

Cybersecurity for Wisconsin Businesses



WISCONSIN DEPARTMENT OF AGRICULTURE TRADE AND CONSUMER PROTECTION

Why We're Here



- Cyber attacks are increasing.
- Every business is a target.
- Small businesses are especially vulnerable.
- Prevention costs far less than recovery.



Learning Objectives



- Current cyber threats
- Why businesses are targeted
- Financial consequences
- Employee responsibilities
- Simple protections
- Incident response



Cybersecurity Myths



- "I'm too small."
- "I don't store valuable information."
- "My IT company handles everything."
- "We've never had a problem."



The Modern Cyber Threat



- Ransomware
- Business email compromise
- Phishing
- Identity theft
- Data breaches
- Insider threats



Why Criminals Target Small Businesses



- Easier targets
- Limited IT staff
- Less security
- Valuable banking information
- Customer information
- Supply chain access



What Do They Want?



- Money
- Bank accounts
- Credit cards
- Customer information
- Employee data
- Passwords
- Intellectual property



How It Happens



Email



Employee clicks



Malware installed



Network access



Data stolen



Ransom demand



No Industry is Immune



- Manufacturer
- Retail store
- Law office
- Farm
- Medical clinic
- Municipality



Threats – Phishing Emails



- Fake invoices
- Fake system or account login
- Fake DocuSign
- Fake package delivery



Threats – Business Email Compromise



- CEO fraud
- Invoice fraud
- Payroll fraud
- Vendor impersonation



Threats – Ransomware



- Locked or encrypted data
- Operational downtime
- Ransom demand
- Recovery – operations and reputation



Threats – Password Attacks



- Weak passwords
- Password reuse
- Infrequent changes
- Multi-factor authentication



Threats – Social Engineering



- Phone calls
- Text messages
- Fake support
- Fake vendors



Threats – Remote Work



- Wi-Fi
- Personal devices
- VPN
- Cloud storage



Threats – Mobile Device Security



- Phones
- Tablets
- Apps
- QR code scams



Threats – Artificial Intelligence



- Enhanced phishing
- Voice cloning
- Deepfakes
- Automated attacks



Business Impact – Financial Costs



- Lost sales
- Recovery costs
- Legal fees
- Insurance
- Downtime



Business Impact – Reputation Damage



- Loss of trust
- Lost customers
- Negative publicity



Business Impact – Operational Disruption



- Production stops
- Payroll interruptions
- Shipping delays
- Customer service interruptions



Legal and Regulatory Responsibilities



- Data protection
- Privacy
- Reporting requirements
- Contracts



Cyber Insurance



- What it covers
- What it doesn't
- Requirements



Supply Chain Risk



- Third-party vendors
- Software providers
- Managed service providers



Secure Your Business – Cybersecurity Framework



- Govern
- Identify
- Protect
- Detect
- Respond
- Recover



Secure Your Business – Passwords



- Strong passwords
- Password managers
- Length
- Uniqueness
- Change frequency
- Multi-factor authentication



Secure Your Business – Employee Training



- Cyber security procedures
- Response plan
- Recognize warning signs
- Phishing exercises
- Reporting



Secure Your Business – Software



- Software updates
- Why patching matters
- Automatic updates
- Firmware
- Trusted support resources



Secure Your Business – Data Backup



- Backup schedule
- 3-2-1 Rule
- Offline copies
- Cloud backups
- Restoration tests



Secure Your Business – Access Control



- Least privilege
- Role-based access
- Administrative accounts



Secure Your Business – Incident Response Plan



- Step by step checklist
- Recovery priorities
- Who to call
- How to isolate
- How to report
- How to access backups
- Vendor communications
- Public relations



Recognize the Warning Signs



- Unauthorized debit and credit charges
- Business email compromise attempts
- Unsolicited change of registered agents
- Business computers and phones are infected with ransomware/malware
- Fraudulent business loan applications
- Bill collectors are calling
- Denied credit



What To Do When A Breach Occurs



- Disconnect
- Preserve evidence
- Notify IT
- Contact bank and lenders
- Change passwords
- Report



Resources for Wisconsin Businesses



- Wisconsin Department of Agriculture, Trade and Consumer Protection
- Federal Trade Commission
- Federal Bureau of Investigation
- Local law enforcement
- Cybersecurity and Infrastructure Security Agency
- Small Business Administration



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Consumer Protection

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- Common Scams and Fraud
- Identity Theft and Privacy Protection
- Landlord and Tenant - Rights and Responsibilities
- Safe Online Shopping
- Home Improvement Contracts
- Cryptocurrency
- Artificial Intelligence (AI) for Consumer Protection
- Consumer Protection for Young Adults
- Scams and Fraud Targeting Small Businesses
- Business Identity Theft
- And many more!



Thank you!

