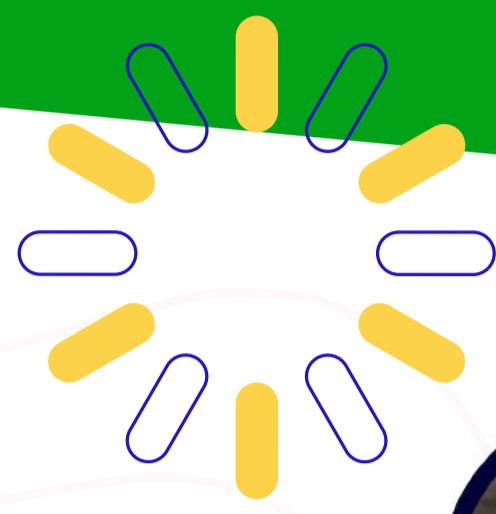


# Cyber threats can have real-world impact



**42%** of Canadian businesses think their risk of being targeted by a cyber attack is low<sup>1</sup> since they're "too small" to be valuable to a cyber criminal. Not focused on cyber protection?

Cyber threats can affect your customer trust, supplier relations, and business reputation and competitiveness.



Your Business

An employee downloads malware from a phishing email.



**Customers**

- 1 Malware steals customer data, including login and financial information.
- 2 Some customers notice unexpected charges on their credit cards.
- 3 More phishing messages with malware are sent to customers, and then to their friends and family.
- 4 Customers find a competitor they trust to better protect their data.

**The result:**

- Lowered customer trust
- Lost loyal customers
- Damaged business reputation



**Suppliers**

- 1 Malware steals suppliers' data from your business.
- 2 Suppliers are victims of spear-phishing attacks because of stolen information.
- 3 Malware continues to spread through the suppliers' networks.
- 4 Future suppliers are more reluctant to work with you.

**The result:**

- Lost supplier trust
- Damaged supplier relationships
- Spread cyber threats



**Business**

- 1 Malware accesses your other business networks and devices.
- 2 Malware steals employee login data from your server.
- 3 Other employees' devices are attacked and damaged.
- 4 Months later, a competitor releases your secret project pretending it is their own work.

**The result:**

- Stolen data
- Lost competitive edge
- Expensive device repairs

To a cyber criminal, your business might be a bigger target than you think.



Take simple steps to make protection a priority and stop the spread of cyber threats.



Is your business safe from cyber threats?

Take the assessment at [GetCyberSafe.ca/SMB](https://GetCyberSafe.ca/SMB)



GET MORE TIPS TO PROTECT YOURSELF AND YOUR DEVICES AT

[GETCYBERSAFE.CA](https://GetCyberSafe.ca)



Communications Security Establishment

Centre de la sécurité des télécommunications

Canada

<sup>1</sup> Get Cyber Safe Awareness Tracking Survey, EKOS Research Associates Inc., 2020

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