

Protecting Your Identity Online and Why It's Important to Your Business

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Cyber Summit
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Agenda

- Protecting Your Identity to Protect Your Business

- Threats to Your Identity

- Best Practices for Personal and Professional Identity Management

- Q&A



Why Protecting Your Identity Matters to Your Business

Why Protect Yourself

- According to CrowdStrike, 80% of all breaches use compromised identities
- For small business professionals, personal and business identities are closely intertwined
- Many small business professionals are owner, officer, director and key executive, with personal guarantees, or even personal accounts, to run the business

Identity Theft Impact

Fraud and financial theft on an individual can have both an immediate and long-term impact on business credit standing:

- Banking arrangements, payroll and tax payments, etc.
- Illegal purchases from your accounts and credit facilities
- Loans, mortgages and lines of credit taken out in your name
- The sale of your home or other assets
- Crimes committed in your name
- Government benefits and identities in your name

Identity theft scams on the rise in Canada...

ID theft cases are on the rise in Canada, with 12.46 incidents per 100,000 residents, according to 2019 identity theft statistics.

(Source: Statista; NBC.ca)

When we compared this figure to identity theft Canada cases per **100,000** residents in **2010**, which stood at **2.3**, we can see that ID theft cases have increased **six times** in the span of a decade.

Digital ID fraud attempts have risen by 218% since the outbreak of the COVID-19 pandemic.

(Source: Transunion.ca)

Credit card fraud statistics for Canada also show that there have been more attempts at this type of crime since the start of the pandemic.

Identity theft scams on the rise in Canada...

The Canadian Anti-Fraud Centre collects information on fraud and identity theft. We provide information on past and current scams affecting Canadians. If you think you're a victim of fraud, [report it!](#)

Recent scams and fraud



The impact of fraud so far this year

As of September 30, 2022

Reports of fraud:

68,259

(107,139 in 2021)

Victims of fraud:

43,476

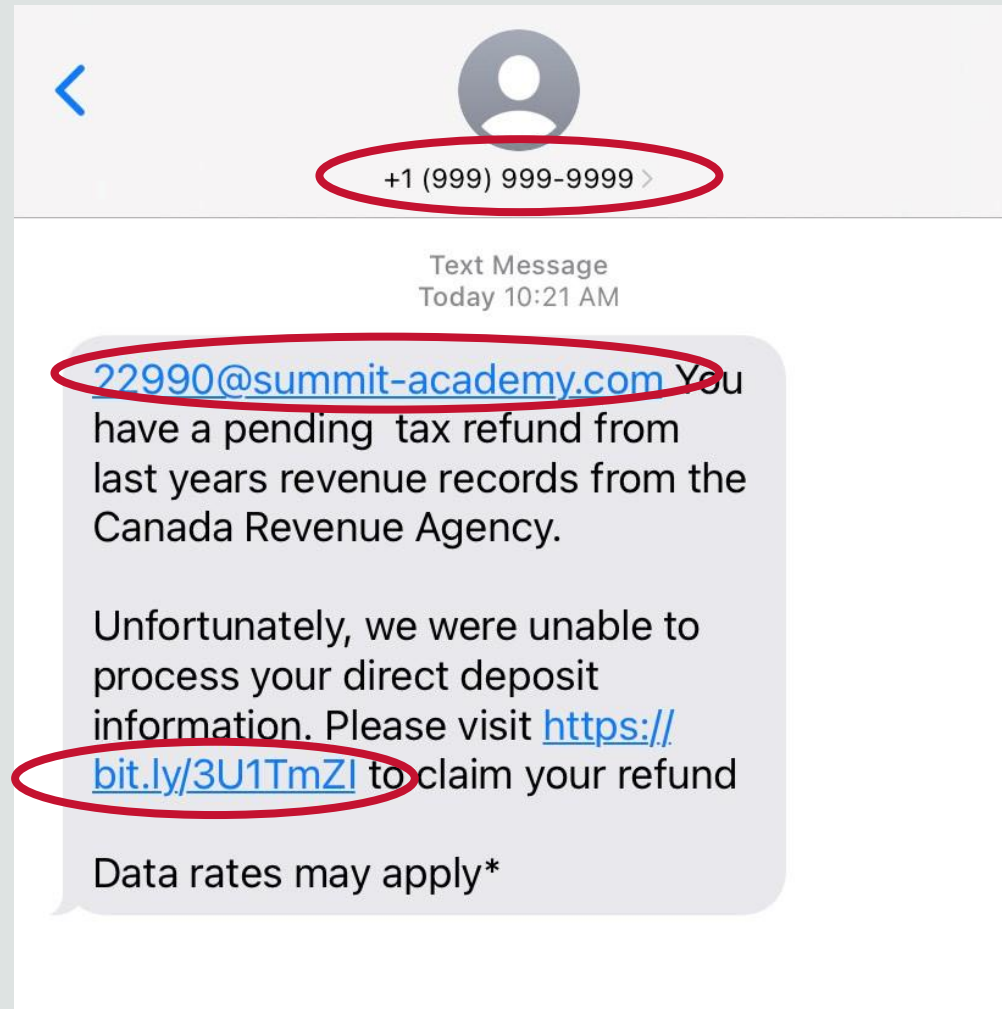
(68,061 in 2021)

Lost to fraud:

\$362.7 M

(\$383 M in 2021)

Spoof Text



SpooF Banking Website

The image shows a spoofed RBC Royal Bank website. The header includes the RBC logo, the text "RBC Royal Bank®", and navigation links for "RBCRoyalBank.com", "Customer Service", and "Français". The date "Aug 20, 2019" is displayed in the top right corner.

The main content area features a "Sign In to RBC Express Online Banking" section with the following fields and options:

- Sign In ID:** A text input field with a "Remember my Sign In ID" checkbox and a "Learn More" link.
- Password:** A text input field with a "Forgot Password" link.
- Token Number:** A text input field with a "Help with Token" link and the note "(if required)".
- A "Sign In" button.
- A "First Time Sign In?" link.

On the left side, there are two navigation menus:

- How Can We Help?**
 - Get Sign In Help
 - View System Requirements
 - Bookmark This Page
 - Contact Us
 - Sign Up For Training
- RBC Express Highlights**
 - Fact Sheet
 - Interactive Demo
 - RBC Express Mobile

On the right side, there are two promotional banners:

- RBC Commercial Cards Program:** "Gain control over company expenses and insights on spending." Includes a "Learn More" button and an image of a Visa card.
- RBC Express. Now on your mobile device:** "Take your business banking with you." Includes an image of a woman using a mobile device.

Spoof Message on Social Media

Scott Witt @scottwitt
Chief Brand Officer by day. Picture Maker and Gonzo Mixologist by night.
1,523 Following 1,605 Followers
Joined May 2008

Support Team | Twitter
Case ID 7435293

Hey Sergiu Gatlan

Your account has been flagged as inauthentic and unsafe by our automated system, spreading hate speech is against our terms of service. We at twitter take the security of our platform very seriously. That's why we are suspending your account in 48h if you don't Complete the authentication process.

To authenticate your account, follow the link below tinyurl.com/4xd4wmty

If you found this helpful don't forget to rate our official app in the App store or Google play.

Thank you
Twitter Support Team.

5:28 AM

Jessica
Is this item still available?

Jessica
??

Jessica
Can i call you ?

Jessica
Okay send me your cell phone number. I contact with you..

??

The buyer wants to know the seller's cellphone information

Yes why?

No thanks, I prefer to message here

I'm glad you are all doing great, my families are good too things are growing up really fast which scares us how time flies and did you hear about the benefits I got recently from the Contingency Fund for Emergencies (CFE) COVID-19 Corona virus?

I haven't. What is that?

They help me with some iteams like non-perishable food items, soap, toilet paper and a sum of \$50,000 cash. Fill prescriptions of essential medicines so you have enough if you need to stay home or go work. You can also apply for the Contingency Fund for Emergencies.

Identity Fraud

Targeted Information

- What are they looking for?
 - Email address(es)
 - Home address, phone numbers
 - S.I.N. / S.S.N., driver's license, etc.
 - Login credentials
 - Online transactions
 - Online search activities
 - Medical history
 - Date of birth
 - Browsing history
- From social media posts:
 - Birthdays, events, school history, relative and pet names, anything that can help them pretend to be you



Best Practices

Block Tracking & Data Sharing with Your Browser

Settings

Search settings

Profiles

Privacy, search, and services

Appearance

On startup

New tab page

Share, copy, and paste

Cookies and site permissions

Default browser

Downloads

Family safety

Languages

Printers

System

Reset settings



Hi Larry, we value your privacy.

We will always protect and respect your privacy, while giving you the transparency and control you deserve. [Learn about our privacy efforts](#)

Tracking prevention ?

Websites use trackers to collect info about your browsing. Websites may use this info to improve sites and show you content like personalized ads. Some trackers collect and send your info to sites you haven't visited.

Tracking prevention

Basic

- Allows most trackers across all sites
- Content and ads will likely be personalized
- Sites will work as expected
- Blocks known harmful trackers

Balanced (Recommended)

- Blocks trackers from sites you haven't visited
- Content and ads will likely be less personalized
- Sites will work as expected
- Blocks known harmful trackers

Strict

- Blocks a majority of trackers from all sites
- Content and ads will likely have minimal personalization
- Parts of sites might not work
- Blocks known harmful trackers

Blocked trackers >

View the sites that we've blocked from tracking you

Exceptions >

Encrypt Email

The screenshot displays the Microsoft Word interface for composing an email. The ribbon is set to 'Options', and the 'Encrypt' button is highlighted with a red box. A dropdown menu is open, showing the following options: 'Encrypt-Only', 'Do Not Forward', 'Confidential \ All Employees', and 'Highly Confidential \ All Employees'. The 'Encrypt-Only' option is also highlighted with a red box. The email content area shows a 'Send' button, a 'To' field with 'NPC Support;', and a 'Subject' field with 'Test Email'. The text 'Please see sensitive info below:' and 'Thanks,' is visible in the email body.

Test Email - Message (HTML)

File Message Insert Draw **Options** Format Text Review Help Tell me what you want to do

Themes Colors Fonts Effects Page Color Bcc From Encrypt Use Voting Buttons Request a Delivery Receipt Request a Read Receipt Save Sent Delay Direct Item To Delivery Replies To More Options

Send To NPC Support; Cc Bcc Subject Test Email

Set permission on this item

- Encrypt-Only
- Do Not Forward
- Confidential \ All Employees
- Highly Confidential \ All Employees

Please see sensitive info below:

Thanks,

Open Web Monitoring

Google Alerts

Get alerted by Google when information you specify appears on the Internet

- Very simple to set up
- Powerful if someone attempts to impersonate you or your business
- More valuable than in the past because of “doxing”-- posting stolen information on the Internet when companies refuse to pay ransoms

Alerts

Monitor the web for interesting new content

🔍 NPC DataGuard



This will create an email alert for nopanicwebmail@gmail.com.

Create Alert

Show options ▾

Alert preview

There are no recent results for your search query. Below are existing results that match your search query.

NEWS

Having incident response plan in place ahead of a cybersecurity crisis will help mitigate risks

The Globe and Mail

Globe Advisor editor Pablo Fuchs spoke with Darren Mar, national sales manager at **NPC DataGuard** in Markham, Ont., about the measures advisors can ...

www.google.com/alerts

Google Alert - NPC DataGuard



Google Alerts <googlealerts-noreply@google.com>

To Larry Keating (KT)

[If there are problems with how this message is displayed, click here to view it in a web browser.](#)

[Reply](#) [Reply All](#) [Forward](#) [Print](#) [More](#)

Thu 2022-05-05 9:01 PM

[EXTERNAL - Use caution when opening attachments or links.]

Google Alerts

NPC DataGuard

Daily update · May 6, 2022

NEWS

[Advisors need to know they're a target, warns expert | Wealth Professional](#)

Wealth Professional

NPC DataGuard has done 90 webinars on safe computing for the financial professional during the pandemic.

One of his key recommendations is to get ...



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[See more results](#) | [Edit this alert](#)

You have received this email because you have subscribed to **Google Alerts**.

[Unsubscribe](#) | [View all your alerts](#)

Google will now remove elements of your PII on request

The screenshot shows the Google Search Help interface. At the top left is the 'Google Search Help' logo with a hamburger menu icon. To its right is a search bar containing the text 'Describe your issue'. Further right are a grid icon and a blue 'Sign in' button. Below the logo are links for 'Help Center', 'Community', and 'Announcements'. On the right side of the top navigation bar is a 'Google Search' link with an external link icon. The main content area features a large heading 'Request to remove your personal information on Google' and a sub-heading 'Use the options below, to contact Google about a personal information removal.' Below this is a form titled 'What do you want to do?' with two radio button options: 'Remove information you see in Google Search' and 'Prevent information from showing in Google Search'. On the right side of the page, there is a 'Help' section with two links: 'Remove your personal information from Google' and 'Problems with Google Search'.

Google Search Help

Describe your issue

Sign in

Help Center Community Announcements

Google Search

Request to remove your personal information on Google

Use the options below, to contact Google about a personal information removal.

What do you want to do?

- Remove information you see in Google Search
- Prevent information from showing in Google Search

Help

- Remove your personal information from Google
- Problems with Google Search

VPN Benefits to Protect Your Identity

Consider a VPN for your personal internet activities

- Provides a secure “tunnel” to connect to websites and services on the Internet
- Hides your search history, even from your ISP
- Hides your IP address and location

Choosing a VPN

- Does the VPN Service Provider respect your privacy?
- What country do they operate in?
- Do they log user data?
- Where are their servers located?
- Do they use the most current protocols?
- Are they a credible company?

Enable Multi-Factor Authentication

Definition:

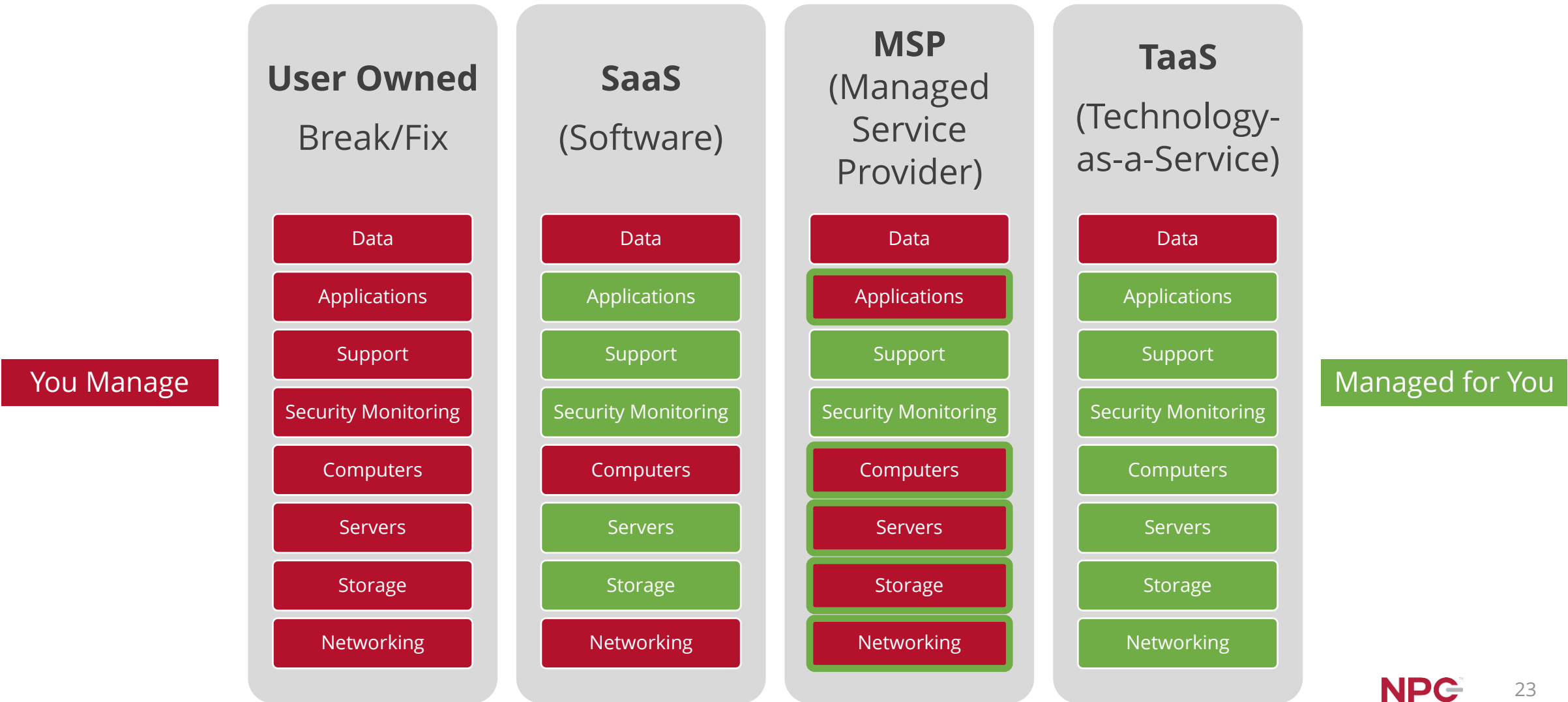
A method of allowing access to applications, websites, systems or devices, only after the user presents two or more pieces of authentication evidence.





How can small businesses improve their security and protect their identity?

Improve How You Acquire and Maintain Technology

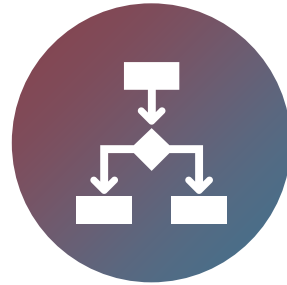


As-a-Service Business Impact



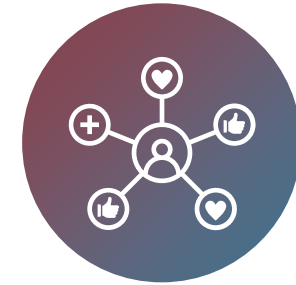
Frees up:

- Time
- Resources
- Capital



Improves operational performance:

- User experience
- Minimizes down time



Increase revenue:

- New services
- Performance improvement of core offering

Thank You

Please Be Safe & Stay Healthy

May-May Ogoigbe

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905.305.6530



NPCG[™]
Smarter Computing