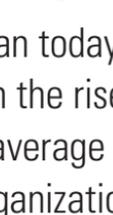# THE 4

Most Dangerous Cyber Security Threats

TO WATCH OUT FOR IN 2016

Look no further than today's headlines to see cyber crime is on the rise. No one is safe, and with the average breach costing $3.8 million[1], organizations must protect themselves from these four threats.

1

404

DDoS Attacks

WHAT
An attacker overwhelms a server with bogus traffic, causing the websites or applications hosted there to slow down or become unavailable.

BEWARE
By watching a YouTube video, anyone can learn to send DDoS attacks. If website uptime is critical, get DDoS protection.

2

Phishing Schemes

WHAT
An attacker sends a fraudulent email disguised as legitimate communication to lure recipients into clicking a malware link.

BEWARE
Phishing emails can fool even educated users because they appear to come from a well-trusted sender. Think before clicking links.
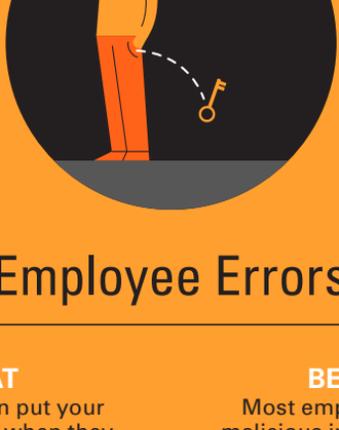
3

Poor Patch Management

WHAT
Many organizations don't force security updates on browsers, applications and databases, leaving easy access for hackers.

BEWARE
Hackers will exploit these security holes via spyware, ransomware, rootkits and spambots. Update or prepare to be hacked.
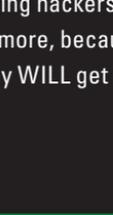
4

Employee Errors

WHAT
Employees can put your network at risk when they lose work-issued devices, share passwords or fall for phishing schemes.

BEWARE
Most employees are not malicious insiders, but they make mistakes. Reduce human error with mandatory cyber security training.
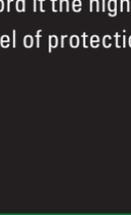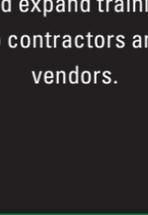
What To Do

1
Shift your thinking from erecting walls to managing risk. It's not about keeping hackers out anymore, because they WILL get in.

2
Focus on what matters most. Identify your most critical data and afford it the highest level of protection.
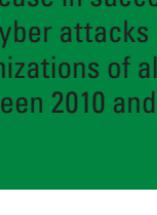
3
Provide consistent employee education, make security policies user-friendly, and expand training to contractors and vendors.
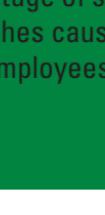
85%
Percentage of attacks that are preventable simply by updating software from Adobe, Microsoft, Oracle and OpenSSL[2]

144%
Increase in successful cyber attacks on organizations of all sizes between 2010 and 2014[3]

46%
Percentage of security breaches caused by employees[4]

What The Experts Say

"Hackers don't run into the teeth of your defense. They move from exposure to exposure until they find one that looks appealing to them."

Billy Rios, former hacker and security expert

"Think like an attacker. They have a goal in mind and will do what it takes to get it. What unique information does your organization house that they would want? Plan accordingly."

Dave Mahon, Chief Security Officer, CenturyLink

1 2015 Cost of Data Breach Study: Global Analysis, Ponemon Institute 2 U.S. CERT, Department of Homeland Security 3 Symh 2015 Cyberthreat Yearbook 4 Understand The State Of Data Security And Privacy: 2014 To 2015, Forrester

Forbes BrandVoice

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