

Below is a sample newsletter article about cybersecurity for business which organizations are welcome to use, adapt, and include in their own newsletters or other communications.

Why Cybersecurity Matters to *Your* Business

All too often business owners believe “it won’t happen to me” or “I’m too small to be targeted.” Don’t be fooled. Every business, regardless of size or industry, faces sophisticated digital threats every day. Many business owners believe they are too small to be worth a cybercriminal’s time, but many cybercriminals view smaller organizations as soft targets due to weaker defenses and use them as gateway access into larger partner networks.

Most businesses store high-value assets like customer credit cards, employee data, and critical operational files that make them prime targets for ransomware attacks. The true cost of a breach can be devastating: operational stoppage, heavy legal penalties for compliance failures, reputational damage, and possible financial ruin from recovery costs. Ignoring this threat is no longer an option, but you do not have to navigate this dangerous landscape alone.

Prevention starts with understanding where the attacks come from. Phishing emails, business email compromises, social engineering, ransomware, system vulnerabilities, and many more tactics are becoming even more dangerous with the use of artificial intelligence. But this is not inevitable; it can still be a question of “if” it will happen to your business, not “when.”

Closing Option 1

Don't wait for a costly breach to happen before you act. Start employing safeguards today to protect your company's future. Learn about effective tools and practices such as multi-factor authentication (MFA), password managers, mitigating employee risk, recovery actions and much more at an upcoming presentation *[insert presentation details]*.

Closing Option 2

Don't wait for a costly breach to happen before you act. Start employing safeguards today to protect your company's future. Learn more about the cybersecurity threats facing your business and how to mitigate them at the Wisconsin Department of Agriculture, Trade and Consumer Protection’s website at [DATCP.wi.gov](https://www.datcp.wi.gov).



QR Code for DATCP’s Bureau of Consumer Protection Website
[ConsumerProtection.wi.gov](https://www.ConsumerProtection.wi.gov)