



# Cybersecurity Essentials for Entrepreneurs

*Presented by*

**F** FORTIFY

# Let's get acquainted!

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- Kayla Burbidge
- Sales Manager/Partner at Fortify
- 20 Years Tech Experience
- Extremely Passionate  
(AKA: *NERDY*)

# Let's get acquainted!

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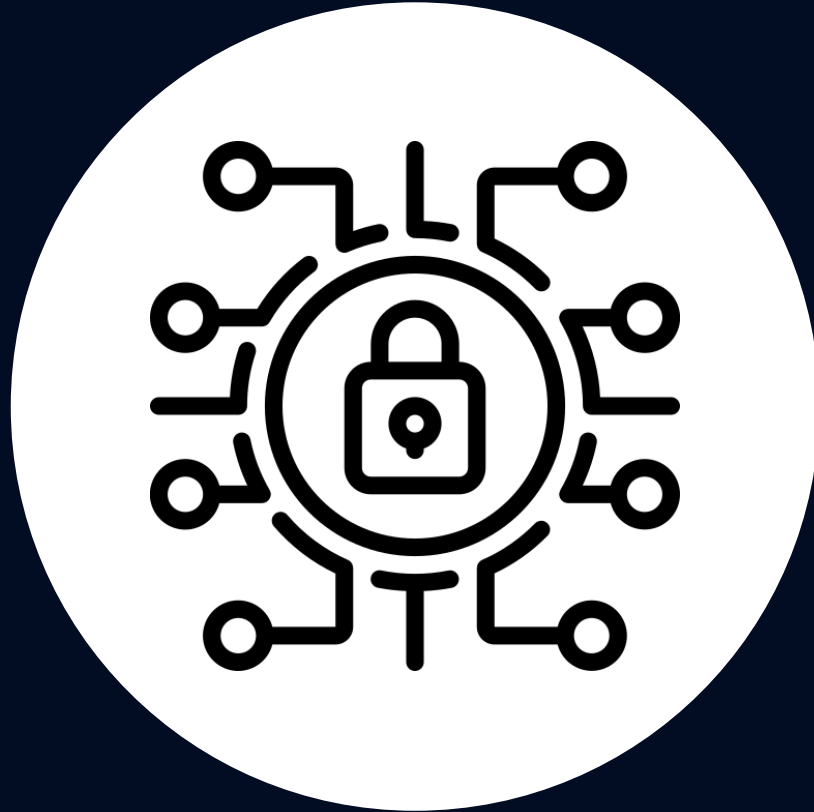
- All things IT!
- Helpdesk Support
- Security-first approach
- Supporting various industries (10-100 staff)

# Housekeeping

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- This is not a sales pitch
- This is only an introduction
- We learn by experience

# What is Cybersecurity?





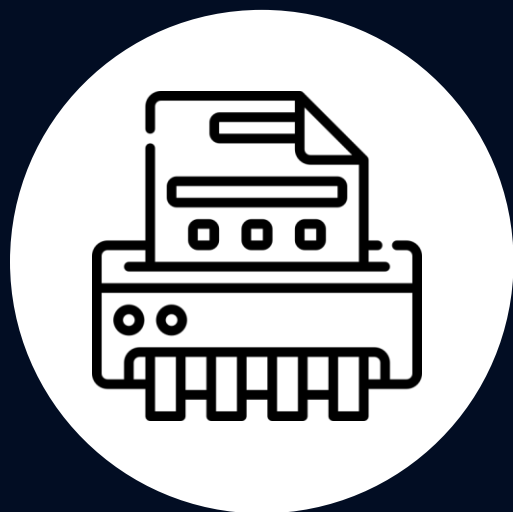


EVERY BUSINESS, FORTIFIED

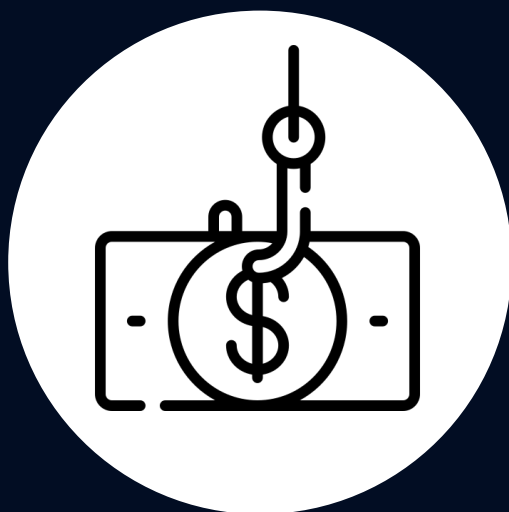
**F** FORTIFY

FORTIFY.CA

# But why?



Destroy Sensitive  
Information



Extort Money

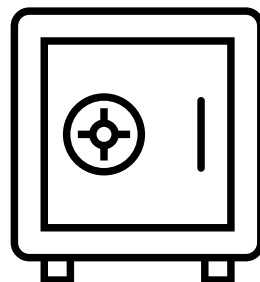


Interrupt Normal  
Business Operations

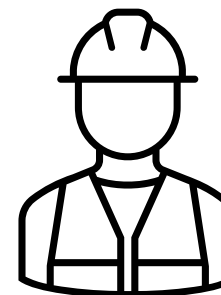
# But why?



Protect sensitive  
data



Prevent financial  
losses



Ensure personal  
safety

# And threats continue to evolve...



# SMB Risk

**46% of all cyber attacks target small businesses**



**60% of them are forced to close after 6 months**

*Source: Canadian Federation of Independent Business 2024 Report*

# SMB Risk

## External Threat



## Internal Threat

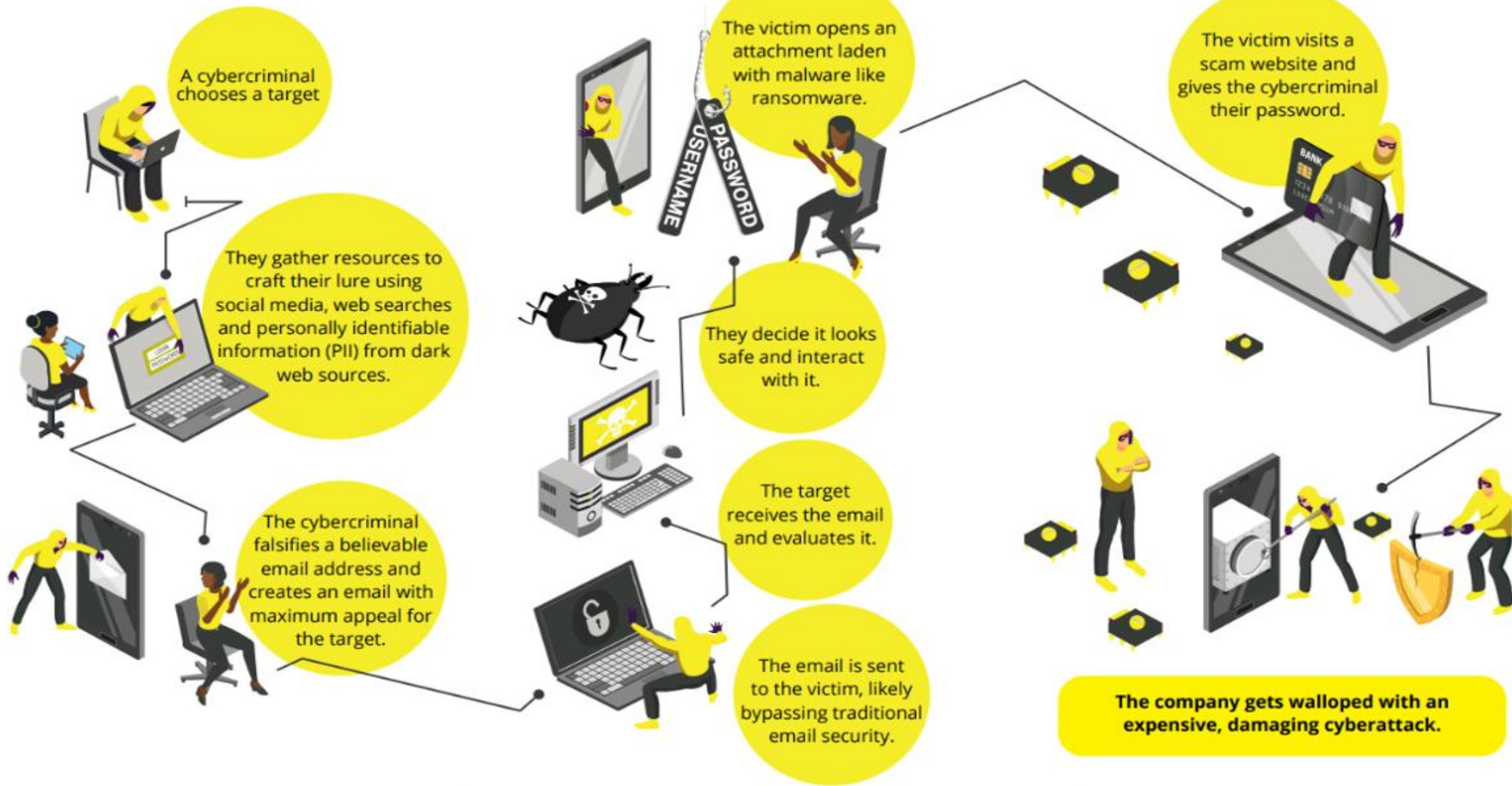


# SMB Risk

95% of data breaches  
are a result of  
human error



*Source: Coalition's 2025 Cyber Insurance Claims Report*



# Takeaway from this session:



**2,200+ cyber attacks  
occur every day**

***1 every 39 seconds!***

# Takeaway from this session:



**Digital risks are  
evolving as quickly as  
our technology**

# Takeaway from this session:



It's not a matter of  
*if*  
It's a matter of  
*when*

# Cyber Threats



Virus/Malware



Cyber Hijacking



Phishing/Spoofing



Spyware



Adware



Ransomware

# Types of threats

**What:** Phishing or Spoofing

96% of phishing attempts use email as the primary delivery vector.

- Source: Verizon 2024 Data Breach Investigations Report





**7 SECONDS**

# Email Red Flags

## URGENT! Action Required

Today at 1:13AM



Helpdesk Fortify <helpdesk@fortify.ca>

To: John Doe

Dear Customer,

Theres a probllem with your account.

Please follow the link below and verify your information:

[Click here to verify your account information.](#)

If your information is not verified within 24 hours,  
your account will be terminated.

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# Email Red Flags

**3** URGENT! Action Required **7** Today at 1:13AM

**F** Helpdesk Fortify <helpdesk@fortifiy.ca> **2**  
To: John Doe

**1** Dear Customer,

**6** Theres a probllem with your account.

Please follow the link below and verify your information:

**5** [Click here to verify your account information.](#)

**4** If your information is not verified within 24 hours,  
your account will be terminated.

- 1 VAGUE GREETING**
- 2 IMPROPER DOMAIN**
- 3 SENSE OF URGENCY**
- 4 THREATS**
- 5 MALICIOUS LINK**
- 6 SPELLING ERRORS**
- 7 DATE & TIME**

Scanned Document (2) - Received (020217.pdf) - Message (HTML)

File Message Tell me what you want to do...

Ignore Delete Reply Reply All Forward Quick Steps Move Mark Unread Categorize Follow Up Translate Zoom

Steve [Redacted] Wed 11/15

Scanned Document (2) - Received (020217.pdf)

If there are problems with how this message is displayed, click here to view it in a web browser.  
Click here to download pictures. To help protect your privacy, Outlook prevented automatic download of some pictures in this message.

You have a Document received via Secure File Sharing. Click the document link below to open.

**REVIEW DOCUMENT**

Happy DocuSigning!

Right-click or tap and hold here to download pictures. To help protect your privacy, Outlook prevented automatic download of some pictures in this message.

P.S. [Join us every other Wednesday](#) at 11AM PST for "Ask the Expert" — our free, forum-style webinar with an emphasis on audience Q&A.

DocuSign is the most widely used eSignature, trusted by more than 40 million people who have DocuSigned in 188 countries around the world.

[https://arahmotors-qa.com/scripts/\\$#%\\$#%%%&/](https://arahmotors-qa.com/scripts/$#%$#%%%&/)  
**Click or tap to follow link.**

**From:** Email-Cloud <[damaris.schreck@web.de](mailto:damaris.schreck@web.de)>  
**Sent:** June 1, 2020 5:40 AM  
**To:** Judy Parkes <[jp\[REDACTED\].com](mailto:jp[REDACTED].com)>  
**Subject:** Report - 6C4CB4698  
**Importance:** High

Office 365

## Email Not Delivered.

[https://the-jokez.tkqa.com/  
277a8910bn8910bcf965scripts/\\$#  
%\\$#% % %&/](https://the-jokez.tkqa.com/277a8910bn8910bcf965scripts/$#%$#% % %&/)

You have 7 undelivered messages in cloud due to full mail storage capacity, awaiting your permission for messages to be delivered.:

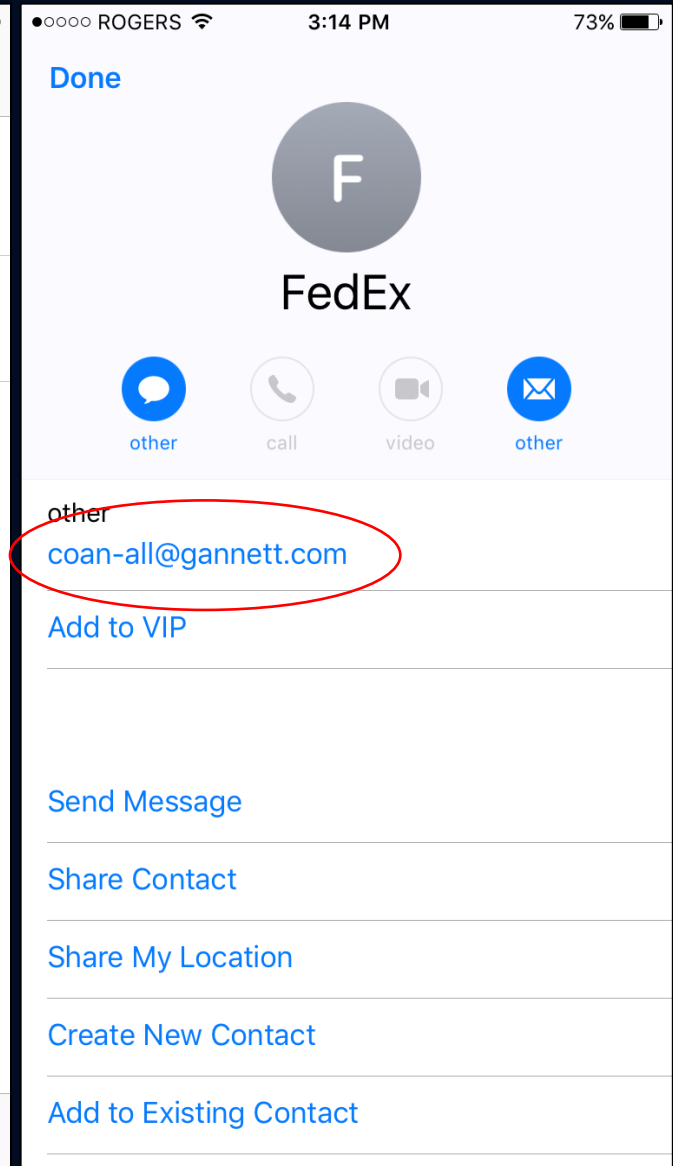
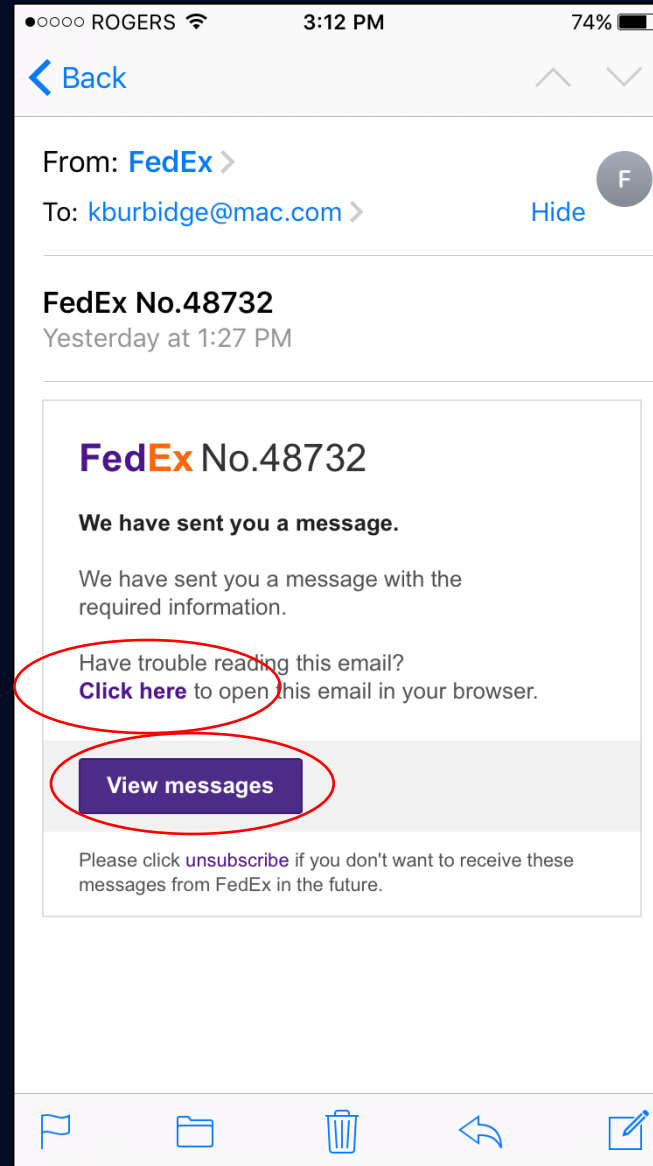
Be notified, this will cause messages not to be delivered.:

[: Send the message to your inbox.](#)

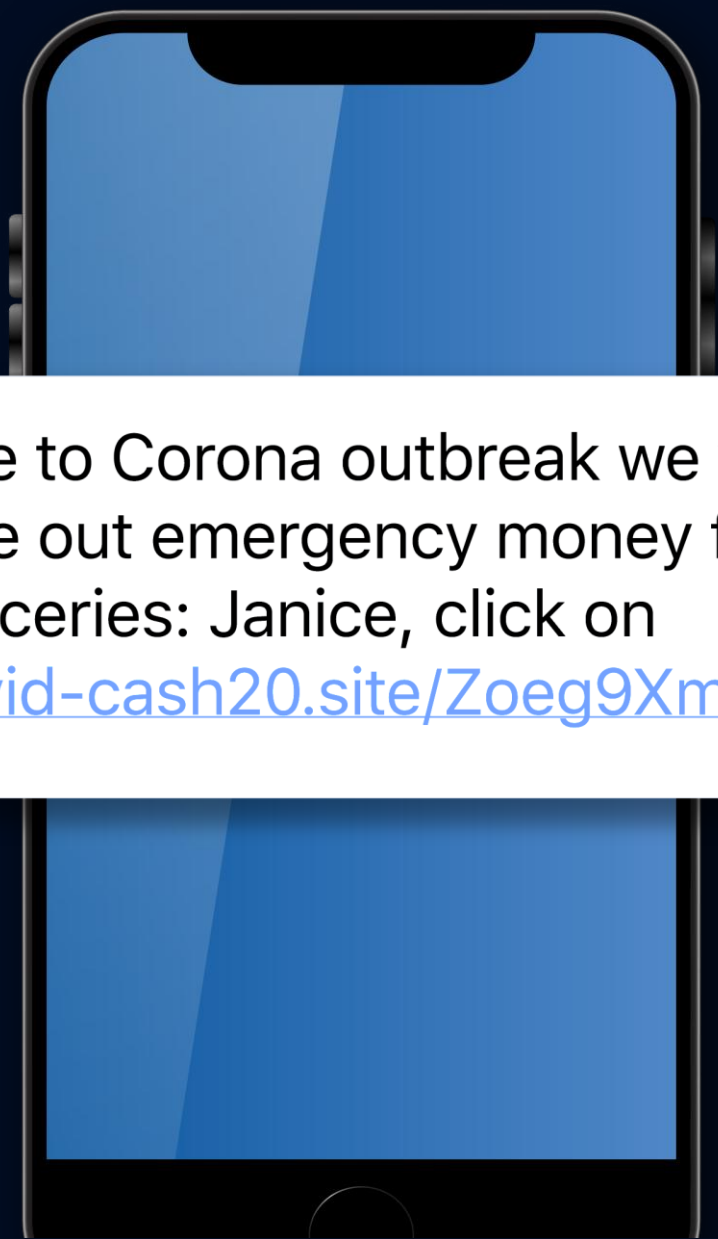
[: Send a copy of the message for analysis.](#)

Thanks.

# Do Not Click Links!



# Beware of Smishing!



Due to Corona outbreak we will give out emergency money for groceries: Janice, click on [covid-cash20.site/Zoeg9XmRao](https://covid-cash20.site/Zoeg9XmRao)



**7 SECONDS**



# RANSOMWARE ATTACK

**Your personal files are encrypted**

**You have 5 days to submit the payment!!!**

**To retrieve the Private key you need to pay**

Your files will be lost



# Ooops, your files have been encrypted!

English

## What Happened to My Computer?

Your important files are encrypted. Many of your documents, photos, videos, databases and other files are no longer accessible because they have been encrypted. Maybe you are busy looking for a way to recover your files, but do not waste your time. Nobody can recover your files without our decryption service.

## Can I Recover My Files?

Sure. We guarantee that you can recover all your files safely and easily. But you have not so enough time. You can decrypt some of your files for free. Try now by clicking <Decrypt>. But if you want to decrypt all your files, you need to pay. You only have 3 days to submit the payment. After that the price will be doubled. Also, if you don't pay in 7 days, you won't be able to recover your files forever. We will have free events for users who are so poor that they couldn't pay in 6 months.

## How Do I Pay?

Payment is accepted in Bitcoin only. For more information, click <About bitcoin>. Please check the current price of Bitcoin and buy some bitcoins. For more information, click <How to buy bitcoins>. And send the correct amount to the address specified in this window. After your payment, click <Check Payment>. Best time to check: 9:00am - 11:00am GMT from Mondays to Friday.

Payment will be raised on

5/15/2017 20:34:43

Time Left

02:23:53:13

Your files will be lost on

5/19/2017 20:34:43

Time Left

06:23:53:13

[About bitcoin](#)

[How to buy bitcoins?](#)

[Contact Us](#)



Send \$300 worth of bitcoin to this address:

115p7UMMngo1pMvkhHjRdfJNXj6LrLn

Copy

Check Payment

Decrypt

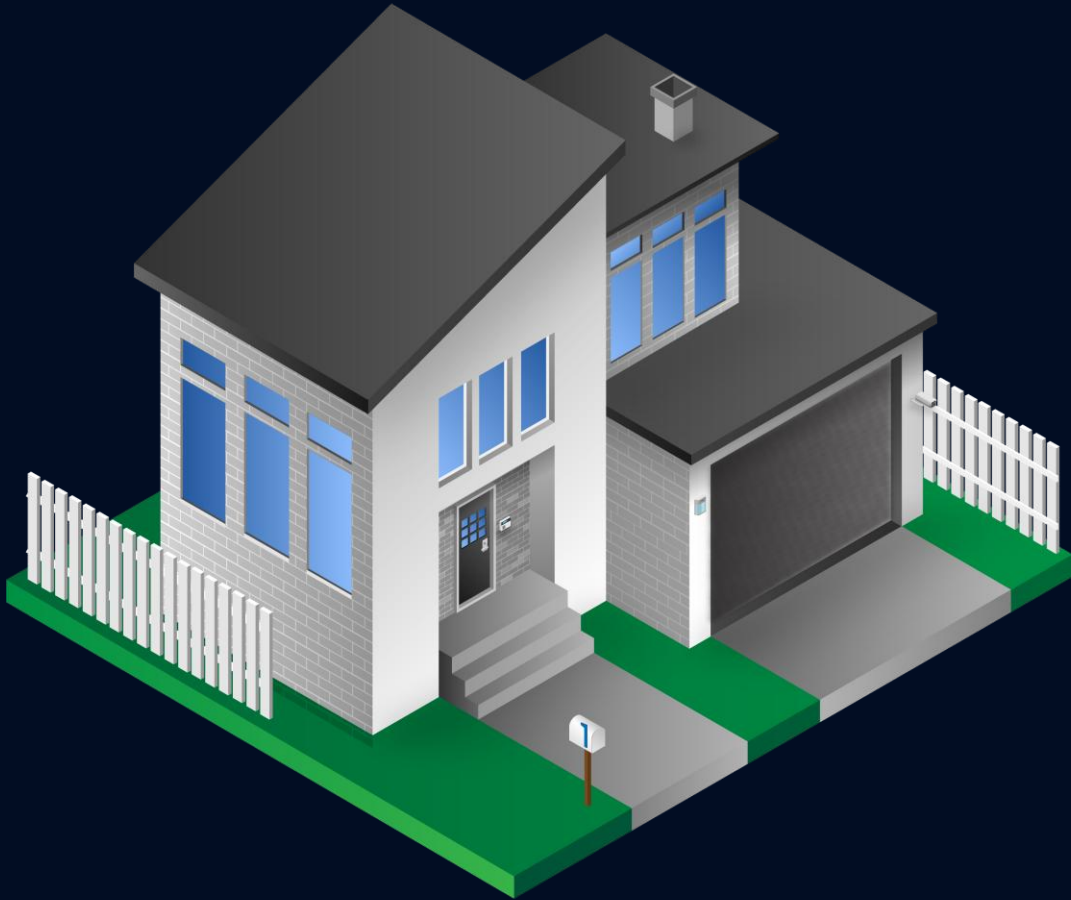
# How much would you pay?

It used to be that the bad guys wanted data because it was valuable to them. With ransomware, they're essentially saying:

“your data isn't valuable to me, but how much is it worth to you?”



# Protect Your 'House'



- Your business is your livelihood!
- You should protect your business like you would protect your house...and then some!
- You have a responsibility to protect your team, your clients and data



# BUYER BEWARE!

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- THE CLOUD IS NOT BULLETPROOF
- ARTIFICIAL INTELLIGENCE (AI)

# Your Checklist (...or some of it!)

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- ✓ Regular System Updates and Security Patches
- ✓ Business-Class Endpoint Protection
- ✓ Automated Data Backups → cloud preferred
- ✓ Multi-Factor Authentication (MFA)
- ✓ Password Management
- ✓ Employee Awareness and Education
- ✓ Mobile Device Protection
- ✓ Company Policies (Usage Policies, Response & Recovery Plan)
- ✓ Cyber Insurance

# Reminder!



# 7 SECONDS

**CONVENIENT**

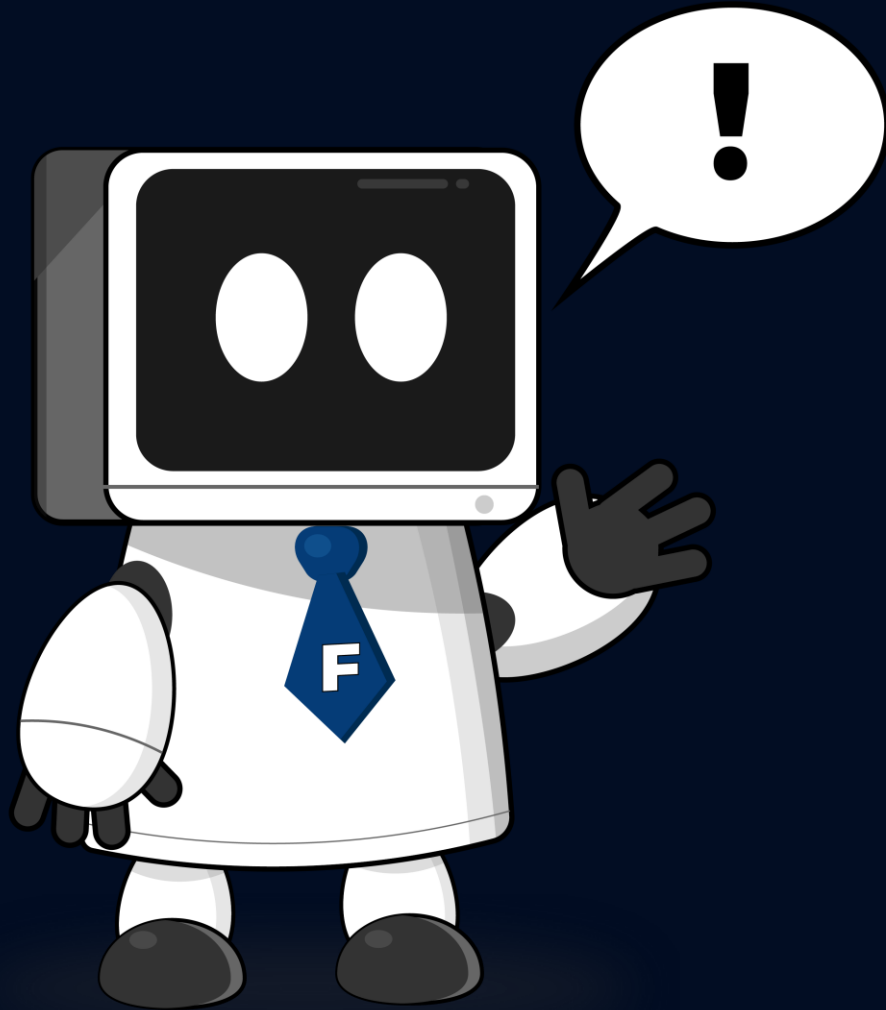


**NOT  
SECURE!**

**SECURE**



**NOT  
CONVENIENT!**



**Thank you  
and stay  
safe!**

(the bad guys are watching)