

CYBERATTACKS:

A Threat to All Businesses

Impact of a Breach on Canadian Small- to Medium-sized Businesses



59 hours
(cumulative)
in operational
downtime



\$1.1 MILLION
in average
lost revenue

\$12,000

per employee to
recover from a
data breach



1 in 5 Canadian companies was hit by a cyberattack in 2017.

1/3 of Canadian firms do not report carrying cyber insurance coverage.

Human error is the #1 reason behind most cyber-attacks.

Types of Cyberattacks



Malware

Malicious software, including spyware, ransomware, viruses and worms. A network is breached through a vulnerability when a user clicks a link or email attachment that then installs dangerous software.



Man-in-the-middle

Also known as eavesdropping attacks, occur when hackers insert themselves in a two-party transaction. For example, on an unsecure Wi-Fi attackers can insert themselves between a visitor's device and the network. All information is unknowingly passed on to the attacker.



Phishing

The practice of sending fraudulent communications that appear to come from a reputable source, usually through email—with a goal to obtaining sensitive data or installing malware on the victim's computer.



Denial-of-service attack

This type of attack floods the systems, servers or networks with traffic to exhaust a company's resources and bandwidth so that they are unable to fulfill legitimate requests.

Before & After – What You Do Matters!

TRAINING & PLANNING

According to a recent study, employee training can reduce the average cost of a breach by 6%.



Victor's **CyberPro** clients have access to eLearning tools and resources to help avoid or minimize breach events.

INCIDENT RESPONSE

The study also shows that having an incident response team can cut the average per-record cost by 9%.



Victor's **CyberPro** clients have access to extensive Breach Response Services to assist with a breach:

- Breach response team and counselling
- Notification Expenses
- Forensic Auditing
- Support, Credit and Identity Theft Services
- Call Handling Services
- Event Management Services
- Legal Services

Ponemon Institute study