QUARANTINE AREA

CLASS 9 COMPUTER INFECTION ZONE
COMPUTER VIRUS OUTBREAK
BALANCELOGIC HAS THE CURE!

HACKED

INFECTION HAS BEEN CLEARED!

#1 TIP

43% of cyber attacks target small businesses and 90% of cyber security issues start from human error within your organization. For this reason, it is very important to educate your employees on cyber intelligence and security to reduce risk.

Fun Facts

In the US, only 10% of cyber crimes are reported each year. One of the main reasons is because it can be very difficult to prove.

Government, retail, and technology industries are popular targets for cyber attacks because of the high level of PII (personally identifiable information) contained in their records.

Mobile malware is increasing. Ransomware, spyware, and viruses used to focus mainly on laptop and desktop computers. Now, malware aimed at mobile devices has increased by 54%.

Not sure if your network is secure? Contact Balancelogic and we'll do a **FREE Onsite Network Assessment!** We will take a look at your network and see how secure you are and we'll make any necessary recommendations.

ABOUT US

Balancelogic® is a leading back-office support and services company providing:

- IT Support & Managed Services
- Avaya Phone Systems
- Strategic Marketing Services
- Graphic Design Services
- Web Design Services
- Small Business Consulting

to the small business community. Our focus is to provide our clients with services that result in cost savings and business operational efficiency.

The Answer for Small Business!™

Happy HACK-oween!

With Halloween season coming around the corner, the scary things don't just lie at the graveyard! Hackers are always targeting businesses of all sizes and lurk in the shadows to steal valuable information from you.

WHY SMALL BUSINESSES?

Although many large companies make the headlines on news outlets for cyber attacks, small businesses are also major targets for hackers as well. According to a 2018 Data Breach Report by Verizon, 61% of data breach victims were small businesses. Small businesses are easy targets for hackers due to their lack of cyber security. No matter how large or small your business is, cyber security is important to keep your assets safe.

TYPES OF CYBER ATTACKS

As technology continues to advance in the world, hackers have found and created multiple ways to infiltrate a small business network. From simple phishing attacks, to complex malware programs, businesses can be targeted at any moment. Understanding the different types of attacks will help you identify a possible breach in your system and handle the situation swiftly.

Distributed Denial of Service (DDoS) - DDoS are attacks where a network is intentionally overloaded with requests to cause it to shut down.

Inside Attack - Inside attacks are when an employee(s) with administrative privileges purposely misuse his or her credentials to access confidential information from a business.

Malware or Malicious Software - Hidden software that covers a seemingly safe program and when downloaded can cause damage or gain unauthorized access to the network.

Phishing - Collecting sensitive information through a legitimate looking website through the form of an email to an individual.

Ransomware - A type of malware that infects your computer and demands a ransom for access or threatens to publish confidential information unless a specific amount is paid. It is one of the fastest growing types of security breaches.

HOW TO SCARE AWAY HACKERS

Hackers may have many methods to breach a security system, but taking precautious steps will help protect your system in the long run. Here are some steps to consider to help protect your network system:
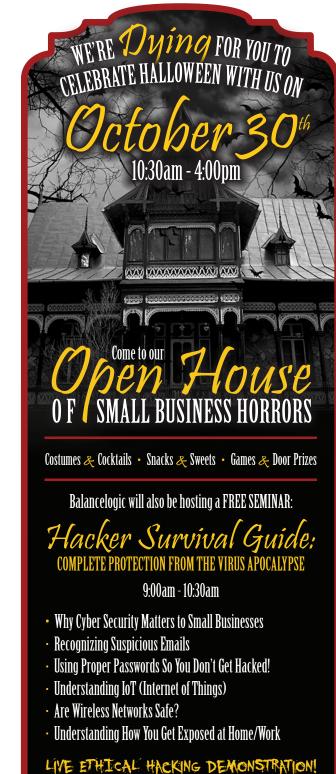
Educate Your Employees - Teaching your employees how a hacker can infiltrate a network and the ways to recognize a network breach can help prevent cyber attacks from getting out of control.

Update Computers - Updates will make your computer hardware and software protected against the latest threats and leave no holes in the computer's overall performance, making it harder for hackers to be a threat.

Create Backups - Keeping a backup stored onto a separate drive or cloud service will make it easier to access if anything were to happen to your information and you need to retrieve it.

Secure Your WiFi - Securing your WiFi to only company devices prevents outside access for others to join.

Looking to further protect your online business? Join us on October 30th for our Halloween Social, Balancelogic's Open House of Small Business Horrors, to learn more about cybersecurity and meet the Balancelogic team!

WE'RE *Dying* FOR YOU TO CELEBRATE HALLOWEEN WITH US ON

October 30th
10:30am - 4:00pm

Come to our
Open House
OF SMALL BUSINESS HORRORS

Costumes & Cocktails · Snacks & Sweets · Games & Door Prizes

Balancelogic will also be hosting a FREE SEMINAR:

Hacker Survival Guide:
COMPLETE PROTECTION FROM THE VIRUS APOCALYPSE

9:00am - 10:30am

- Why Cyber Security Matters to Small Businesses
- Recognizing Suspicious Emails
- Using Proper Passwords So You Don't Get Hacked!
- Understanding IoT (Internet of Things)
- Are Wireless Networks Safe?
- Understanding How You Get Exposed at Home/Work

LIVE ETHICAL HACKING DEMONSTRATION!

RSVP to our Halloween Social and/or Seminar!
Caitlin Kennedy: ckennedy@balancelogic.com / (301) 396-8455

If You Dare!