3 SIMPLE STEPS BUSINESS OWNERS MUST TAKE TO PREPARE FOR NEW CYBER INSURANCE REQUIREMENTS

(And one tip you've probably never thought of)

LEAPFROG TECHNOLOGYGROUP,INC

KEEP YOUR BUSINESS FROM BEING HACKED

Simple Mistakes Business Owners Make With Their Data That We Need To Talk About

LEAPFROG TECHNOLOGYGROUP,INC

WHY THE HECK DO YOU CARE WHAT I HAVE TO SAY?

JEFF KHAN

Founder, Senior Solutions Architect, Technical Trainer, Speaker

MCT, MCTS, MCSE, MCBSS:CRM, MCDST, CNE, CCI, CCA:Netscaler, CCNP, CCNA, NETWORK+, A+

Jeff has over 26 years of experience in network systems management, advanced infrastructure and cyber security.

KATHY HIRSEKORN

Founder, Solutions Architect, Technical Trainer, Speaker

MCT, MCTS, MCPS, MCNPS, MCDST, MBSS, NETWORK+, A+

Kathy has designed and implemented technology solutions including Windows Server, Hyper-V, Active Directory, Microsoft Exchange, System Center and Citrix for over 22 years.

LEAPFROG TECHNOLOGYGROUP,INC

OUR STORY

- We founded Leapfrog Technology Group in 22 years ago after leading various Information Technology teams at Fortune 500 organizations in the prior years.
- We have led many cyber security recovery events including analyzing security events to locate the root cause all the way through recovery, including negotiations with ransomware gangs\threat actors.
- With security moving at such a fast pace today, we design and implement security solutions to increase the security posture of our clients to minimize likelihood and impact of security breaches.
- We help our customers stay in compliance with their insurance requirements as well as PCI, HIPAA, HITRUST and SOC standards.

LEAPFROG TECHNOLOGYGROUP,INC

OUR MISSION

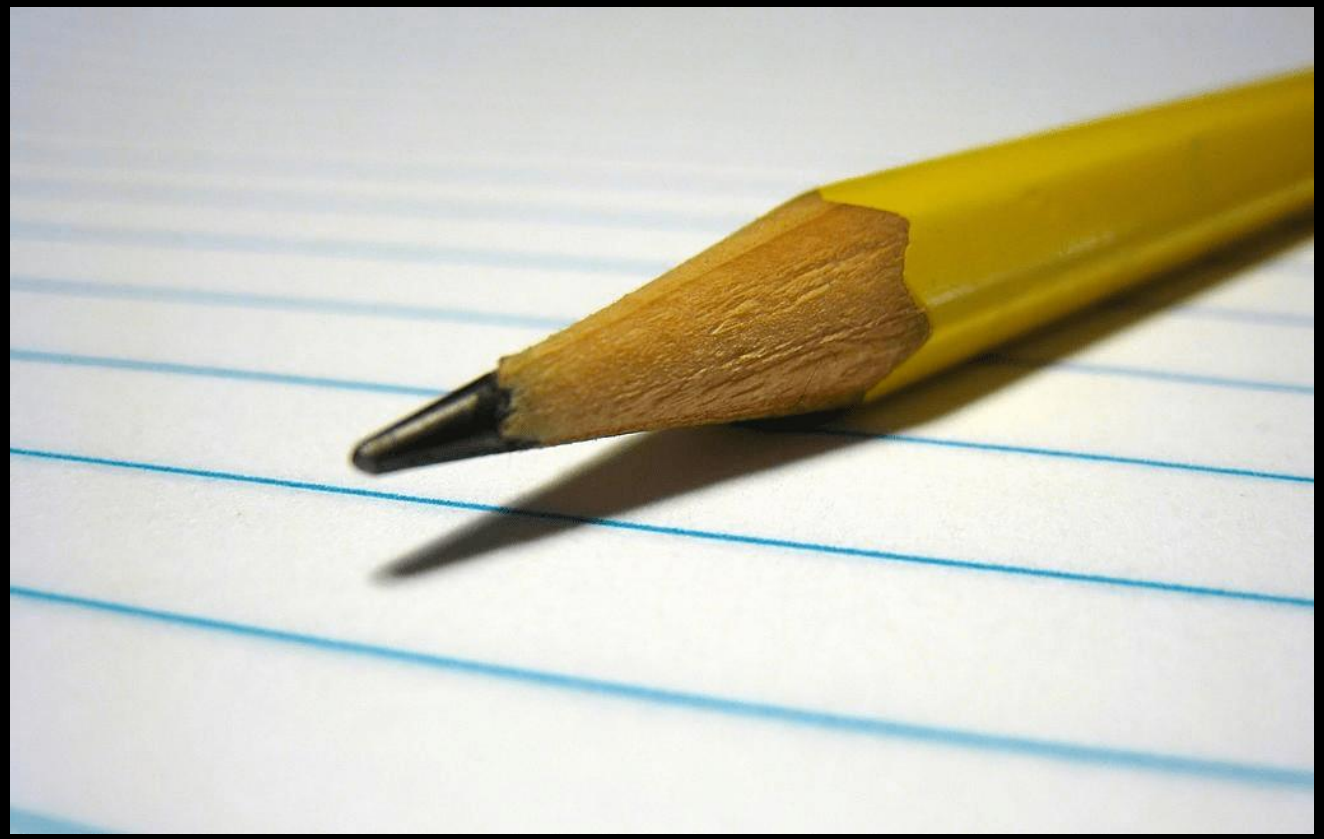
LEAPFROG
TECHNOLOGYGROUP,INC

2,265 ASSESSMENTS

IN THE LAST 12 MONTHS

LEAPFROG TECHNOLOGYGROUP,INC

GRAB SOMETHING TO WRITE WITH



LEAPFROG
TECHNOLOGYGROUP,INC

SO WHAT'S GOING ON?

DID YOU KNOW:
CYBER INSURANCE COMPANIES ARE LOSING MONEY RIGHT NOW?

LEAPFROG TECHNOLOGY GROUP, INC

SIGNIFICANT LOSS

- **AIG Insurance cut** their coverage in half
- IT forensics **costs are up 40%**
- Credit **monitoring is required**
- Attorney firms **assignments are expensive**

LEAPFROG TECHNOLOGYGROUP,INC

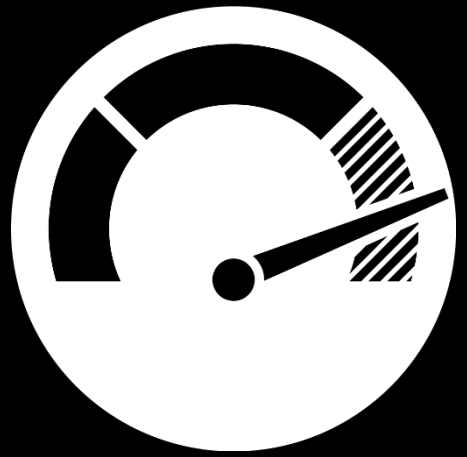
WHY?

- Ransomware Risk Increasing
- Rising Response Costs
- Increasing Ongoing Costs
- Inadequate Cybersecurity Hygiene
- Lack of Incident Response Plans
- Business Interruption

LEAPFROG TECHNOLOGYGROUP,INC

RANSOMWARE RISK IS INCREASING.

The average ransom payment
in 2020 was $300,000.



Average ransom payments are up 71% this year:
in the first 6 months of 2022, it's

$925,162

LEAPFROG
TECHNOLOGYGROUP,INC

NOT JUST RANSOMWARE

LEAPFROG
TECHNOLOGYGROUP,INC

HEIGHTENED BUSINESS EMAIL COMPROMISE (BEC) RISK

LEAPFROG TECHNOLOGY GROUP, INC

Federal Bureau of Investigation (FBI) said that the amount of money lost to business email compromise (BEC) scams continue to grow each year, with a 65% increase in the identified global exposed losses between July 2019 and December 2021.

LEAPFROG TECHNOLOGYGROUP,INC

IN 2020:

65% OF ORGANIZATIONS

SUFFERED A BUSINESS EMAIL COMPROMISE

LEAPFROG TECHNOLOGY GROUP, INC

RISK INCREASING

LEAPFROG
TECHNOLOGYGROUP,INC

RISING RESPONSE COSTS

The costs associated with responding to a cyber incident are rising.

Also have major increases in cost for security, IT, forensic and legal experts who deal with the incident and ransomware demands.

LEAPFROG TECHNOLOGYGROUP,INC

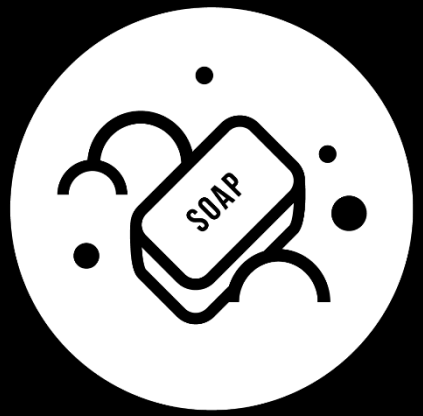
INCREASING ONGOING IT COSTS

44% of businesses planned to increase their technology budget, up 6% from the prior year.

1 in 4 businesses increased their IT spend in 2020 due to a recent security incident.

LEAPFROG TECHNOLOGYGROUP,INC

INADEQUATE CYBERSECURITY HYGIENE



Most events are preventable with simple user cyber hygiene.

Companies do not even implement tools they already own because it's annoying!

With remote users, the lack of adequate cybersecurity controls on home networks leads to even more significant exposures as those workers connect to the office.

LEAPFROG TECHNOLOGYGROUP,INC

LACK OF INCIDENT RESPONSE PLANS

Only 23% of businesses surveyed reported having an incident response plan that was applied consistently across their organization.

That means 77% of businesses have inconsistent or no plans.

LEAPFROG TECHNOLOGYGROUP,INC

BUSINESS INTERRUPTION

The costs associated with a cyber intrusion are not only related to the recovery response.

According to a recent cyber claims study, claims impacting small and midsized enterprises resulted in an average of $343,000 in business interruption expenses as the breached organizations worked to get back up and running.

LEAPFROG TECHNOLOGYGROUP,INC

IF YOU WERE AN INSURANCE COMPANY, WHAT WOULD YOU DO?

LEAPFROG TECHNOLOGY GROUP, INC

WHAT IS CYBER INSURANCE

- Policies that help cover the financial losses that result from cyber events and incidents.
- Cyber-risk coverage helps with the costs associated with remediation, legal assistance, investigators, crisis communicators, and customer credits or refunds.

LEAPFROG TECHNOLOGYGROUP,INC

COVERAGE EXAMPLES

- Extortion Demands
- Data Recovery (locked, stolen, altered)
- Legal Fees
- Hiring Forensics Investigators
- Repair or Replace Damaged or Compromised Systems $$$
- Customer Notification Fees
- Restoring Identities to Customers whose PII was compromised

LEAPFROG TECHNOLOGYGROUP,INC

EXCLUDED PREVENTABLE SECURITY ISSUES

- Cyber events initiated and caused by employees or insiders
- Failure to correct a known vulnerability
  - (Windows 7 being present in your environment, multi factor (MFA) authentication on your user accounts as examples)
- Cost to improve technology systems, including security hardening in systems or applications
- Infrastructure failures not caused by a purposeful cyber attack
- Preexisting cyber events, such as incidents that occurred before the policy was purchased

LEAPFROG TECHNOLOGYGROUP,INC

WHAT CAN YOU DO TO MINIMIZE THE LIKLIHOOD OF SUFFERING AN INTRUSION?

LEAPFROG TECHNOLOGYGROUP,INC

WHAT ARE YOU DOING WRONG?

BELIEVING ANTIVIRUS IS ENOUGH

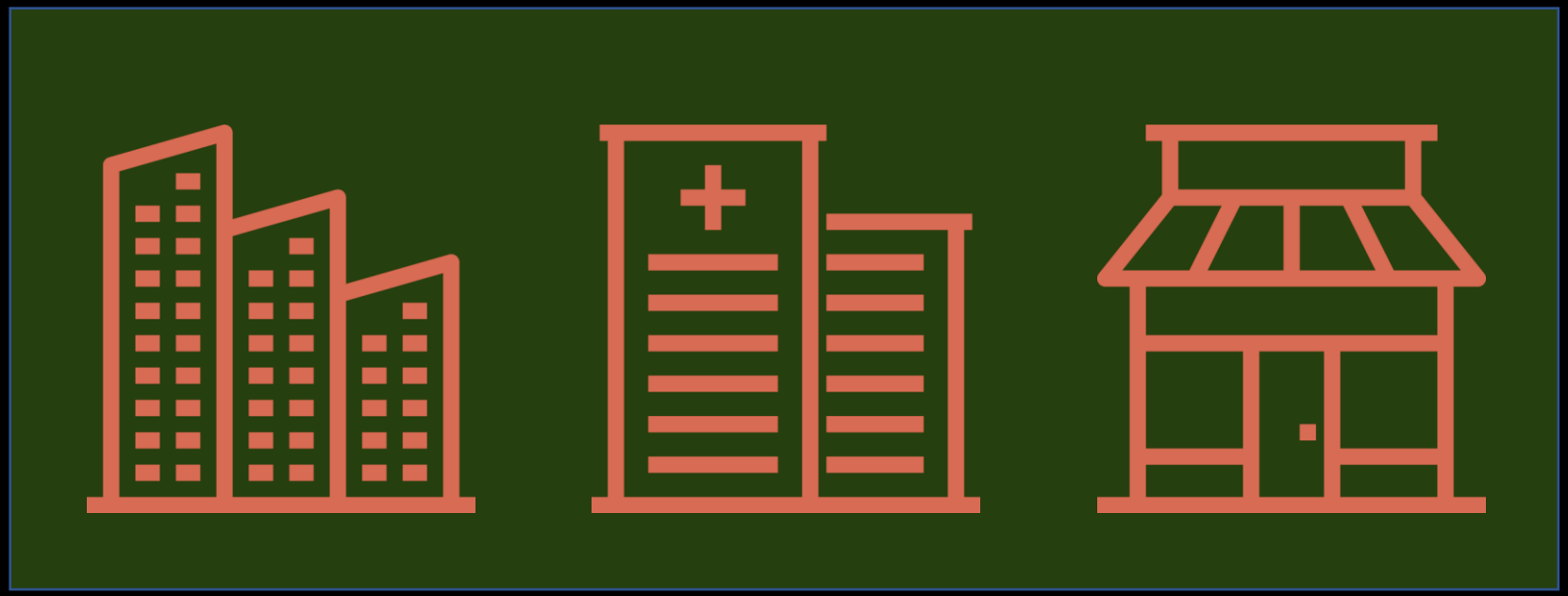
MISSING THE WARNING SIGNS

NOT SEEKING VALIDATION

LEAPFROG TECHNOLOGYGROUP,INC

75 PERCENT OF RANSOMWARE VICTIMS REPORT HAVING UP TO DATE ANTIVIRUS

LEAPFROG TECHNOLOGYGROUP,INC



LEAPFROG
TECHNOLOGYGROUP,INC

WHAT DOES THAT MEAN?

THEY THOUGHT THEY WERE SAFE

WHAT DOES THAT MEAN?

THEY WERE INVESTING IN SECURITY

WHAT DOES THAT MEAN?

ATTACKERS STILL GOT IN

HOW DOES THAT HAPPEN?

HACKERS ARE CONSTANTLY EVOLVING

LEAPFROG TECHNOLOGYGROUP,INC

HOW DOES THAT HAPPEN?

HACKERS ARE CHANGING TACTICS

LEAPFROG TECHNOLOGYGROUP,INC

HOW DOES THAT HAPPEN?

HACKERS BYPASS ANTIVIRUS

HOW DOES THAT HAPPEN?

ANTIVIRUS IS LIKE YOUR IMMUNE SYSTEM

HOW DOES THAT HAPPEN?

ANTIVIRUS LOOKS FOR PATTERNS IN FILES

HOW DOES THAT HAPPEN?

IF ANTIVIRUS HAS NOT SEEN A FILE BEFORE, IT ASSUMES IT IS GOOD

LEAPFROG TECHNOLOGYGROUP,INC

HOW DOES THAT HAPPEN?

HACKERS KEEP CHANGING THEIR FILES AND ANTIVIRUS JUST CAN'T KEEP UP

LEAPFROG TECHNOLOGYGROUP,INC

HOW DOES THAT HAPPEN?

EVEN "ARTIFICIAL INTELLIGENCE" NEEDS TO LEARN, MAKING IT SLOWER TO RESPOND THAN THE HACKERS

LEAPFROG TECHNOLOGYGROUP,INC

IN SECURITY, WHAT WORKED YESTERDAY DOES NOT WORK TODAY.

DARK WEB PRICES 2022:

- PayPal transfers from stolen account = $15
- Hacked Uber account = $15
- Hacked Gmail account = $65
- Credit card details, account balance up to 1,000 = $80
- 50 Hacked PayPal account logins = $150

LEAPFROG TECHNOLOGYGROUP,INC

SMALL FINANCIAL SERVICES FIRM EXAMPLE

LEAPFROG TECHNOLOGYGROUP,INC

BEFORE COVID, MOST OF THEIR USERS WORKED AT THE OFFICE

LEAPFROG TECHNOLOGY GROUP, INC

SMALL FINANCIAL SERVICES FIRM:
IN-OFFICE

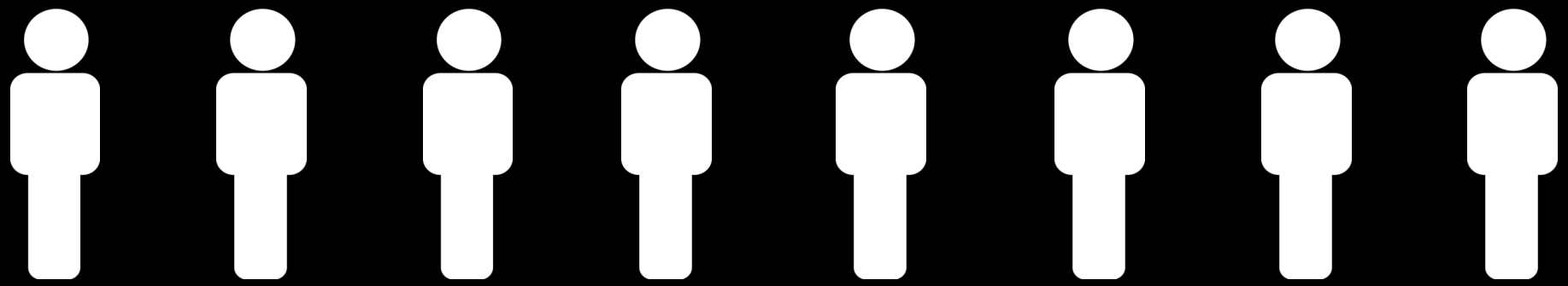
- Protection was easier and centralized
- Antivirus protected the computers
- If an attacker got past the antivirus (which they often do) the corporate firewall stopped them from exfiltrating data out

LEAPFROG TECHNOLOGYGROUP,INC

SMALL FINANCIAL SERVICES FIRM TODAY:
USERS WORKING AT HOME, COFFEE SHOPS, AND THE OFFICE

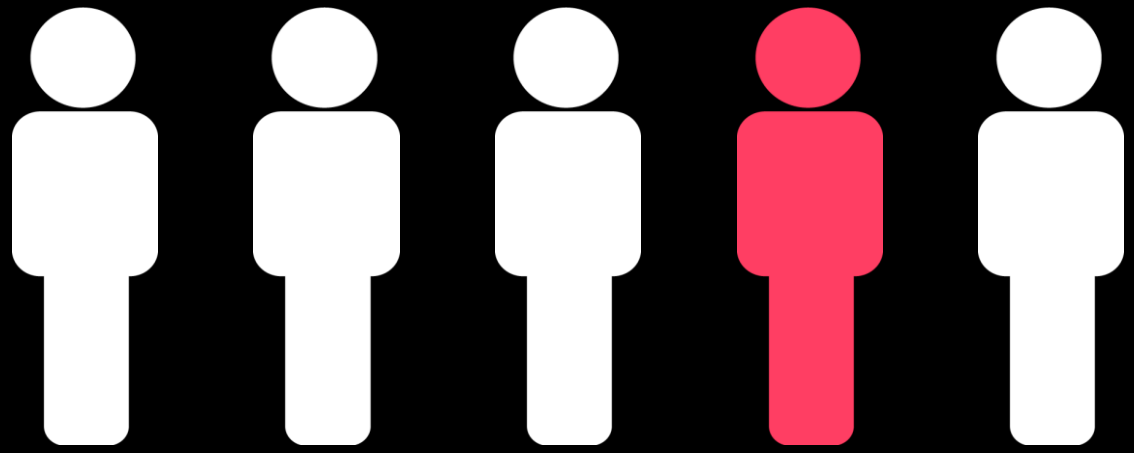
- People use very inexpensive firewalls at home or none at all
- When the hacker gets past the antivirus, there's no corporate firewall or configurations to stop them

LEAPFROG TECHNOLOGYGROUP,INC



1 OF THEIR 17 USERS WAS PHISHED

LEAPFROG
TECHNOLOGYGROUP,INC



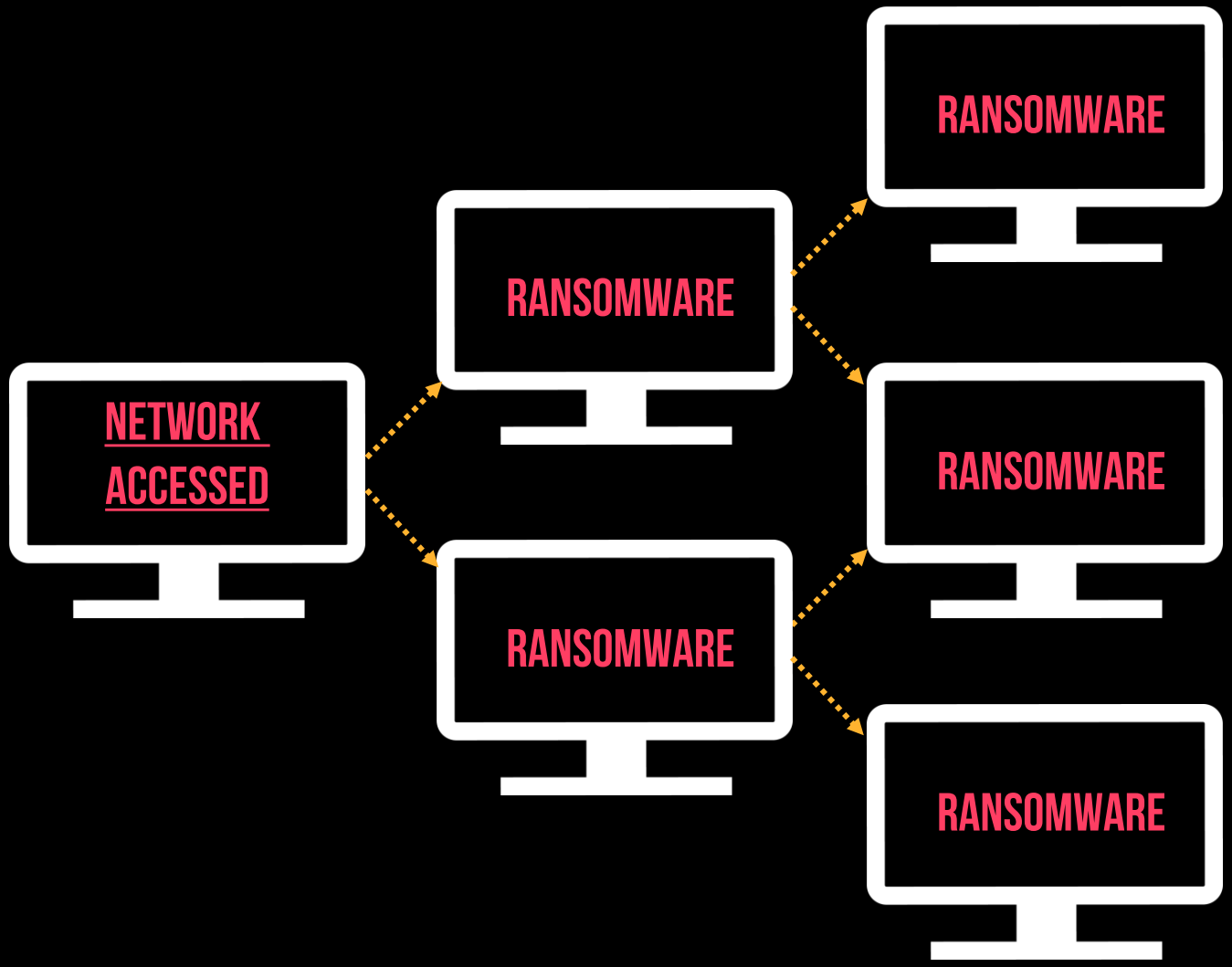
1 OUT OF 5 USERS
WILL CLICK A MALICIOUS LINK

LEAPFROG
TECHNOLOGYGROUP,INC

THE HACKER GOT
PAST THEIR ANTIVIRUS

ACCESSED THEIR NETWORK

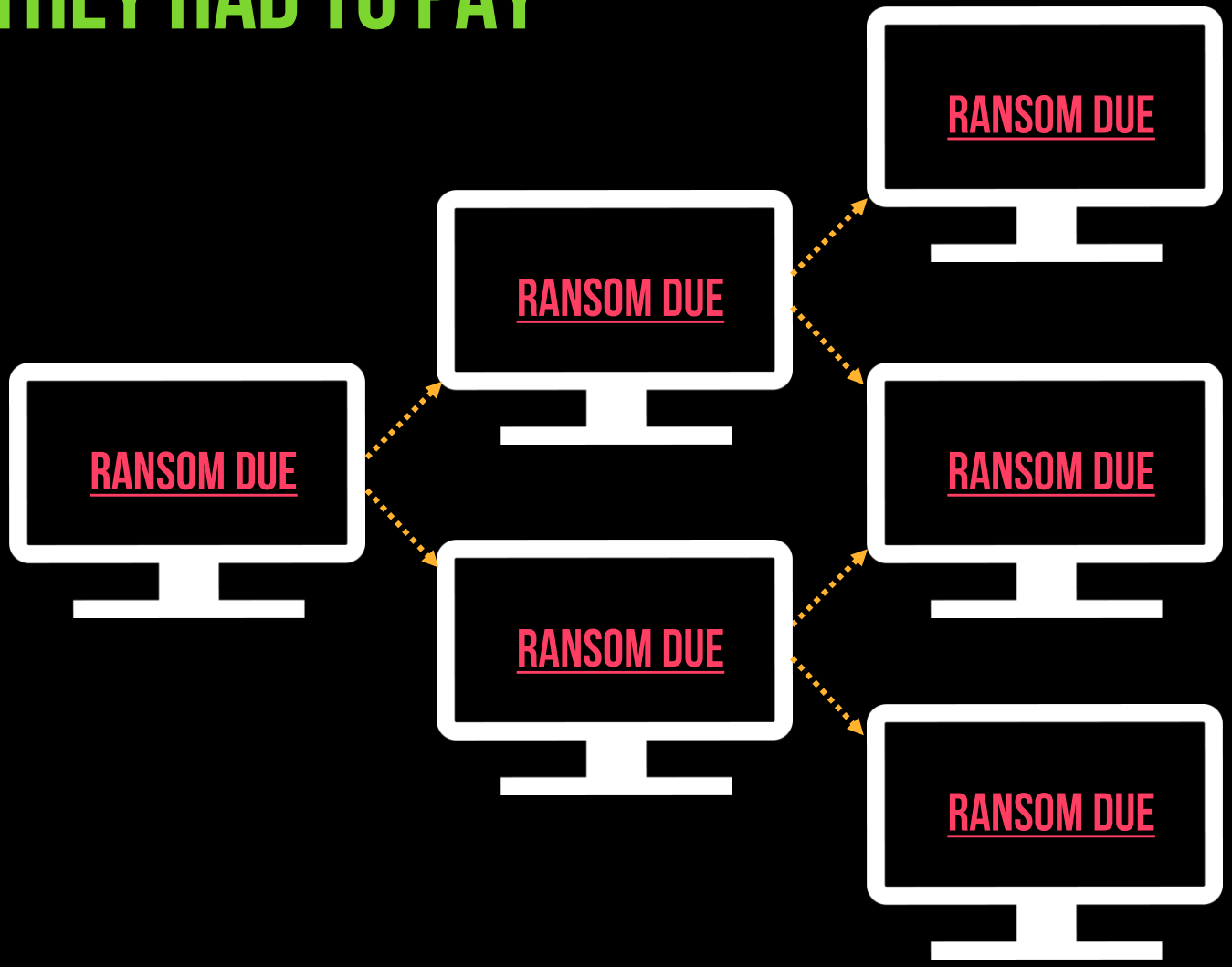
LEAPFROG
TECHNOLOGYGROUP,INC



THE RANSOMWARE SPREAD TO ALL CONNECTED COMPUTERS

LEAPFROG TECHNOLOGY GROUP, INC

THEY HAD TO PAY



13 DAYS
DOWNTIME

+

PAID
THE RANSOM ITSELF

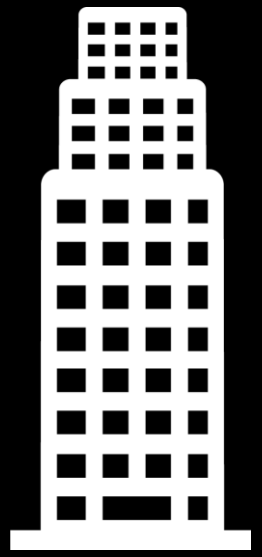
+

LABOR
INTERNAL STAFF WORKING
24x7 TO RECOVER

LEAPFROG
TECHNOLOGYGROUP,INC

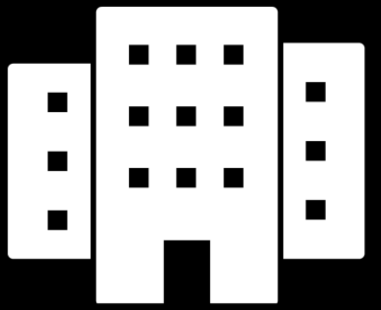
ALL BUSINESSES ARE AT RISK

Small Business



Big Business

Business in the Cloud



All Businesses

LEAPFROG TECHNOLOGYGROUP,INC

HAVE TO PAY THE RANSOM

Small Business

Big Business

Business in the Cloud

All Businesses

LEAPFROG TECHNOLOGY GROUP, INC

WHAT CAN YOU DO?

MAKE SURE MORE THAN ANTIVIRUS IS PROTECTING YOUR USERS, DATA AND REPUTATION.

LEAPFROG TECHNOLOGYGROUP,INC

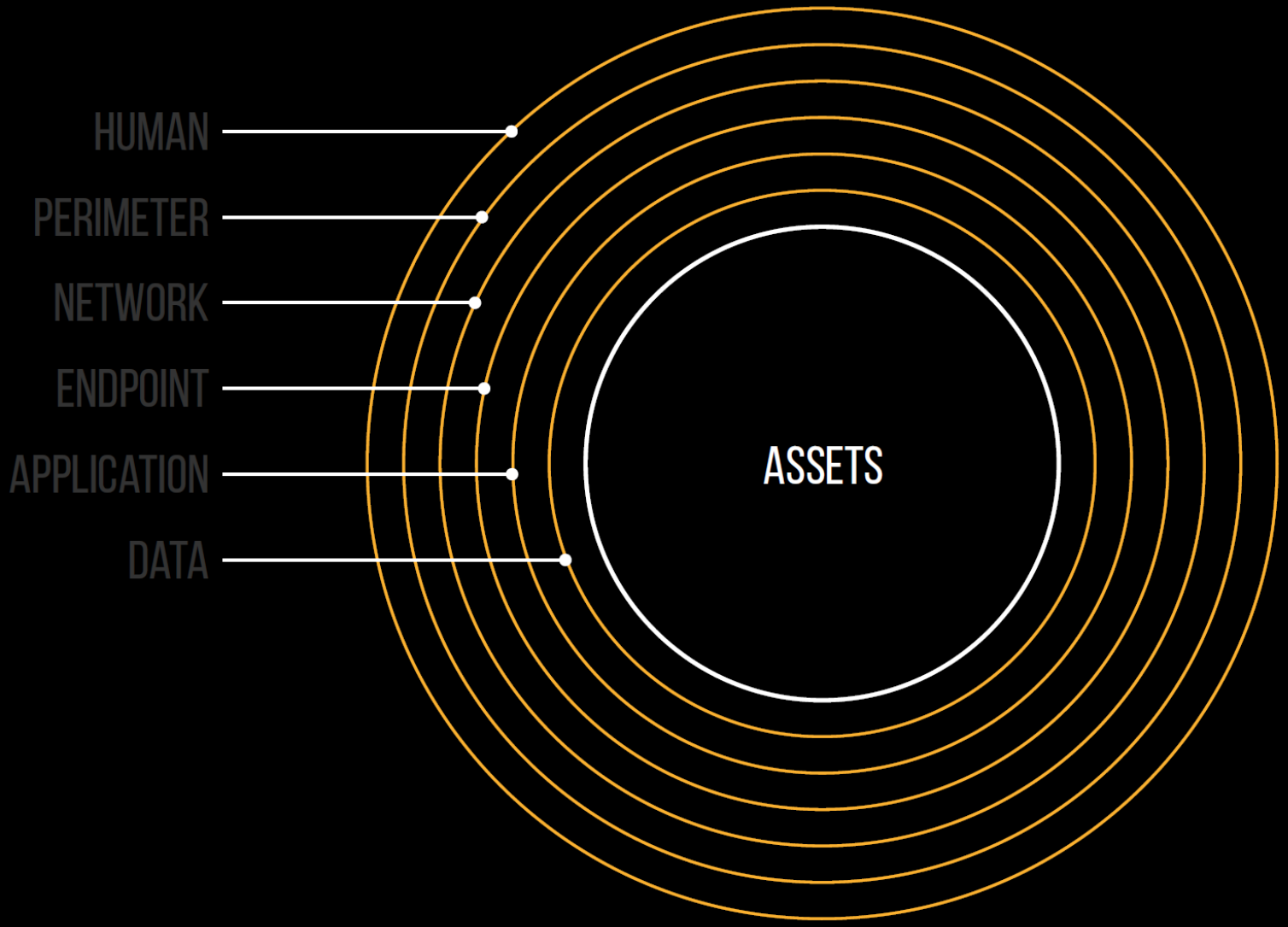
HOW TO PROTECT

What you are probably doing

What you should be doing

	Not Enough	Essentials	Advanced	Premium
Desktop Antivirus	✓	✓	✓	✓
Virus Email Alert Monitoring	✗	✓	✓	✓
Business Cyber Insurance Policy Review	✗	✓	✓	✓
Email Phishing Tests	✗	✗	✓	✓
End-User Security Awareness Training	✗	✗	✓	✓
Dark Web Scan	✗	✗	✓	✓
Identification of PII	✗	✗	✓	✓
Internal Penetration Test	✗	✗	✓	✓
Malware Removal and Remediation	✗	✗	✗	✓
External Vulnerability Scan	✗	✗	✗	✓
Internal Vulnerability Scan	✗	✗	✗	✓
Microsoft 365 Analysis	✗	✗	✗	✓

LEAPFROG TECHNOLOGYGROUP,INC



LEAPFROG TECHNOLOGY GROUP, INC

OUR SECURITY TEAM BUILT ONE OF THE MOST COMPREHENSIVE CYBER INSURANCE ANALYSIS AVAILABLE

LEAPFROG TECHNOLOGY GROUP, INC

COMBINED OVER 13 DIFFERENT CYBER SECURITY INSURANCE ASSESSMENTS

LEAPFROG TECHNOLOGY GROUP, INC

WHAT DO THEY EXPECT NOW?

- Do you restrict logins based on geography?
- Do you use 3-2-1 backup for data?
  3 copies, 2 types of media, 1 off site
- Are your backups air-gapped – separate from your network?
- Does ‘all’ corporate access require MFA or biometrics?
- Do all employees attest to security training annually?
- Are permissions to data and old user accounts reviewed monthly?
- Do you encrypt your operating system drives?
- No user accounts have admin access on the same account they login with daily?

LEAPFROG TECHNOLOGYGROUP,INC

WHAT DO THEY EXPECT NOW?

- Do you perform anti phishing email tests quarterly?
- Are security cameras on a separate secured network?
- Does your email system prevent PHI\PII from being emailed?
- Do you have a documented disaster recovery plan?
- Do you have a documented incident response plan?
- Do all employees attest to security training annually?
- Based on your plan, # of hours to restore full business operations?
- How often do you test the recovery procedures?
- Are all users required to change their passwords?

LEAPFROG TECHNOLOGYGROUP,INC

SECURITY AWARENESS TRAINING EXAMPLES

BEC - Phishing the Stream

Life has been hectic for Mike's family with his daughter spending 3 months in the hospital, but things are starting to look up – until a crucial loan is denied. Mike discovers

Duration: 4 minutes

BEC - You Never Call...

After her husband's wrongful arrest, Megan desperately researches what might have led to his stolen identity. She uncovers a case of Business Email Compromise, and hurries to

Duration: 4 minutes

BEC - You Never Call... (ANIME STYLE)

After her husband's wrongful arrest, Megan desperately researches what might have led to his stolen identity. She uncovers a case of Business Email Compromise, and hurries to

Duration: 4 minutes

Breach Awareness - Breach Avoidance

This course presents scenarios of typical phishing and malware attacks that can lead to breaches, and guides the user through the risks to the preferred avoidance

Duration: 10 minutes

Breach Awareness - Introduction

This introductory course presents the concept of data breaches by looking at some different types of breaches and typical consequences of breach incidents. Best

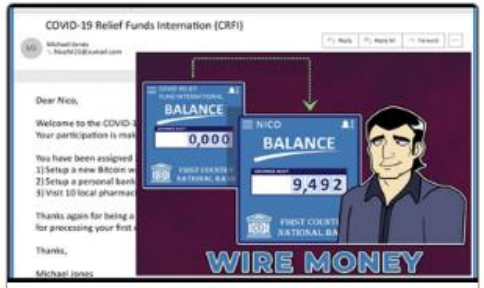
Duration: 10 minutes

Breach Awareness - Readiness and Response

Data shows data breaches at small businesses are mainly caused by negligence

Callback Scam - Call Me

Flagstar Bank was compromised in a data breach that stole the personal information of more than 1.5 million customers. Call



Charity Scams - Charity Case

Hackers trick people into becoming money mules by creating fake organizations or charities as a front for their criminal

Credential Hygiene - Sleuth or Consequences

Networking & security giant, Cisco, revealed a threat actor breached their network by

Cryptomining - Cryptominer Pants on Fire

In this episode, a phone overheats and explodes. It might have been a product

PHISHING TESTS

UPS In Transit Notification

Customize Template

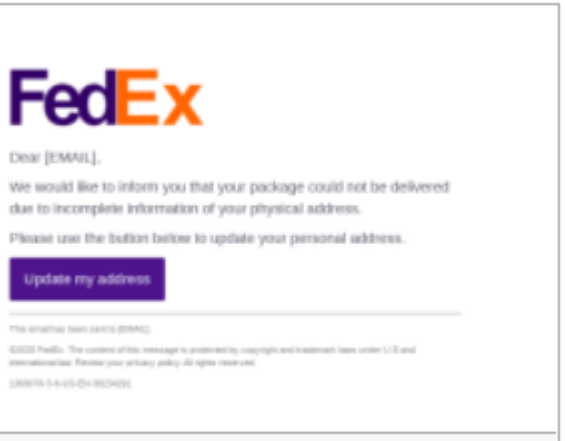
Bank of America Account Lock

Customize Template

Facebook Account Locked

Customize Template

FedEx Last Reminder



Customize Template

LEAPFROG TECHNOLOGYGROUP,INC

DO YOU EVER GET
X-RAYS AT THE DENTIST?

ABSOLUTELY

WHY?

PROBLEMS YOU CANNOT DETECT WITH THE NAKED EYE

LEAPFROG TECHNOLOGYGROUP,INC

HAVE YOU EVER HAD AN X-RAY OF YOUR NETWORK?

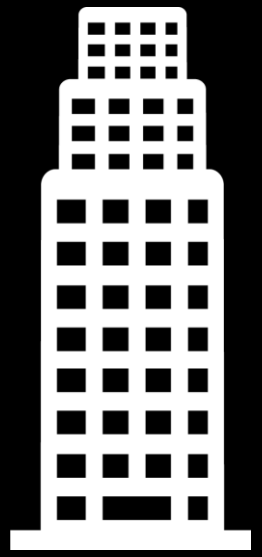
LEAPFROG TECHNOLOGYGROUP,INC

HAVE YOU EVER HAD YOUR SECURITY ANALYZED?

YOU MIGHT BE THINKING
YOU ARE TOO SMALL

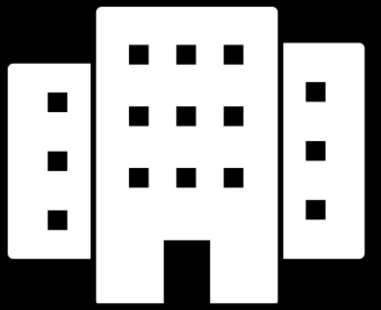
ALL BUSINESSES ARE AT RISK

Small Business



Big Business

Business in the Cloud



All Businesses

LEAPFROG TECHNOLOGYGROUP,INC

WOULD YOU EVER
PROOFREAD YOUR OWN WORK?

DON'T ALLOW YOUR I.T. PEOPLE TO DO IT EITHER

LEAPFROG TECHNOLOGYGROUP,INC

IF YOU HAVE EVER HAD A
BREACH, DATA LOSS OR RANSOMWARE

LEAPFROG
TECHNOLOGYGROUP,INC

IF YOU CAN LOG INTO YOUR BUSINESS EMAIL
WITHOUT BEING PROMPTED FOR
AN ACCESS TOKEN ON YOUR PHONE

LEAPFROG
TECHNOLOGYGROUP,INC

IF YOU ARE GETTING
WARNING MESSAGES OR POPUPS

IF YOU ARE ONLY USING ANTIVIRUS

LEAPFROG
TECHNOLOGYGROUP,INC

IT IS TIME TO GET A SECURITY ANALYSIS

I KNOW YOU ARE THINKING "THAT ISN'T MY JOB"

- Who will be responsible for communicating to your clients if you have a breach?
- Who will deal with negotiating the ransom if you get ransomware?
- These responsibilities usually fall on the business owner's shoulders

LEAPFROG TECHNOLOGYGROUP,INC

HELP PROTECT
SMALL AND MIDSIZE BUSINESSES

LEAPFROG
TECHNOLOGYGROUP,INC

We will:

Analyze your network

Meet with you and review the results

Give you simple steps you can take to protect yourself and your data

LEAPFROG TECHNOLOGYGROUP,INC

We will not need

ADMINISTRATIVE CREDENTIALS

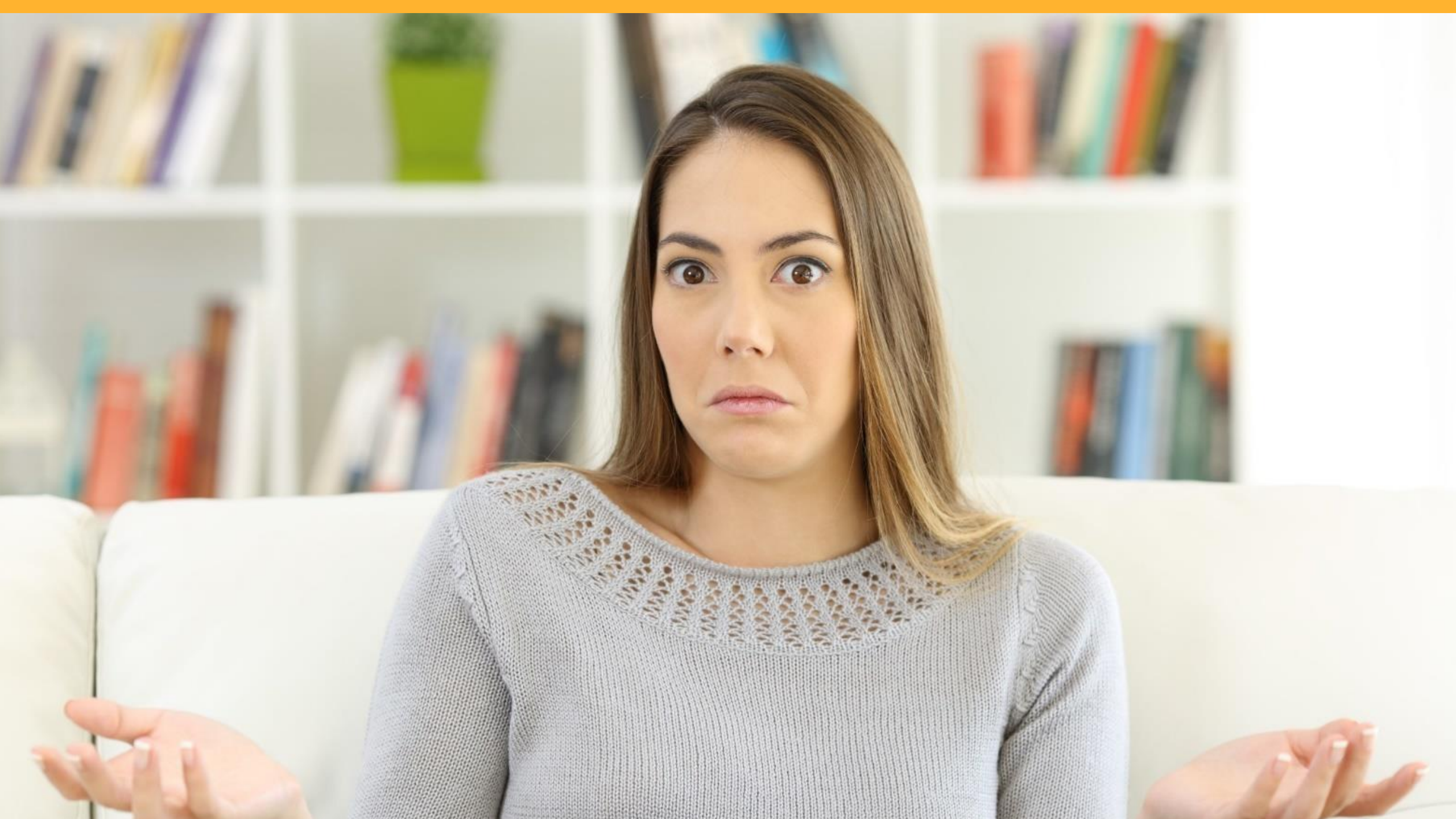
Will you have to get

YOUR IT DEPARTMENT INVOLVED?

LEAPFROG TECHNOLOGYGROUP,INC

We will not

INSTALL ANYTHING



Here's what you can do:

GET A FREE 3RD PARTY CYBER SECURITY NETWORK ANALYSIS

WWW.INEEDLEAPFROG.COM/ANALYSIS

LEAPFROG TECHNOLOGYGROUP,INC

Here's what you can do:

GET A FREE 3RD PARTY CYBER INSURANCE READINESS ASSESSMENT

WWW.INEEDLEAPFROG.COM/INSURANCE

LEAPFROG TECHNOLOGYGROUP,INC

QUESTIONS?

SECURITY OR INSURANCE