

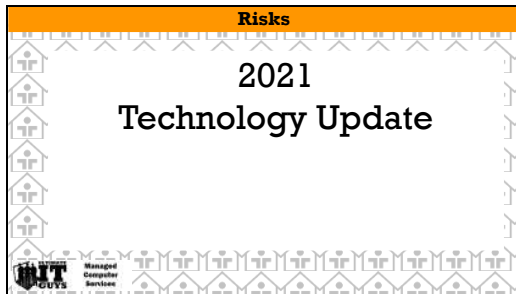
Slide 1



Good Afternoon, This is Cleatus Davis from Ultimate IT Guys

Welcome to the 2021 Housing Authority Technology Update

Slide 2



Slide 3



We saw so much change during 2020. Businesses, schools, and churches shutdown. Wearing masks became the norm. Working from home increased drastically.

Slide 4

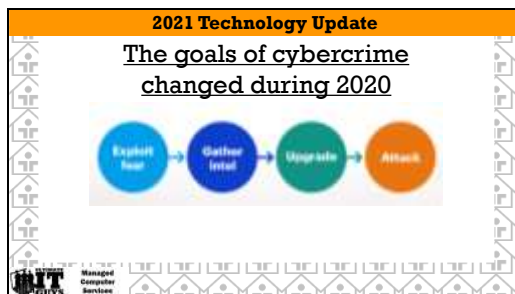


Solomon said that there is nothing new under the sun. He didn't live in 2020. While most things today are not necessarily new, they are very different.

Slide 5



Slide 6



Attacks have changed from direct quick money goals to longer term goals

Slide 7

2021 Technology Update

Exploit Fear

Creating A Perfect Storm

- Covid Pandemic
- Work From Home

MIT Managed Computer Services COVID-19

The Covid-19 Pandemic and the rush to work from home caused a perfect storm of uncertainty that hackers were able to capitalize on.

Slide 8

2021 Technology Update

Gather Intel

- Monitoring behaviors
- Monitoring software
- Analyzing more information using AI

MIT Managed Computer Services COVID-19

Uncertainty and fear made it easy for hackers and scammers to not only make a quick dollar, but also allowed them better access to install more tools for understanding how to attack you and your business. As users moved to work from home, they were able to get inside of corporate networks easier by attacking your home computers. They gathered mountains of data that they analyzed and used to find new ways to attack you.

Slide 9

2021 Technology Update

Upgrade

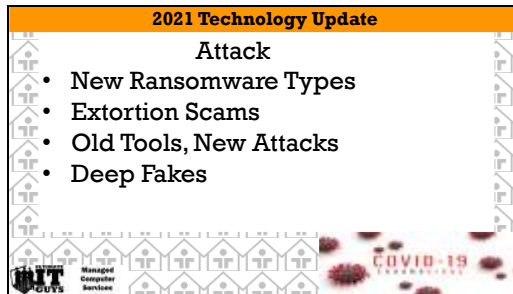
- Tools
- Techniques

MIT Managed Computer Services COVID-19

Hackers have upgraded their tools and techniques for attacking you. Hacking is a big business and they have developed tools and services to help other hackers. Much like you pay for a software subscription for Microsoft Office or Adobe, hackers have built subscription-based tools that other hackers can use to attack you quicker and more efficiently than ever. We saw major supply chain attacks during the last 12 months where hackers were able to get inside of large companies and government agencies

using legitimate software that had been compromised.

Slide 10



We saw a shift to several new ransomware varieties and some new attacks that used some older tools. One interesting twist was the move to extortion type scams as part of ransomware attacks. This type of attack encrypts your files, but as part of the ransom demand they threaten to release your files on the internet or threaten to post incriminating pictures or documents on social media. Deep fakes is a scam that use technology to take real photos or video, usually from your social media and combine them with pornography to blackmail or cause reputation damage to someone.

Slide 11

2021 Technology Update

Attacks are becoming

- More personalized
- More frequent
- More complex
- More dangerous

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You can't get by doing what you have always done. Attacks are 24/7/365. Because so much information about you is readily available, it makes it easy for hackers to make very personalized attacks. This makes the attack much more believable. We are constantly bombarded with these attacks on Email, social media, advertisements, and websites. They are getting more complex and more dangerous every day.

Slide 12

You Are The Target

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Let's switch from talking about the hackers, to talking about you and your housing authority

Slide 13

Data Breaches

The Big Deal

- You are a target
- You are already a victim
- You don't know it
- You don't care


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Statistically speaking you most likely have already been a victim of a data breach, identity theft, hackers, malware....and you probably don't realize it or you do but you don't care. Apathy is the most dangerous thing about security.

Slide 14

Data Breaches
Why do I care?
I am **Responsible** for the information at my housing authority:

- Applicants
- Tenants
- Employees
- Board Members
- Vendors
- Other Housing Authorities



Slide 15

Data Breaches
How do Data Breaches Impact Me?

Increased Risk for targeted attacks


- Dark Web
- Phishing
- Email



Slide 16

Risks

- Data Breaches
- Ransomware
- Crypto-Jacking
- Email
- Phishing
- Dark Web
- Scams



Slide 17

Risks

Risk # 1

Data Breaches

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GUYS

This slide features a decorative border with a repeating pattern of small house icons. The text is centered on a white background. In the bottom left corner, there is a logo for 'GUYS' and the text 'Managed Computer Services'.

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You Have Been a Victim

Over 80% of Americans have their information for sale by criminals on the DarkWeb.

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GUYS

The slide has a decorative border with a repeating pattern of small house icons. The text is centered. Below the text is a dark image showing a network of nodes and connections, representing the DarkWeb. In the bottom left corner, there is a logo for 'GUYS' and the text 'Managed Computer Services'.

More breach records than there are people. Your information is out there and the bad guys are using it every day to attack you. There are now more breached personally identifiable data records than there are people on the planet.

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Risks

Risk # 2

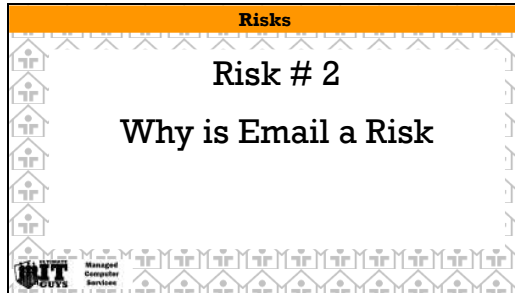
Email

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GUYS

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Slide 20



Slide 21

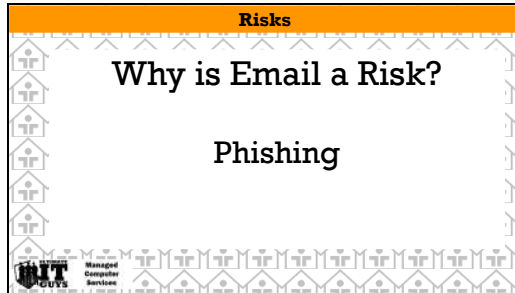


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Someone else now has your log in information. That is why data breaches are such a big deal Because someone else has your information, they can pretend to be you, send spam, send phishing messages, spy on you, get access to your other accounts....

Slide 23



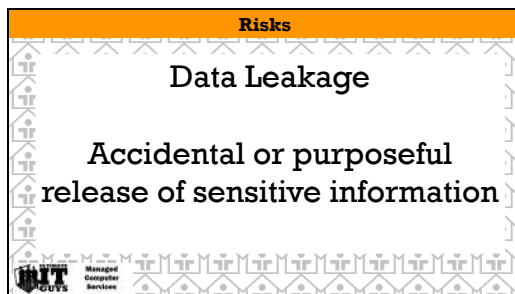
We will discuss this one more in a minute. If your email has been compromised you are enabling the bad guys to carry out more attacks. Everyone is on the receiving end of phishing attacks through email. Nobody is magically immune.

Slide 24



This is the one that is scary and gets very little press. Accidental or purposeful release of sensitive information

Slide 25



This is the one that is scary and gets very little press. Accidental or purposeful release of sensitive information
Email, Disgruntled employee, USB drive, Stolen laptop

Slide 26

Risks

Data Leakage

(83%) Employees have accidentally exposed sensitive customer or business data at their organization

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Big number and yet it tends to get swept under the rug

Slide 27

Risks

Data Leakage

5 Causes of accidental breaches by employees:

1. External email services (Gmail, Yahoo!, etc.)
2. Corporate email - not protected
3. File sharing services (FTP sites, etc.)
4. Collaboration Tools (Slack, Dropbox, etc.)
5. SMS / Messaging Apps (G-Chat, WhatsApp, etc.)

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This is the one that is scary and gets very little press. Accidental or purposeful release of sensitive information

Email
Disgruntled employee
USB drive
Stolen laptop

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Risks

Data Leakage

Data Leakage **IS** a Data Breach

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This is the one that is scary and gets very little press. Accidental or purposeful release of sensitive information

Email, Disgruntled employee, USB drive, Stolen laptop, Un-shredded trash

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Risks

Combating Data Leakage

- Encrypted Email
- Outbound Email Scanning
- Secure Remote Work (no usb)
- Secure file sharing (no usb)

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Slide 30

Risks

Why is Email a Risk?

Virus/Malware

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Email is Dangerous

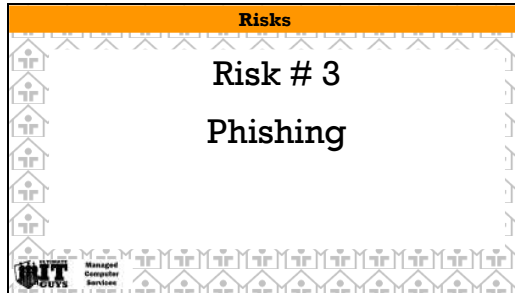
Email is the preferred way of delivering attacks

- **86%** of breach related malware is delivered by email
- **95%** of complex attacks used email as one of the steps

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Email is the preferred way of delivering attacks

Slide 32



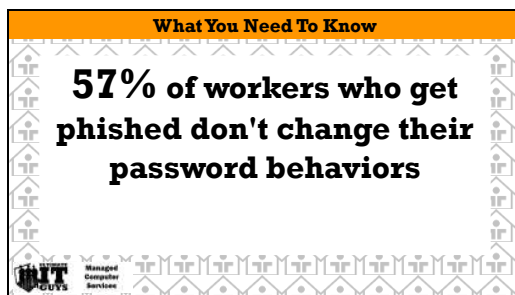
Slide 33



Phishing is a scam designed to get information by tricking you. It can take many forms, generally thought to be email asking you to reset your password or click a link. But it could also be a phone call, fake website or even a piece of old fashioned mail asking for your information.

Criminals have taken a page from marketers. They understand that the easiest way to get you to give them what they want is to simply ask you for it.

Slide 34



Over half of the people that get phished don't change their password behavior

Slide 35

Data Breaches

Avoiding Phishing

- Business Email
- Email Filtering
- DNS Filtering
- Employee Training & Testing

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The best way to stop phishing emails is to not ever have them show up in your inbox or block the malicious things that they try to do

Employee training and testing can be a very effective component to helping stop phishing at your housing authority.

Training your employees about how to recognize phishing attempts and test them to see if they are following the training.

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Risks

Risk # 4

The Dark Web

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Dark Web

Dark Web – a subset of the internet where many hacker communities and organized crime groups hang out.

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If you watch TV, movies or read the news, surely you have heard of the Dark Web. Dark Web is a subset of the internet, where as the name implies there is a lot of shady activity. The Dark Web has several purposes, but the main thing to be concerned about is that it is home to many hacker communities and organized crime groups. Almost anything imaginable is for sale on the Dark Web. Of importance to us is that much of the information that has been stolen in the data breaches that you

hear about in the news is for sale on the Dark Web.

Slide 38



So many breaches that you can't name them all. One of the latest is Marriot Hotels with over 500,000 people impacted.

Slide 39




The bad guys have your information They are selling it to other bad guys so they can attack you

Slide 40

Risks

Risk # 5

Scams





Slide 41

Current Threats

What is a Scam?

Trying to trick you into giving up money, information or access.





There is usually a financial motivation behind these attacks

Slide 42

Current Threats

Why Scams Work

- Seems Real
- Truth mixed with a lie.
- Prey on Fear
- Don't want to miss out



Slide 43



Current Threats

Things To Watch For

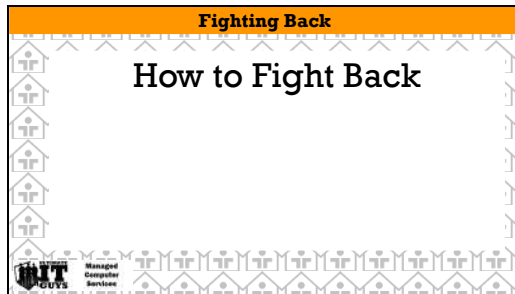
- Claim to be legitimate
- Pushy
- Threatening
- Too Good To Be True

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The slide features a decorative border of small house icons. A red envelope icon is positioned to the right of the title. A logo for 'Managed Computer Services' is in the bottom left corner.

Claim to be from IRS, FBI, Microsoft, Google, phone company, etc....
Pushy or threatening tone
Sensational, outrageous claims or too good to be true

Slide 44



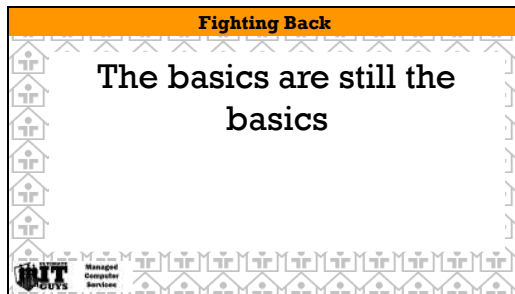
Fighting Back

How to Fight Back

Managed Computer Services

The slide has an orange header with the text 'Fighting Back'. The main content area is titled 'How to Fight Back'. A logo for 'Managed Computer Services' is in the bottom left corner.

Slide 45



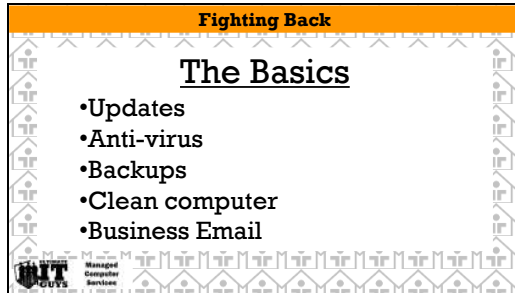
Fighting Back

The basics are still the basics

Managed Computer Services

The slide has an orange header with the text 'Fighting Back'. The main content area contains the text 'The basics are still the basics'. A logo for 'Managed Computer Services' is in the bottom left corner.

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Fighting Back

The Basics

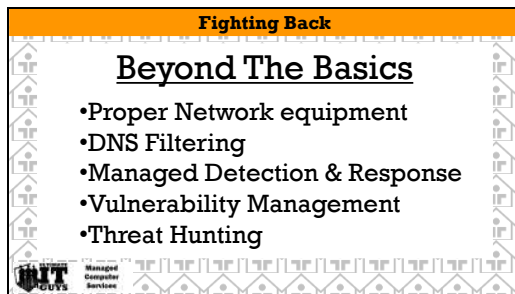
- Updates
- Anti-virus
- Backups
- Clean computer
- Business Email

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The slide features a decorative border with a repeating pattern of small icons and a logo in the bottom left corner that reads "Managed Computer Services".

Most people aren't even doing the basics

Slide 47



Fighting Back

Beyond The Basics

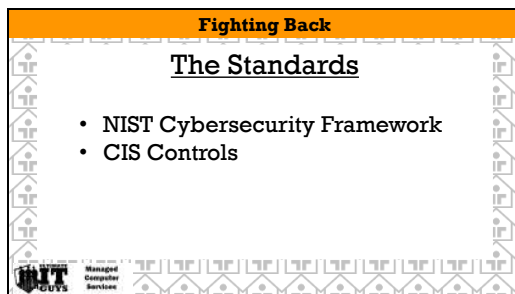
- Proper Network equipment
- DNS Filtering
- Managed Detection & Response
- Vulnerability Management
- Threat Hunting

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Security is much more than just basic anti-virus

Slide 48



Fighting Back

The Standards

- NIST Cybersecurity Framework
- CIS Controls

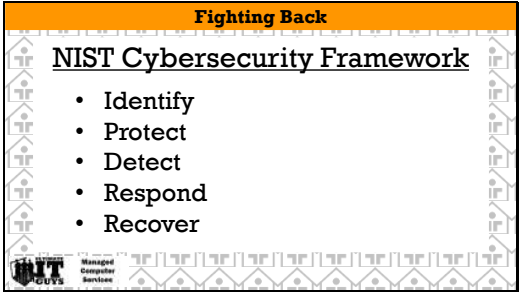
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The slide features a decorative border with a repeating pattern of small icons and a logo in the bottom left corner that reads "Managed Computer Services".

Security is much more than just basic anti-virus. It is a process. There are 2 frameworks that are used for creating a more secure business. These 2 frameworks are referred to in many of the new regulations and cyber insurance documents. NIST is the National Institute for Standards and Technology. They develop standards across many industries. The CyberSecurity Framework from NIST is at a high-level view of security. The CIS Controls framework is from the Center for Internet Security and is also referred to as the CIS 20. It is a more detailed set of controls than the NIST

Framework. Together they define a very good way to structure your security processes. Adopting, following and documenting your use of these framework will not only help you stay safe, but could help you stay compliant with insurance requirements and regulations.

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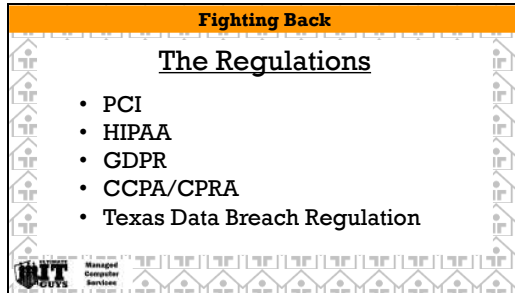
Security is much more than just basic anti-virus

Slide 50



Much more detail around specific processes that you need to put into place.

Slide 51



Fighting Back

The Regulations

- PCI
- HIPAA
- GDPR
- CCPA/CPRA
- Texas Data Breach Regulation

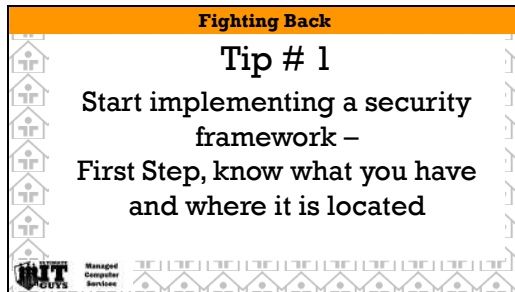
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More regulations

Slide 52



Fighting Back

Tip # 1

Start implementing a security framework –
First Step, know what you have
and where it is located

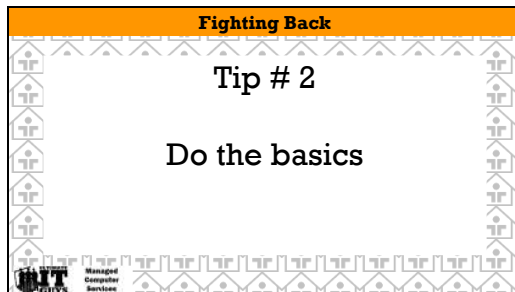
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IT GUYS

The slide features a decorative border with a repeating pattern of small house icons. The text is centered and uses a mix of bold and regular fonts.

Remember it is a process not a destination. First step is to know what devices and data that you have and where they are located. This is helpful not only for security, but also for disaster recovery, contingency planning and insurance claims. Your IT provider should always have an up-to-date list of everything on your network.

Slide 53



Fighting Back

Tip # 2

Do the basics

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The slide features a decorative border with a repeating pattern of small house icons. The text is centered and uses a mix of bold and regular fonts.

Doing the basics will get you to a much better place.

Slide 54

Fighting Back

Tip # 3

Keep Computer Updated

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Fighting Back

Tip # 4

Use Modern Anti-Virus

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Fighting Back

Tip # 5

Always have a good backup

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Fighting Back

Tip # 6

Clean Computer

Managed Computer Services

OUYS

The slide features a repeating pattern of small house icons around the text. The text is centered and reads "Tip # 6" followed by "Clean Computer". In the bottom left corner, there is a logo for "OUYS" and the text "Managed Computer Services".

A clean computer is a more secure computer

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Fighting Back

Tip # 7

Use Business Class Email

Scanning, Filtering, Archiving,
Outbound Scanning

Managed Computer Services

OUYS

The slide features a repeating pattern of small house icons around the text. The text is centered and reads "Tip # 7" followed by "Use Business Class Email" and "Scanning, Filtering, Archiving, Outbound Scanning". In the bottom left corner, there is a logo for "OUYS" and the text "Managed Computer Services".

Slide 59

Fighting Back

Tip # 8

Go Beyond the Basics

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The slide features a repeating pattern of small house icons around the text. The text is centered and reads "Tip # 8" followed by "Go Beyond the Basics". In the bottom left corner, there is a logo for "OUYS" and the text "Managed Computer Services".

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Fighting Back

Tip # 9

Proper Network Equipment

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Fighting Back

Tip # 10

DNS Filtering

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This is one of the most important add-ons that you can have.

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Fighting Back

Tip # 11

Managed Detection & Response

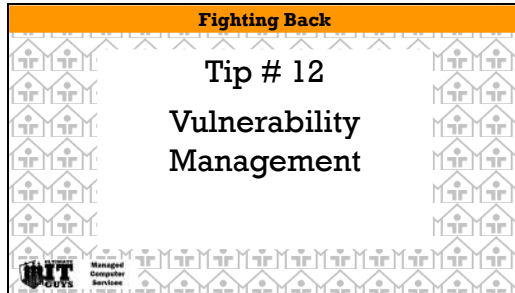
Managed Computer Services

IT GUYS

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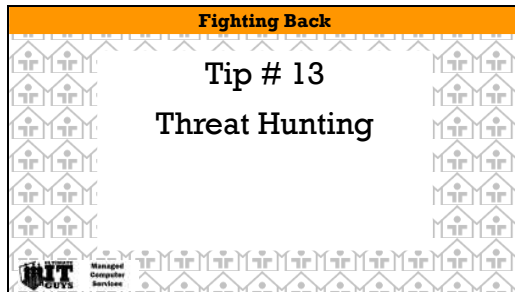
Expert help for managing, detecting and responding to security incidents. Make no mistake, You do have security incidents and you don't know it today.

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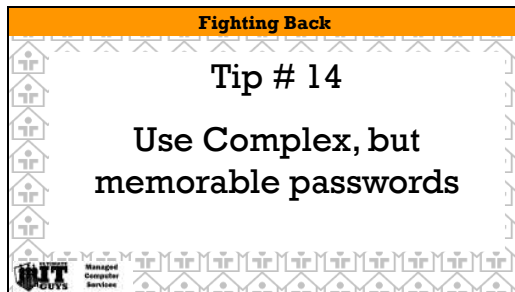
New vulnerabilities are being found everyday. Managing them and keeping your devices, not just computers updated is critical.

Slide 64



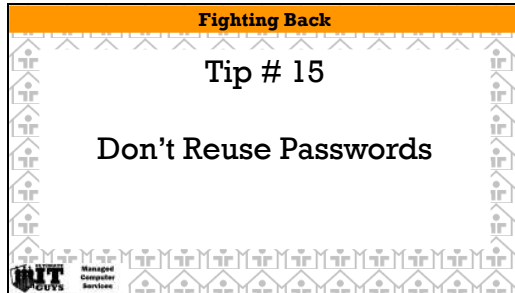
Assume that you are breached and actively go hunting for the threats. This is better defense by better offense.

Slide 65



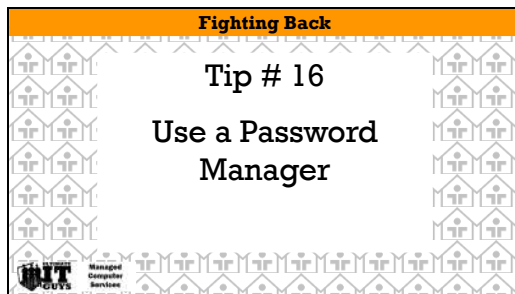
Use a phrase and throw in some numbers and symbols. Easier to remember and it makes it longer.

Slide 66



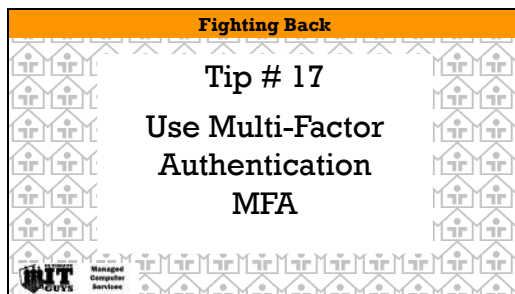
Reusing passwords makes it really easy for hackers and other criminals. If they get one password, then they have access to multiple of your accounts.

Slide 67



A password manager takes most of the hassle out of keeping track of your passwords. Knowing when to change them. Generating new good passwords when you need to change them.

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MFA Makes your accounts much more secure. The idea is to take something that you know, an user id and password Combined with something that you have, typically a cell phone or key token to generate a code or one time password. Several good free tools for generating authentication codes, such as AUTHY or Google Authenticator.

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Fighting Back

Tip # 18

Use Email Encryption

For sending sensitive information

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Slide 70

Fighting Back

Tip # 19

Employee Training

- Security Training
- Phishing Simulation

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Better trained users are safer and more productive.

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Fighting Back

Tip # 20

Be secure when working remotely

No free wifi, No USB sticks, Use secure remote software

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You Don't Have To Be a Victim!

Requires Action

You can't continue to ignore the problem
(It isn't going away)

Think you can hide from cyber criminals?
Think again...

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Changing your habits requires action

Slide 73

Stay Safe

Let us Help You!

Our Base Service Plan

- Preventative Maintenance
- Managed Anti-Virus Service
- Off-Site Backup
- Remote Support
- Business Email Service (w/Phishing, Virus & Spam Protection)

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Business Email Service is one of the big keys to stopping the attacks
Also if you are a housing authority you need to create a proper email account for using eLOCCS

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Stay Safe

Let us Help You!

Other Services

- Dark Web Monitoring
- Advanced Network Protection
- Security Assessments
- VOIP Phone Service
- Managed Copier & Print Service
- Managed Toner Service

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Give us a call or email

Slide 75



Managed
Computer
Services

Questions?

580-782-2266
cdavis@ultimateitguys.com

The slide features a decorative border of small house icons surrounding the central text.

Give us a call 580-782-2266 or send an email to cdavis@ultimateitguys.com We will check to see if you have information on the Dark Web and help you clean up the mess. We can run a security assessment at your business to help you understand your level of risk and what needs to be done to make it better.