

What Do Hackers Want With Me?

Hackers are not just looking for large amounts of credit cards like you see on TV and in the movies...

Common questions and statements heard by small businesses when discussing hacking and cybersecurity:

- ✓ I don't have anything hackers want
- ✓ I am too small; nobody can find me
- ✓ Nobody cares about what data I have
- ✓ I don't have any data anyone wants
- ✓ I downloaded all kinds of super security software, I'm good
- ✓ I am not a target
- ✓ I can't keep up with all those patches, because my hardware is too old
- ✓ Security software just slows down my computer
- ✓ I only browse to safe websites
- ✓ We don't have the money to afford needless expenses

The reality is that anyone who uses a computer connected to the Internet is susceptible to the threats that computer hackers and malware pose. Smaller businesses also have less resources to spend on monitoring and defending their computers, systems and networks. While at the same time, small businesses have many different types of assets and data that hackers want and use. As large organizations, governments and other businesses get better at cybersecurity, many hackers will look for easier targets such as smaller businesses.

Small businesses are increasingly looked at as a gateway to larger businesses. For that reason many large enterprises have instituted 3rd party supplier security assessments and do not accept bids or services from organizations that don't meet minimally acceptable security controls.

Don't have anything they want?

Checklist for Small and Mid sized Businesses

Think you're not a target? See how many of these items you have that hackers want

- Have a business website? hackers can:**
 - Compromise your website to host malware, then get other businesses and your users to download it
 - Host copyrighted material on your website, like illegal movies, music, books or other digital content
 - Host child pornography, you get the blame and they remain anonymous
 - Send spam, you get the blame and they remain anonymous
 - Create a phishing site, a site that looks like another site designed to steal your information
- Have an email account? Hackers can:**
 - Send scam emails from your account
 - Harvest your address book and attack all your friends
 - Look through your email history to harvest additional account information and credentials you use on other sites
 - Access to company email resources and proprietary or even protected information
- Have social media accounts? Hackers can:**
 - Ruin your reputation by posting links to malware, ads for enhancement medications or other general spam
 - Friend other hackers and expose all your information and attack your friends
- Have a computer on-line? Hackers can:**
 - Install Ransomware
 - Perform webcam image extortion, take pictures of you through your webcam and threaten to post them on the internet if you don't pay money
 - Add your computer to a bot net, a network of computers who's owners don't know that their systems are on the Internet performing various tasks.
 - Spam Zombie, similar to a bot but sending large amounts of emails to lists all over the world
 - DDoS Extortion Zombie, a type of bot that sends large amounts of data to a single target system in coordination with thousands of other system by order of the hacker
 - Use your computer as a click Fraud Zombie, creating fake clicks on ads to run up advertising rates and charges
 - Anonymization Proxy, hackers can hide themselves behind your computer so that their actions look like your actions
 - CAPTCHA solving Zombie, hackers can use your computer's resources to solve CAPTCHA's in order to automate the signup process for other social media accounts
- Have access to an online resource? Hackers can:**
 - Use your eBay/PayPal accounts to make fake transactions or steal your money
 - Sell illegal or virtual goods
 - Steal your online currency
 - Sell stolen software license keys
 - Steal your online gaming credentials, to stack their deck or steal your money
 - Guess your website credentials, because you used a poor password,
 - Skype/VoIP Credentials, to spam others or entice them to download malware
 - Get into your bank account data to steal your money
 - Get into your credit card data to steal your money
 - Get into your stock trading account to steal your money
 - Get into your mutual fund/401k Account to steal your money
 - Get into your tax account with an accountant to steal your money
- Store data? Hackers can:**
 - Steal and sell or use personal identifiable information to commit fraud or ruin credit
 - Steal personal health information to commit insurance fraud, drug fraud or purchase medication to then resell on the black market
 - Steal credit card data to get money and make unauthorized purchases
 - Steal names, birth dates, and policy numbers to create fake IDs and buy medical equipment to resell
 - Steal data to do other things like:
 - Refinance your own home and take out a home equity loan on the house you live in
 - File tax returns using your information
 - File for bankruptcy and use your information
 - Serve jail time with your identity
 - Collect government benefits that you should be getting
 - Get a house, apartment or car with your information
 - Empty your bank account



SUMMARY

Everyone has something to lose. Just because you're a small business does not make you less of a target. Even as an individual, you are a target for hackers and malware. Basic, yet cost effective, security services are a necessity for any small business wishing to succeed.

SOC SOC SOTER MANAGED SECURITY SERVICES

Your cybersecurity alarm system expertly monitors your network, alerting you to intrusions and credible cybersecurity threats

- **INTRUSION DETECTION**
- **NETWORK THREAT INTELLIGENCE**
- **ENDPOINT MANAGEMENT**
- **PATCH MANAGEMENT**
- **ANTIVIRUS MONITORING/MANAGEMENT**
- **INCIDENT RESPONSE**
- **CONSULTING / AUDIT SERVICES**
- **PROFESSIONAL SERVICES**

There are ultimately many things you need to do to protect your small business from cybersecurity issues. SOCSoter helps eliminate these risks by providing fully automated network monitoring, threat detection, downloading and deployment of missing patches while keeping installed anti-virus and anti-malware software up-to-date. We fix vulnerabilities before they are exploited and reduce the time required to remediate any detected issues. Security experts at SOCSoter are on your side when incident response is needed.

50%

Of small businesses think they are too small to be a hacker target

73%

Of small businesses have been victims of a cyber attack

100%

Experienced a negative impact:

Loss of customer info
Loss of employee info
Expensive Downtime
Loss of company info
Loss of \$\$\$\$