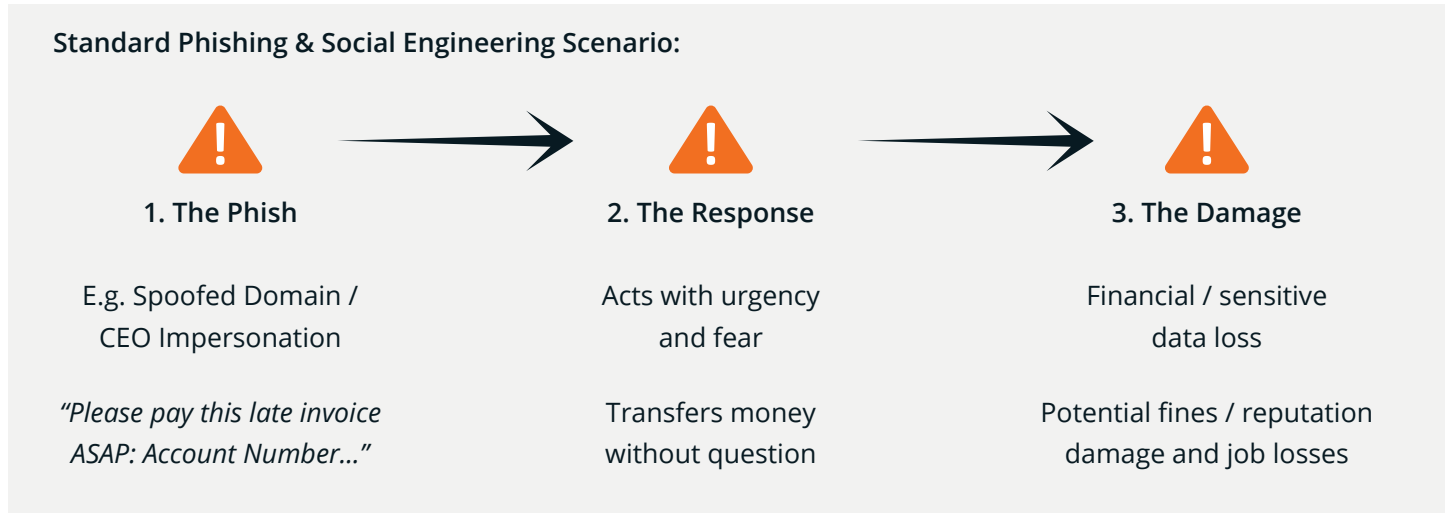
Contact us *today* to engage with our team of experts:

**+44 (0) 1223 656 156    ambitious@cambition.co.uk**



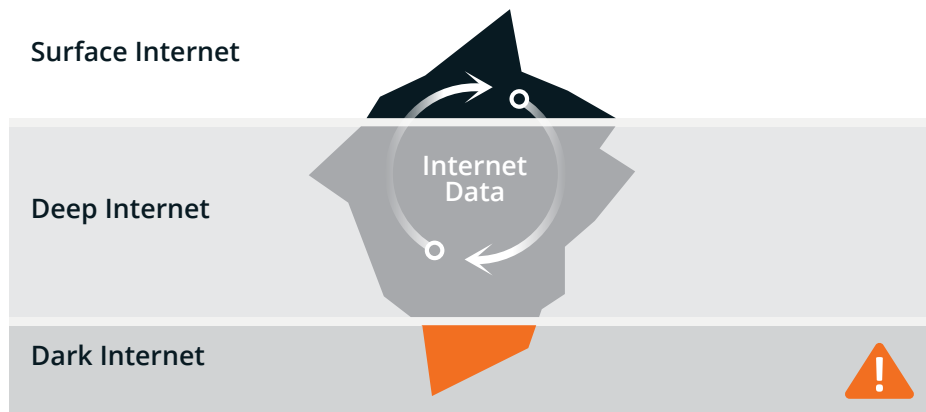
## The Security Risks To Your Business ▪ Continued

Phishing & Social Engineering are still the no.1 weapon of choice



### Exposed data on the dark web is the go-to ammunition

With billions of sensitive data records exposed on the Dark Internet - including active usernames, passwords and PII - cyber criminals can gather all of the necessary resources needed to pull off a successful attack.



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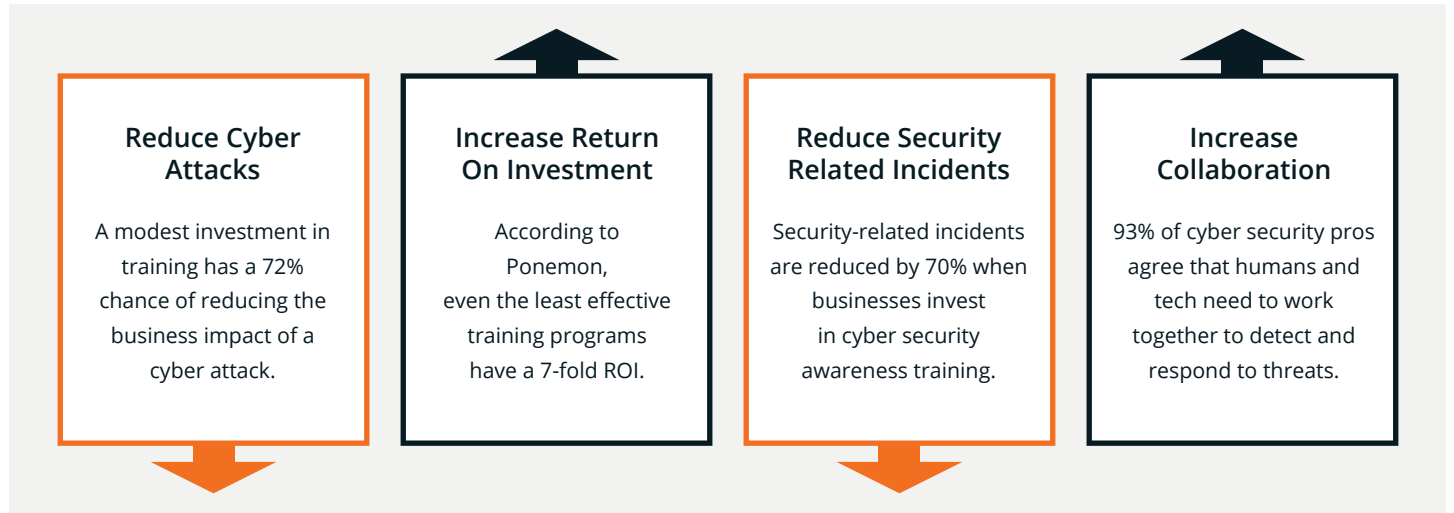
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## The Security Risks To Your Business ▪ Continued

Train your employees to combat cyber threats and drive secure behaviour



### A Proactive Approach With USecure

Implement a proactive approach to reducing employee cyber risk by delivering effective computer-based security awareness training. Train your users on key threats like phishing, social engineering and password hygiene, while simulating mock-phishing exercises that analyse employee vulnerability to targeted attacks.



**What are the main benefits for your business?**

- ✓ Build a security-minded culture
- ✓ Avoid regulatory fines
- ✓ Reduce downtime/ remediation
- ✓ Reduce user-related incidents
- ✓ Achieve compliance
- ✓ Safeguard corporate/ client data

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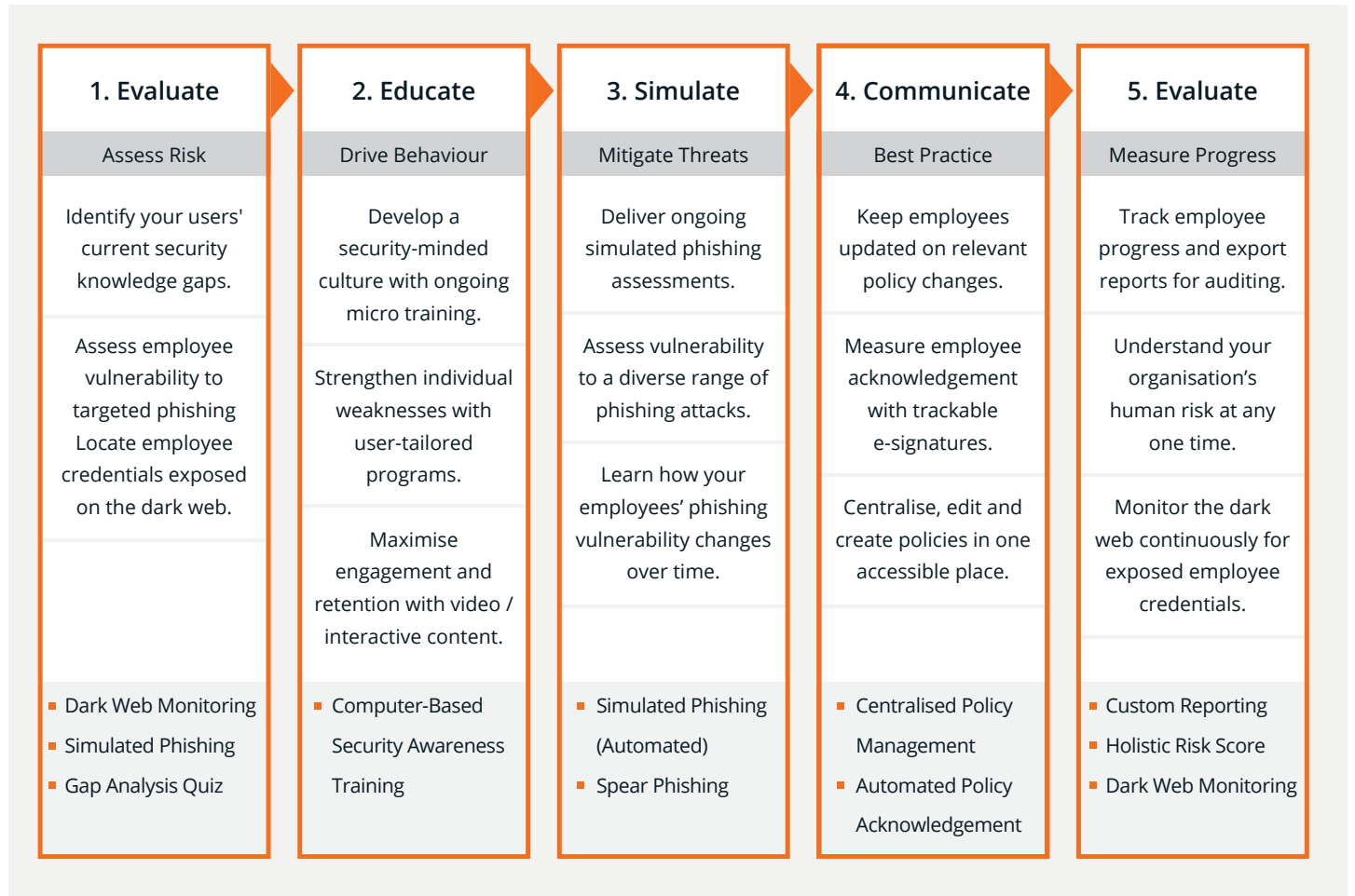
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## The Security Risks To Your Business ■ Continued

Here's how we transform your employees into a cyber security asset



### Ongoing Training With USecure

We ensure ongoing, bite-sized training that strengthens your users' knowledge in core areas of security, while measuring your organisation's overall human risk based on continual phishing assessments, dark web monitoring and policy communications.

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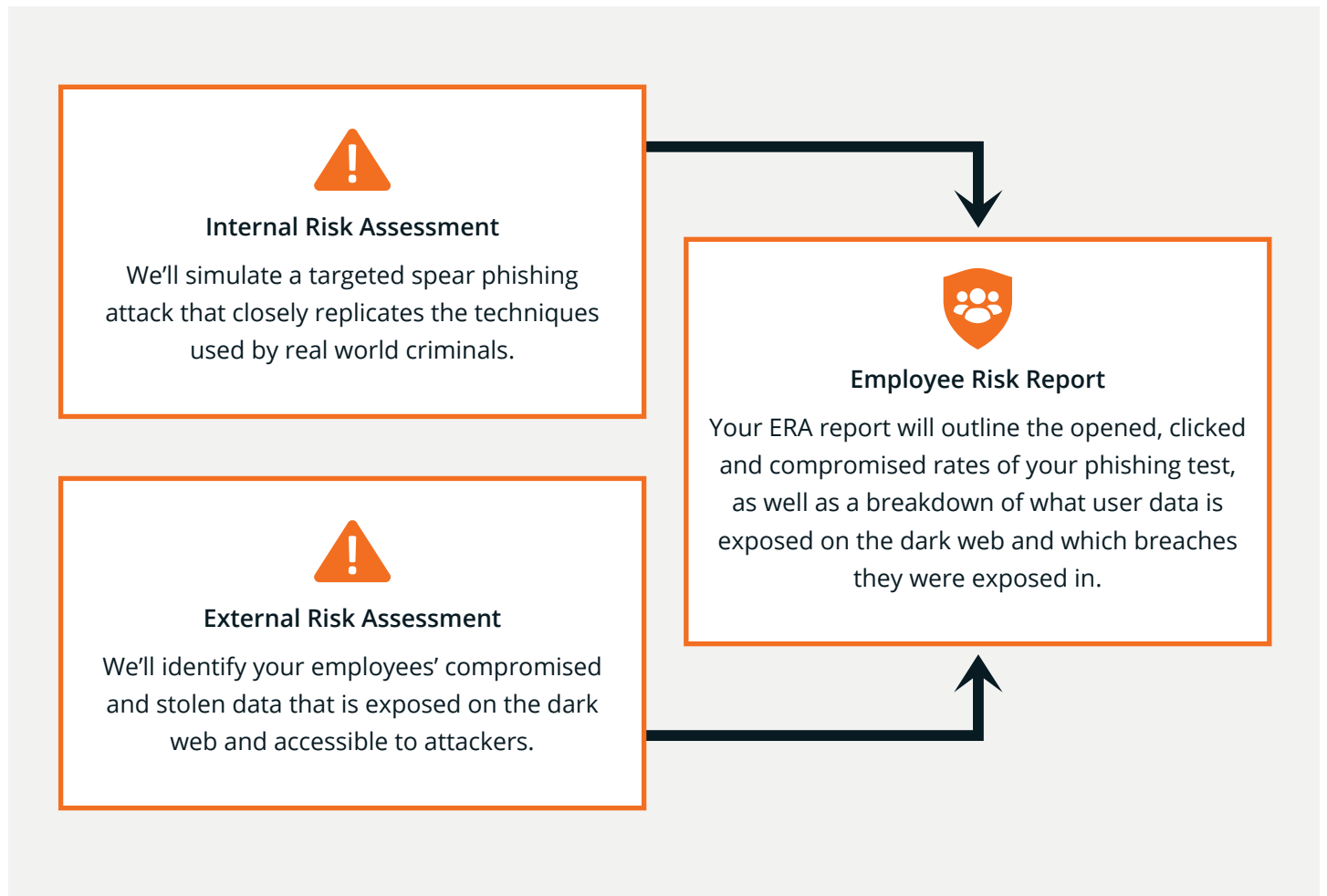
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Get started today with a **FREE Employee Risk Assessment (ERA)**

Your **FREE Employee Risk Assessment** report identifies your employees' current risk level to internal and external threats through calculating reality-based metrics, including; Your employees' current susceptibility to targeted phishing attacks & What employee data is currently exposed on the dark web.



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