



Data Security:

*Protecting You and Your
Client's Information*

Let's meet your speaker...

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Today's Goal

The intent of this class is not to turn you into a data security expert, but to give you a few pieces of what you need to protect yourself and your client's information.



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So... why are we really here?

The Internet Can Be a Scary Place

Any of these look familiar?



InterContinental
Hotels Group



... but they are **REALLY** after YOU!

Hackers target small businesses because they are the low hanging fruit.



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Hackers & Malware

Overview of the Landscape

Every day, nearly **1,000,000** pieces of
Malware are released onto the
Internet...

...with **YOU** in their sites.



Small Business is **BIG \$\$\$** to Hackers

Every day, **30,000**
Consumers & Small
Business are the **victims** of:

- Identity Theft
- Credit Theft
- Malware
- Viruses



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Why Small Business?

- “Below the Radar”
- More \$\$\$ for Hackers
- Large corporations invest more in cybersecurity.
- Small Businesses Targeted Simultaneously



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Why Real Estate?



- Large 1 Time Transactions
- Collect and Store Confidential Information
- Information That's Valuable to Hackers



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What are the consequences?

- Ruined Transactions
- Damaged Reputation
- Lawsuits Filed by Angry Clients
- Government Sanctions



How Do We Protect Ourselves???

Have a Plan, and Stick To It

Step 1: Implement a **Data Security Policy**

A Written Data Security Policy



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Step 2: FOLLOW YOUR POLICIES!



Some of the biggest data breaches have occurred not because policies weren't in place, but because people didn't follow those policies.

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Laying the Groundwork for Data Security

What should our Data Policy include?

Password Protection

The Weakest Link

Risks of Weak or Repeated Passwords

Password	Time To Crack
Aquarius	9.08 Minutes
Aquarius1	1.59 Days
Aquar\$ius1	19.24 Years
Aqu57ar\$iu3s	17,400,000 Years

Using a weak or repeated password on multiple websites is a huge risk as passwords are the #1 way hackers gain access to computers and/or accounts.



Creating a Password Policy

Encourage all members of your team to use proper passwords with a mixture of numbers, symbols, lower and uppercase letters.



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Password Protecting Your Devices



Always have a password on the Lock screen and/or any folder or partition you want to be extra secure on all of your devices



Automated Password Solution Option

LastPass.com and
1Password are
among the top
rated.

LastPass...|



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Automated Password Solution Option



But... Every Password Manager on the Market including LastPass and 1Password at this point has had a major vulnerability!

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Creating a Password Policy

*How do we come up with the
“**unhackable**” password?*

*A **Manual Password** that's both safe and
different for every account?*



Base Psychology Manual Password Method

Base

Same on Every Site

2Sr#%M-

+

Psychology

What You Think of Each Site

zuck **Q1**

google **Q2**

aol1984 **Q32017**

mls



Protecting Your Devices

Are your defenses up?

Antivirus and Malware Protection

The anti-virus program you choose to protect your computer devices is the most important purchase you will make.



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That means EVERY device!



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Antivirus and Malware Protection



Avg Pro

AVG.com



Avast

Avast.com



Kaspersky

Kaspersky.com



Malware Bytes

MalwareBytes.com

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Antivirus and Malware Protection

- FREE
- Individual Anti-Virus
\$25/yr
- Individual Full Protection
or Comprehensive
Endpoint Protection
\$75-\$100/yr (YES!)



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Email Security Tips

SLOW DOWN!

Email Security Tips



- Signing up online adds emails to your Inbox. (SPAM)
- 3 Email Accounts



Email Security Tips

- Slow Down
- Employ Common Sense
- Only open email from trusted sources.



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Email Security Tips

- Never provide any personal data over email and if you do encrypt it (covered later).
- Disable all non-security email notifications on social media sites.



Email Security Tips

Do Not Click on Links From:

- Financial Institutions
- Unrecognized Senders
- Recognized Senders without taking a look



Email Security Tips

To Stop Receiving Emails:

- Unsubscribe
- SPAM/Block
- Filter or Rule



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Public Wifi?

Public Data

Computer Security Tips

- Be very careful of public Wi-Fi or Hotspots
- If using a free public Wi-Fi network or Hotspot, be sure to use a VPN (Virtual Private Network).



Wi-Fi 





In Closing

... but wait, there's more!

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Downloading Apps and Software

Patching and Updating Programs

Remotely Deleting a Device
Collecting, Storing, Transporting
and Destroying your Clients' Data

Code of Ethics & Fair Housing

Cloud Storage (DropBox = BAD)

How safe is your website?

Backing Up Your Computer Correctly

Digital and Electronic Signatures

Phishing Scams & Wire Transfer Fraud

Managing Your Online Reputation
Copyright Infringement

What do you do after being hacked?!

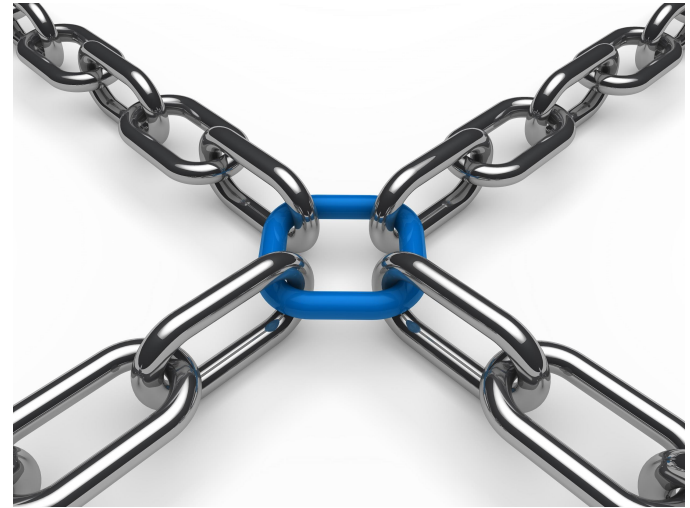
... and the list goes on!

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Closing Remarks

1. Casing the Neighborhood
- Best House on the Block
2. One Weak Link in the Chain
3. Be The Coach



Casing the Neighborhood

Do you have locks on your doors and windows?

Is your house well lit?

Do you have a security system?

Security cameras even?



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One Weak Link



One person at your organization can open a security hole that makes everyone vulnerable.



Be The Coach!

The best way to stay secure, is to work as a team!

Bring this information back to your group!



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Implement a **Data Security Policy**



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Question & Answer Time

Last Call!