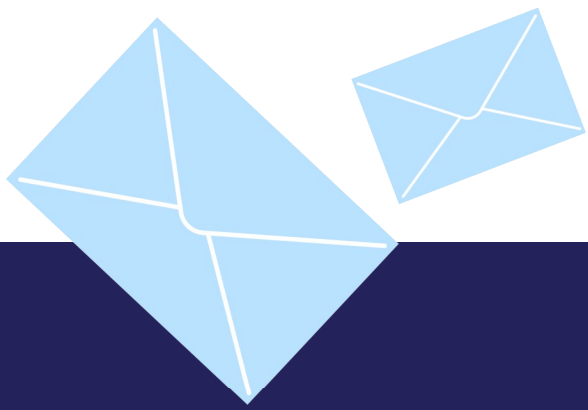


# 4 Most Common Cyberthreats



Threat actors "fish" for someone who will make a mistake ...



and they often get a bite.



Did you know..

## 85%

of data breaches are caused by employee mistakes

## The Big 4 Threats

### MALWARE



#### WHAT IT IS

A broad term covering many types of malicious software installed on devices

#### HOW IT WORKS

Threat actors try to install malware on an endpoint (laptop, desktop, mobile phone)

#### END GOAL

To harm, extort, or scare



### PHISHING

#### WHAT IT IS

A form of social engineering

#### HOW IT WORKS

Threat actors pose as a trusted source and trick users into compromising their account, device or network

#### END GOAL

To exploit information for financial gain

### RANSOMWARE



#### WHAT IT IS

A form of malware

#### HOW IT WORKS

By encrypting, or otherwise locking down, the contents of a device to block access to the user

#### END GOAL

To harm, extort, or scare



### DATA BREACH

#### WHAT IT IS

Digital data theft

#### HOW IT WORKS

Threat actors (external or internal) enter an organization's corporate systems and remove data without permission

#### END GOAL

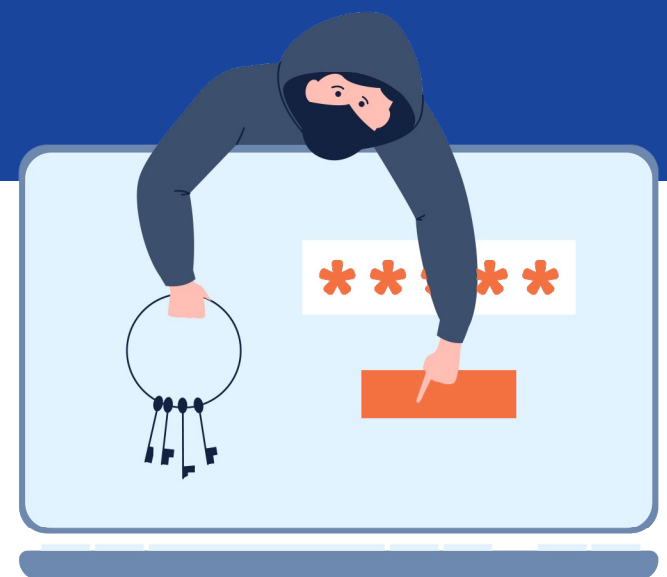
To exploit information for financial gain, enjoy recognition, damage reputation



## 560,000

new pieces of malware are detected every day.

-AV-TEST



## Nearly 80%

of IT leaders believe their organizations lack sufficient protection against cyberattacks.

-IDG Research Services

## We understand technology can be overwhelming.

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