
October 4, 2024

Question of the Week:

“How can I improve cybersecurity in both my professional and personal life?”

Cybersecurity Defined



Cybersecurity is:

The art of protecting networks, devices, and data from **unauthorized access** or **criminal use** while ensuring **confidentiality, integrity, and availability of information.**

Source: Cybersecurity & Infrastructure Security Agency, *What is Cybersecurity*, 2/1/2021

Cybercrime Defined

Cybercrime is:



Any criminal activity that involves a **computer, network or networked device.**

Including but not limited to...

- ▶ Damage and destruction of data
- ▶ Stolen money
- ▶ Lost productivity
- ▶ Theft of intellectual property
- ▶ Theft of personal and financial data
- ▶ Embezzlement
- ▶ Fraud
- ▶ Deletion of hacked data and systems

In 2023...

every

39

seconds

... a **cybercrime**
took place

Source: Cyber Security Ventures, 2023

In 2023...



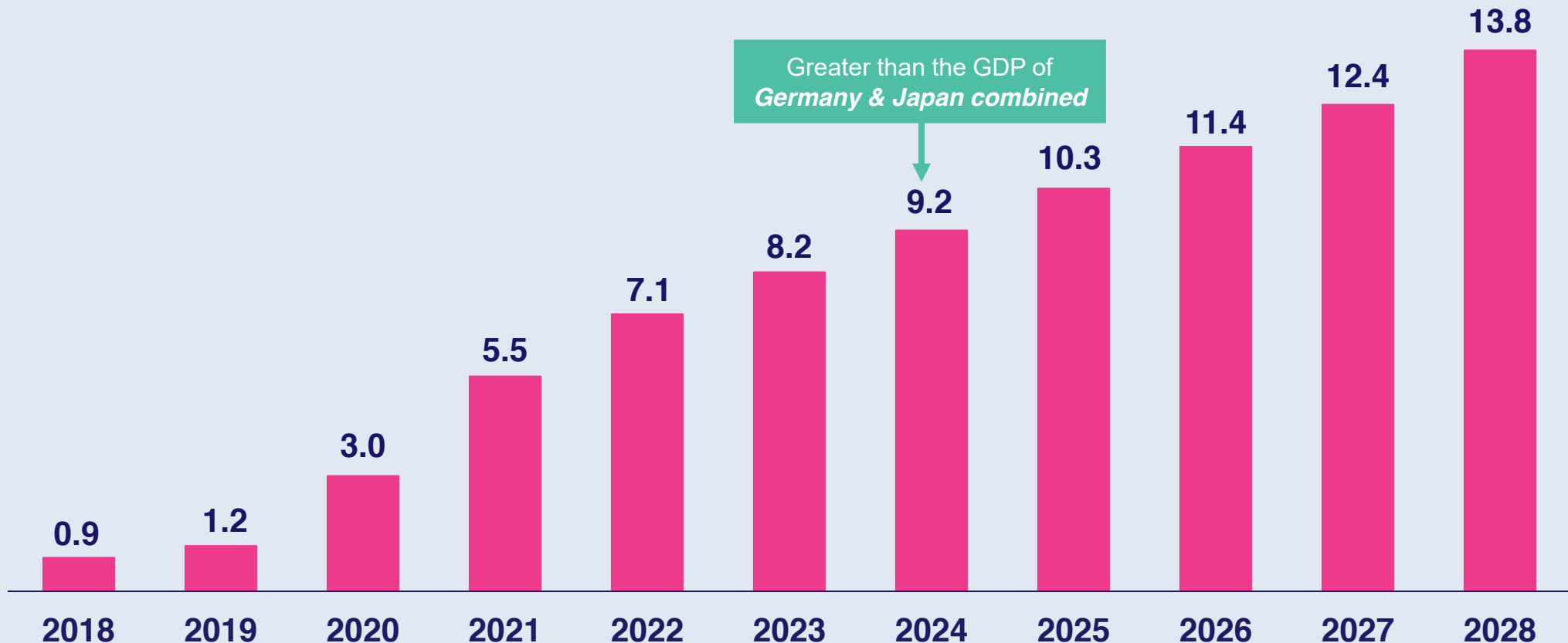
880,000+

... complaints about **cybercrime**
were sent nationwide

Source: Cyber Security Ventures, 2023

Cybercrime is big business and only expected to grow, with the global cost projected to increase by 50% from 2024 to 2028

Estimated Cost of Cybercrime Globally
\$ in Trillions



Source: Statista, *Quantifying the Cost of Ad Fraud: 2023-2028*, 9/26/2023. 2024 GDP by country estimates based on International Monetary Fund, World Economic Outlook, April 2024.

Eight simple actions you can take right now to reduce the cybersecurity risk for both your company and yourself

8 ways to improve your cybersecurity

1.



Use strong passwords and a password manager

2.



Utilize Multi-Factor Authentication when you log into your accounts and never disable it.

3.



Recognize and report phishing

4.



Carefully examine the email address, URL, and spelling used in any correspondence.

Scammers use slight differences to trick your eye and gain your trust.
(.com vs. .net; .kelly vs .kelley)

Access more Information at www.cisa.gov

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5.



Be careful with what you share online or on social media.

Sharing private info like pet names, schools, or your birthday can help scammers guess your password or answer security questions.

6.



Only use trusted sources when downloading anything from the open web

7.



Never open an attachment from someone you don't know and be wary of email attachments forwarded to you.

8.



Install software updates promptly

Many software updates are created to fix security risks

Access more information at www.cisa.gov

Want more? VAB has a wealth of cybersecurity related resources



Discover

A Fresh Take

Understanding the Momentum of Data Privacy Legislation: The Latest Laws and the Shortcomings of 'Big Tech'

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Simplify

What Is...

What Is... Data Privacy and Security? Decoding Key Topics and Terms

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Transform

Marketer's Guide

Navigating Marketing in a Privacy Focused Landscape: Actionable Tactics to Planning and Personalizing Ad Campaigns

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Marketer's Guide

Hidden Costs: Three critical business ramifications of digital ad fraud

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Marketer's Guide

Exposed: 5 Inconvenient Truths We Learned From Marketers

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Fast Facts

The Consumer Connection: Understanding the Effect of Quality Across Media Platforms

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What Is...

Clarifying marketing topics and terms

Simplify

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Brand Safety

A Look Into Critical Issues Impacting Marketers Today

February 2024

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Digital Ad Fraud

A Look Into Critical Issues Impacting Marketers Today

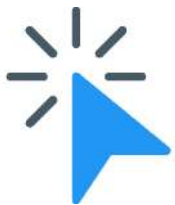
October 2023

Access more Information at www.thevab.com

About VAB

VAB plays a dual role in the video advertising industry. We are leading the change to bring about a more innovative and transparent marketplace. We also provide the insights and thought leadership that enables marketers to develop business-driving marketing strategies.

Drawing on our marketing expertise, we **simplify** the complexities in our industry and **discover** new insights that **transform** the way marketers look at their media strategy.



We are committed to your business growth and proud to offer VAB members, brand marketers and agencies ***complimentary access*** to our continuously-growing Insights library. **Get immediate access at theVAB.com.**

