Webroot®
Security Awareness Training

What is Security Awareness Training?

Cybercriminals take advantage of your trust, fear, greed, and plain old human error.

Security awareness training teaches you to spot fakes, avoid risks online, and use good cyber-hygiene practices at work and at home.

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WHY DOES IT MATTER?

» The world is getting more digital

  ▪ *Business, banking, healthcare, etc. is all online*

» Crime is following the same trend

  ▪ *Worldwide ransomware attacks*

  ▪ *High-profile hacks in the news*

  ▪ *Phishing emails are more sophisticated each day*

» New privacy laws and regulations are being enacted

  ▪ *Many industries require training for compliance*

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WHY SHOULD YOU CARE?

» Because the online world is so interconnected, everyone is a target

» If just one of your accounts gets breached, criminals can use it to breach others

» Criminals may target personal accounts and data to breach corporate ones, and vice versa

» Fraud and identity theft doesn't just affect an individual; it can affect your family, friends, coworkers, and business
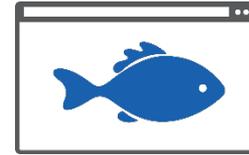
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WHAT KINDS OF THREATS ARE THERE?

» Phishing and spear-phishing attacks

» Business email compromise

» Social engineering scams

» Common malware and ransomware

» Fake websites that steal data or infect devices

» And much more

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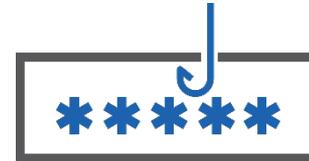# It's not that dangerous online, though, right?

1 in 50 URLs is malicious[1]

Nearly 1 in 3 phishing sites uses HTTPS to appear legitimate[1]

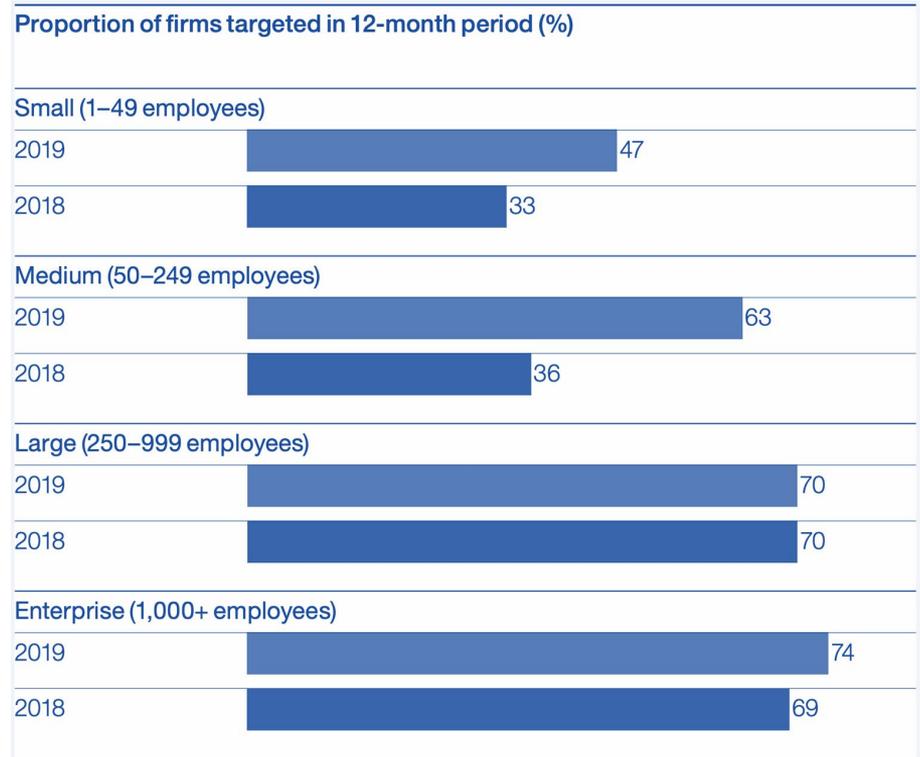90% of the malware businesses encounter is delivered via email[2]

Most breaches involve phishing and using stolen credentials[2]

[1] Webroot Inc. "2019 Webroot Threat Report: Mid-Year Update." (September 2019). [2] Verizon. "2019 Data Breach Investigations Report." (May 2019)

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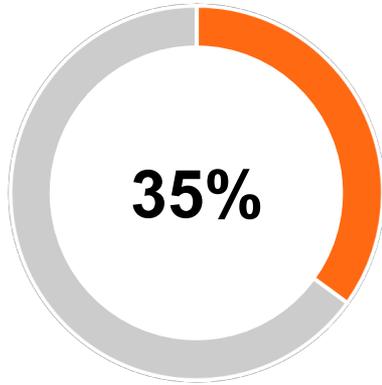Smarter Cybersecurity™

How bad is the risk?

01 Small business face nearly the same level of risk as large/enterprise organizations[1]

**02** The average total cost of a data breach is now up to $3.92 **million**[2]

[1] 2019 Hiscox Cyber Readiness Report
[2] IBM. "2019 Cost of a Data Breach Report." (July 2019)

Proportion of firms targeted in 12-month period (%)

Small (1–49 employees)

2019	47
2018	33

Medium (50–249 employees)

2019	63
2018	36

Large (250–999 employees)

2019	70
2018	70

Enterprise (1,000+ employees)

2019	74
2018	69

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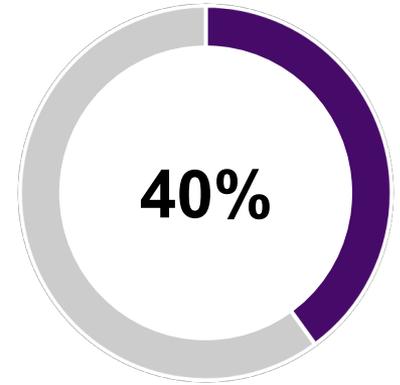
But people know better, right?

35%

of workers who know they've been hacked don't bother to change their passwords afterward[1]

49%
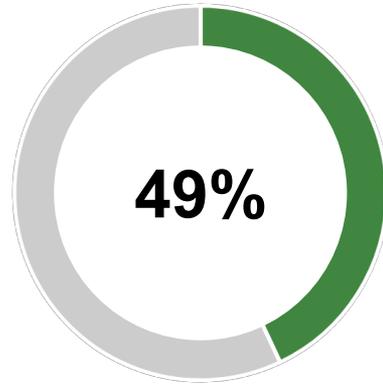
of employees admit they click links in messages from unknown senders during work[1]

67%
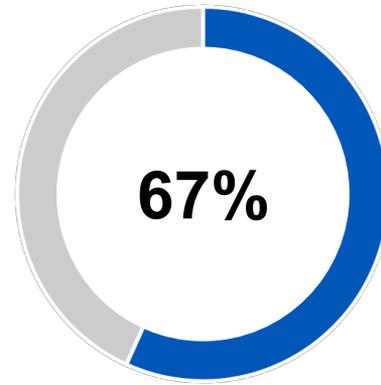
of workers are sure they've received at least one phishing email at work[1]

40%

Of those who received a phishing email, ~40% didn't report it

[1] Webroot Inc. "Hook, Line, and Sinker: Why Phishing Attacks Work." (September 2019)

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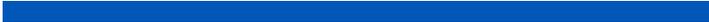
How does Security Awareness Training help individuals?

It gives you the know-how to stay safe from cybercrime…

AT HOME

» Protect your identity and personal data from theft and fraud

» Secure your devices against viruses and malware

» Keep yourself and your family safe from hackers and spies

AT WORK

» Prevent corporate network infections

» Stop business email compromise

» Keep critical business data safe

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How does Security Awareness Training help businesses?

Reduce Breaches and Infections

» Improve mindset and behavior
» Create a sense of shared security responsibility
» Reduce over-reliance on technology

Meet Regulatory Requirements

» Implement best data governance practices
» Meet compliance objectives
» Implement affordable cyber-insurance

High Return on Security Investment (ROSI)

» Fewer infections
» Lower clean-up/support costs
» Stronger security posture
» Higher productivity
» High security benefit vs. operational costs

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Which regulatory agencies require training?

1. Financial services

2. Health care (HIPAA)

3. Retail (PCI)

4. Privacy (GDPR)

5. Energy (PUC)

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What results should I expect from a training program?

Fewer infections and costs due to user error

Increased profitability, high ROI

Lower support costs, less time spent remediating

Empowered users who are now the first line of defense

Security-aware culture with measurable progress

Compliance with best practices and regulations

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Does Security Awareness Training actually work?

After 12 months of ongoing phishing simulations and security awareness training courses, end users are 70% less likely to click through on a phishing message.[1]

[1] Webroot Inc. "2019 Webroot Threat Report." (February 2019)

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