



DATA
ASSURED

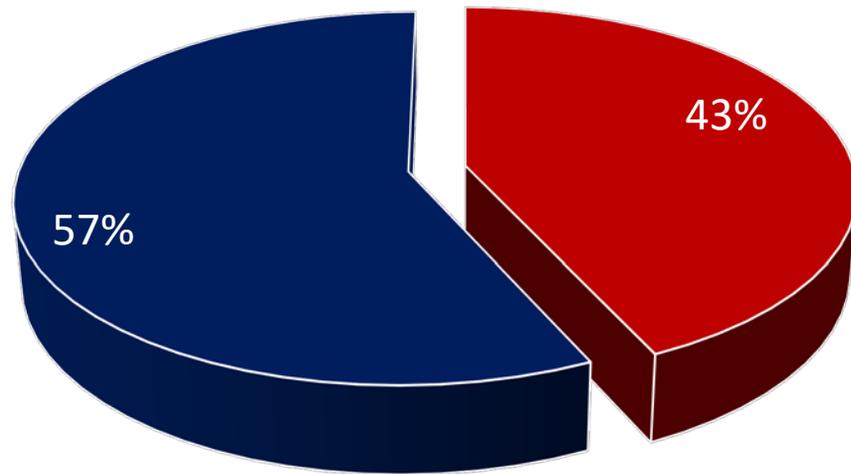


Jake Blacksten
Technology Business Advisor
Jacobbb@udel.edu

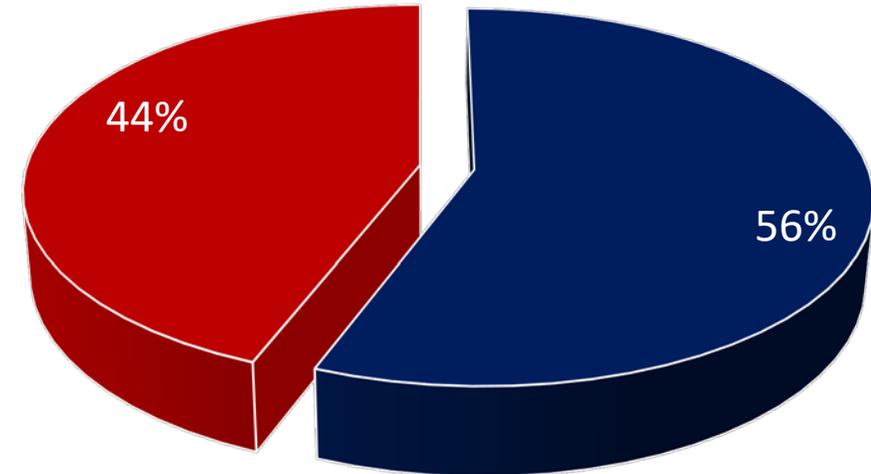


Small Businesses are a Target

43% of breaches involved small businesses



56% of breaches took months or longer to discover



Source: 2019 Verizon Data Breach Report

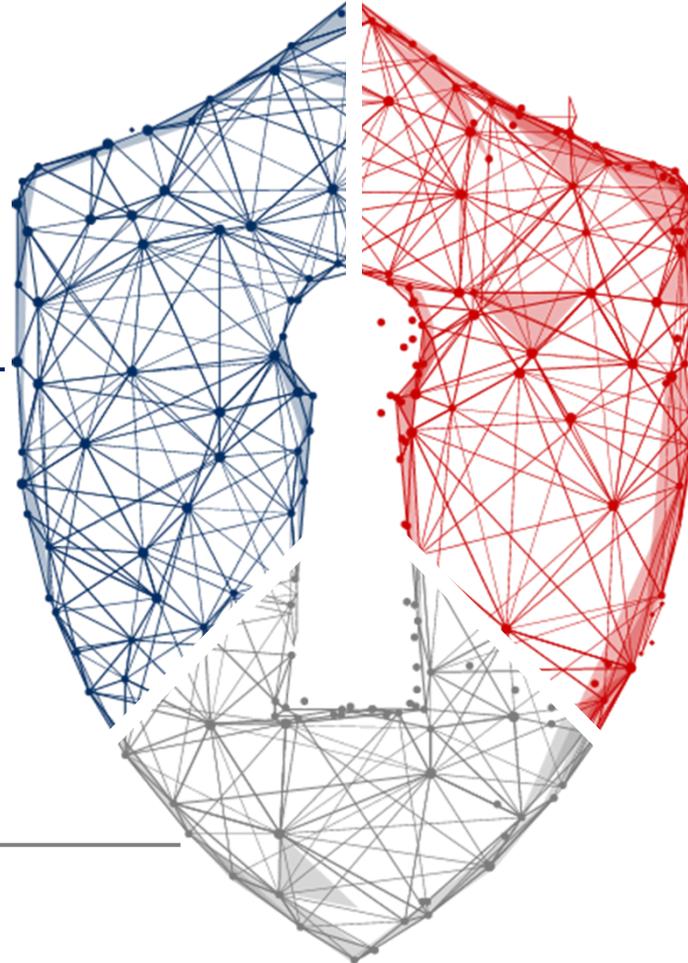


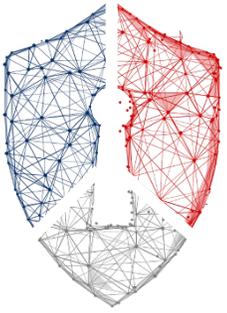
Program Purpose

Raise awareness of cyber risk
within Delaware's community

Foster innovation in
cyber security

Help businesses manage the threat
and impact of cyber interference





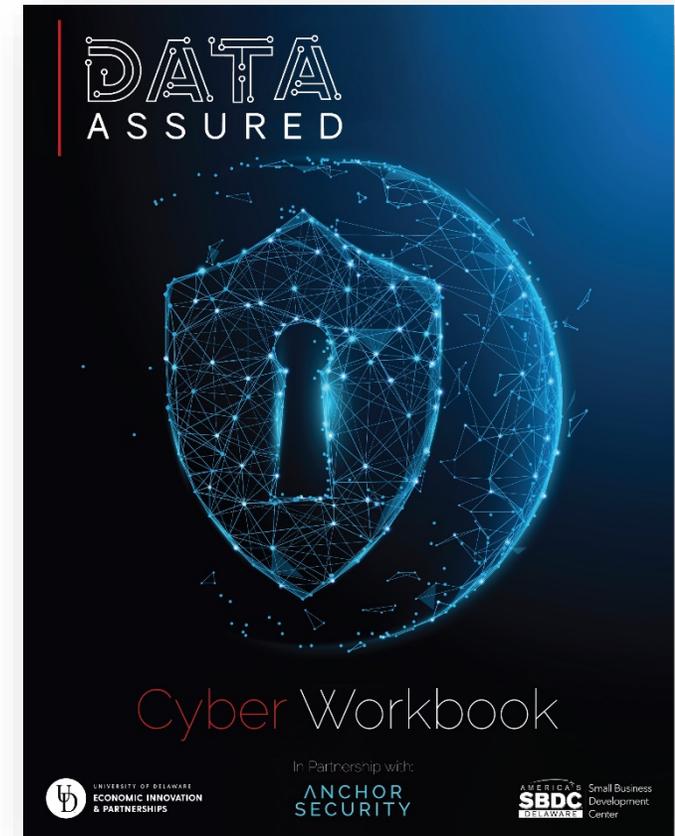
Why Create a Security Plan?

- Cyber is: Behavioral, Physical, Technological
- The unknown is expensive
- Increased scrutiny and liability from buyers, business partners, etc.
- You want to protect your brand, your customers, your employees, your buyers, etc.
- Demonstration of **reasonable effort** to protect your data and



Cybersecurity Workbook 2.0

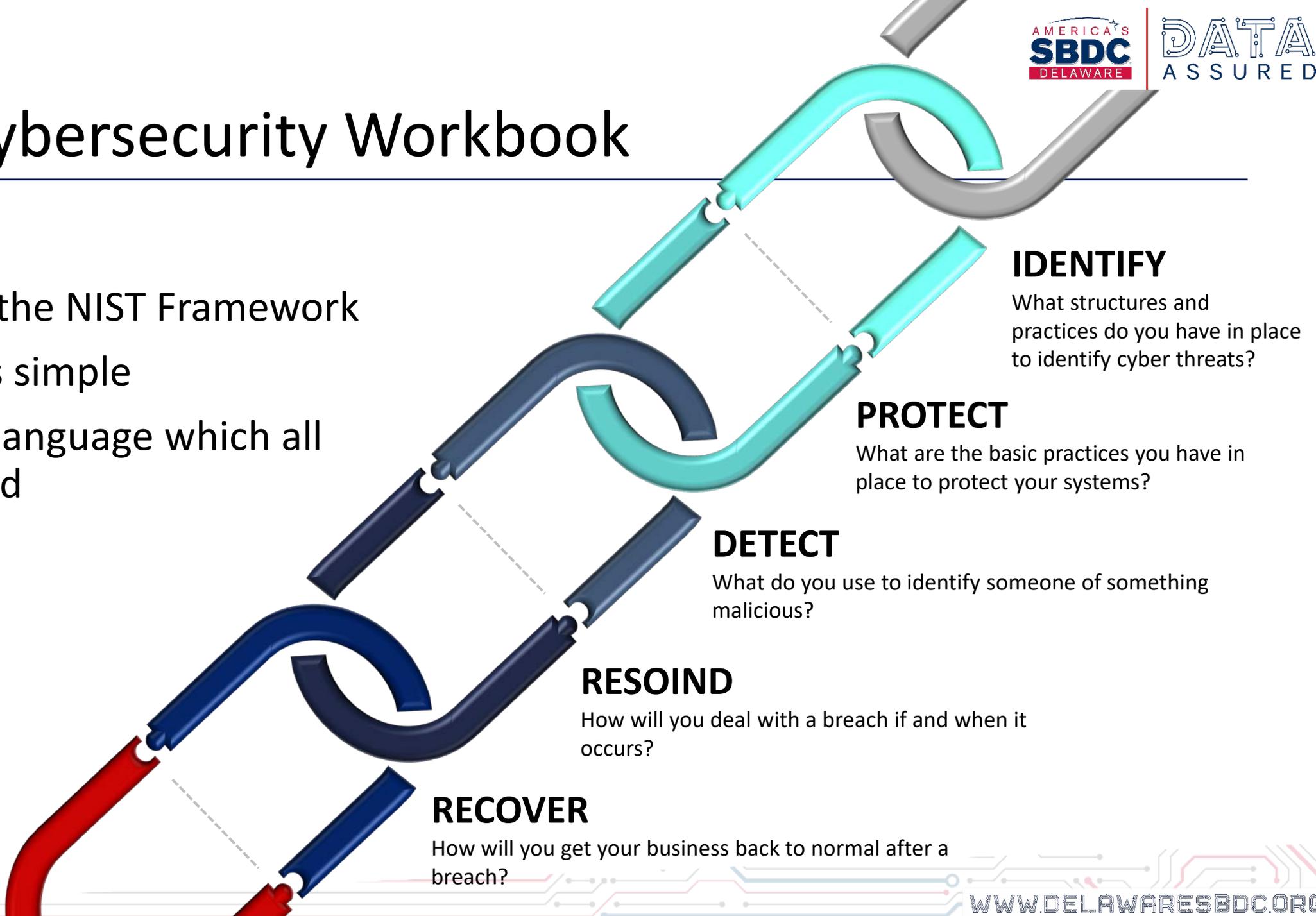
- To provide small business with a starting concept for creating a Written Information Security Program or (WISP).
- Defining a reasonable program for handling cybersecurity within a small business.
- This is just a starting point. It is meant to get small businesses thinking in a security mindset.





Cybersecurity Workbook

- Based off the NIST Framework
- Concept is simple
- Common language which all understand



Section 1: Identify



Know Your Company

- What do you collect?
- What sensitivity level?
- Where's it located?
- Who has access to it?
- Outside consultant?

Physical Security

- Desktops
- Laptops
- Mobile Devices
- Printers
- Storage Devices

Operating Systems

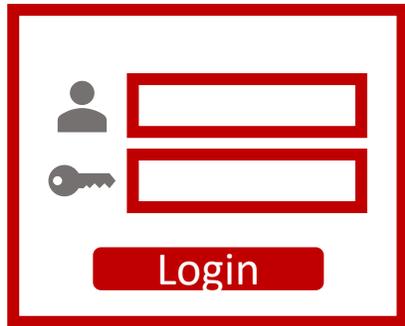
- Which ones do you have?
- Who has them?
- How are they maintained?
- Are they supported?
- Do you mix them?

Software

- Which ones do you have?
- Who has them?
- How are they maintained?
- Are they supported?
- Are they up to date?

Section 2: Protect

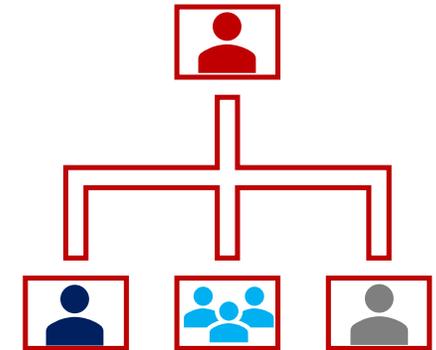
Username and Passwords



Training and Awareness



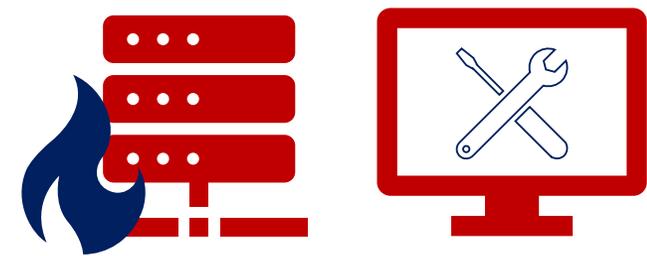
Data Segregation



Timeouts and Lockouts



Firewalls and patching





Section 3: Detect

**AntiViruses and
Anti-malware**



**Scan for unusual
activity**



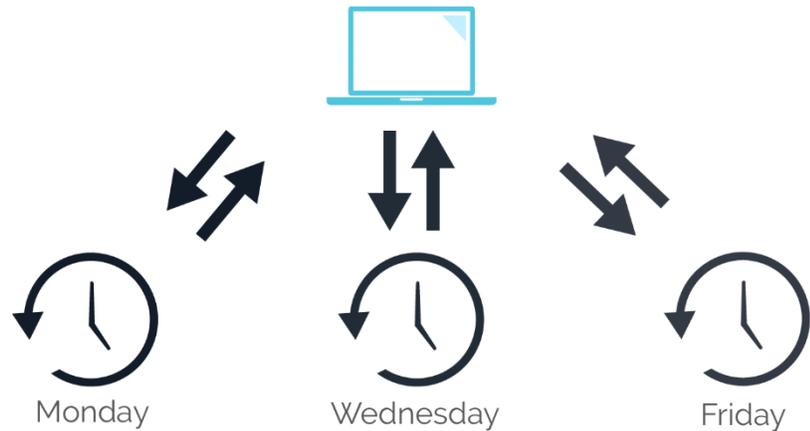
**Foreign Password
Login!**

Section 4: Respond

Backing up and

Restoring

Several Version-Controlled Backups Files



Types of

Backups

- Full System
- File Level
- Incremental



Section 4: Respond

Cyber

First-Party Liability vs. Third-Party Liability



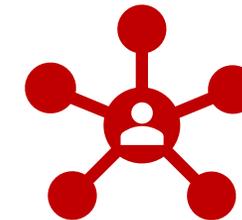
- Legal Fees
- Cost of notifying affected
- Forensics Investigation
- Business Interruption
- Public relations



- Payments to affected
- Cyber extortion cost
- Regulatory fees
- Settlements
- Damages

Incident Response

- HR Staff
- Forensic investigator
- IT Staff
- Legal team
- Marketing team





Section 5: Recover

- Getting back to normal
- Move swiftly and obtain assistance
- Communication
- Document
- Managing your brand
- Legal responsibilities





House Bill 180



In effect since April 14, 2018



Does not require a specific form of notice when notifying customers



If SSNs are exposed credit monitoring must be offered



A vendor must give immediate notice to the owner of breached data



Notice to affected individuals mandated



House Bill 180 PII

- Social Security number
- Driver's license number
- Financial account number
- Passport number
- Individual taxpayer identification number
- Medical information
- Health insurance information
- DNA profile
- Biometric data
- Username or email address in combination with a password or security question



Low Cost Solutions



Encryption:

- (Apple) FileVault
- (Windows) BitLocker



File Storage:

- Google Drive
- Microsoft OneDrive
- Dropbox



Cloud Storage:

- Google Cloud Store
- Amazon S3
- DigitalOcean Spaces



File Backup:

- Google Drive
- SpiderOak One
- (Windows) Backup
- (Apple) iCloud/Time Machine
- Rsync/rclone



Low Cost Solutions



Business Platforms:

- Gsuite for business
- Office for business



Digital Infrastructure:

- Google Cloud Platform (GCP)
- Amazon Web Services (AWS)
- Microsoft Azure



Password Management:

- Lastpass
- 1Password
- Dashlane
- Keeper



Business Wide Communication:

- Slack
- Skype
- Encrypted email solutions like Gmail
- Zoom



Developing a Cybersecurity Readiness Place:

- DSBDC Cyber Readiness tool
- DSBDC Cyber Guides & Tips



SBDC Online Resources

Data Assured Toolkit

- Cyber Workbook 2.0
- Cybersecurity Do's & Don'ts
- Monthly Webinars
- Low-cost Cyber Solutions

Partner Resources

- Cybersecurity Plans
 - FCC Cyber Planner
 - Ransomware Public Handout
- Information Security Policy Templates
 - SANS
 - Cybersecurity Resource List



DATA
ASSURED



Jake Blacksten
Technology Business Advisor
Jacobbb@udel.edu