20 Years of Cybersecurity Awareness Month

CYBERSECURITY
AWARENESS MONTH
2023

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OUR WORLD

Launched by the National Cyber Security Alliance and the U.S. Department of Homeland Security in October 2004. This marks the 20th year.

Objective:

Raise awareness about the importance of cybersecurity, ensuring that everyone has the resources they need to be safer and secure online.

Theme:

“Secure Our World”

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The Importance of Developing an Information Security Mindset

Ralph Johnson, State CISO, State of Washington

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Information Security

The process of managing risks to the confidentiality, integrity and/or availability of the organization's information assets in support of the organizations vision, mission and goals.

Information Security manages risk related to Confidentiality, Availability, and Integrity (CIA) of information and related assets and delivery systems.

The CIA Triad

CONFIDENTIALITY

Protecting against unauthorized viewing and other access.

INTEGRITY

Preventing unauthorized modification to ensure that it is reliable and correct.

AVAILABILTIY

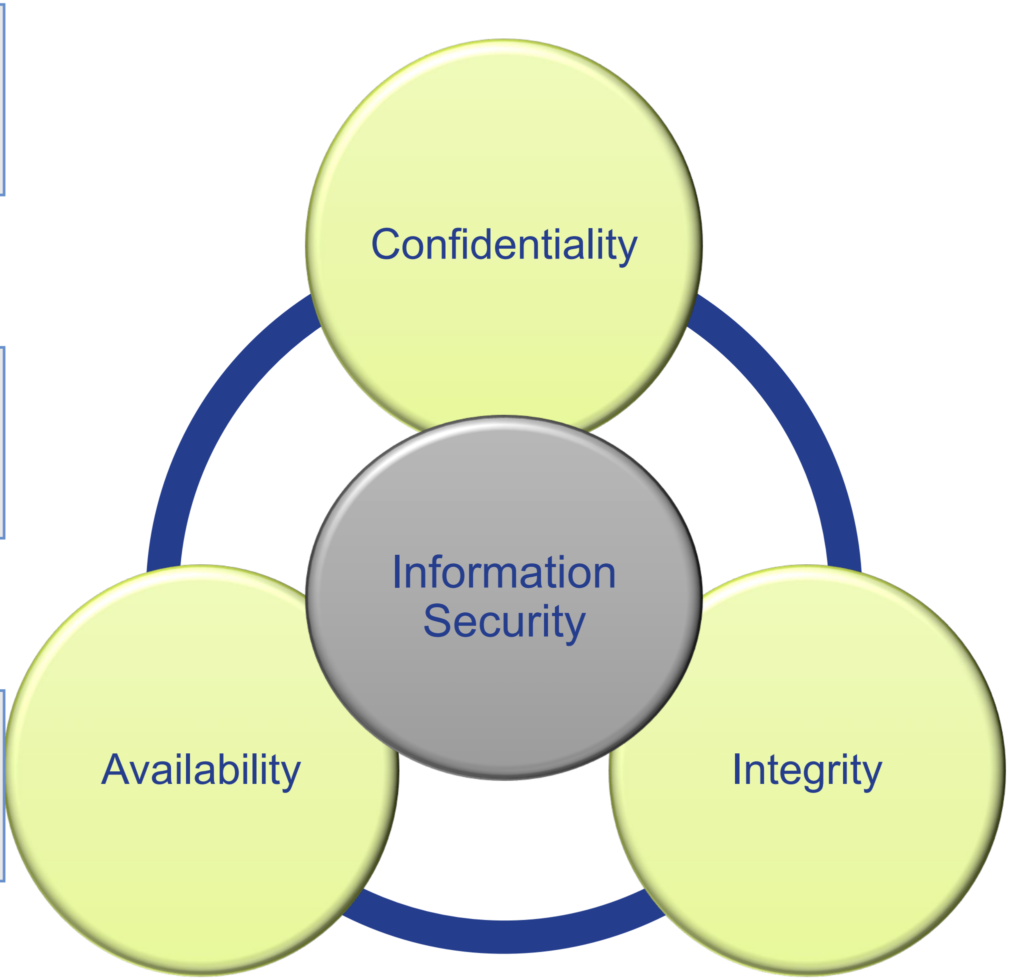
Ensuring that authorized users have access to the systems and the resources they need

Achieving the Proper Balance

A loss of *confidentiality* results in the unauthorized disclosure of information

A loss of *availability* results in disruption of access to or use of information or an information system

A loss of *integrity* results in the unauthorized modification or destruction of information



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Information Security Manages Risk

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organiza a
potentia nt

Why should
I care?

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800,944

Cybercrimes were Reported to the FBI in 2022

38%

increase in cyberattacks in 2022

The average cost of a ransomware attack in 2022

$4.54 Million

83%

of organizations had more than one data breach in 2022

92%

of malicious software is delivered by email

The most common cyber threat facing businesses and individuals is

Phishing

1 in 2

American internet users had an account breached in 2021

Why is it Important?

- Implementing cybersecurity measures is crucial to safeguard personal and sensitive data for individuals and organizations.
- Developing and implementing cybersecurity plans and processes is crucial for protecting and maintaining business operations in both government and private entities.

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Opinions About Cybersecurity

- **78%** of people consider staying secure online a priority
- **34%** noted they often feel overwhelmed by information and, as a result, minimize their online actions
- **46%** felt frustrated while staying secure online
- **39%** of users trying to keep safe felt information on how to stay secure online is confusing

Findings from Oh Behave! The Annual Cybersecurity Attitudes and Behaviors Report 2022

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Typical Online Behaviors

- **Only 33% of individuals create unique passwords for all accounts**
  - Only 18% of individuals have downloaded a password manager
- **43% of respondents have never heard of multifactor authentication (MFA)**
  - Out of the 57% of the participants who had heard about it:
    - 79% applied it at least once, and 94% of them reported that they were still using MFA
- **92% of respondents took action after security training**
  - 58% say they are better at recognizing phishing
  - 45% started using strong and unique passwords
  - 40% started using MFA
  - 40% started regularly installing software updates

Findings from Oh Behave! The Annual Cybersecurity Attitudes and Behaviors Report 2022

4 Easy Ways to Stay Safe Online

- **Use Strong Passwords and a Password Manager**
- **Turn on Multifactor Authentication**
- **Recognize and Report Phishing Attacks**
- **Update Your Software**

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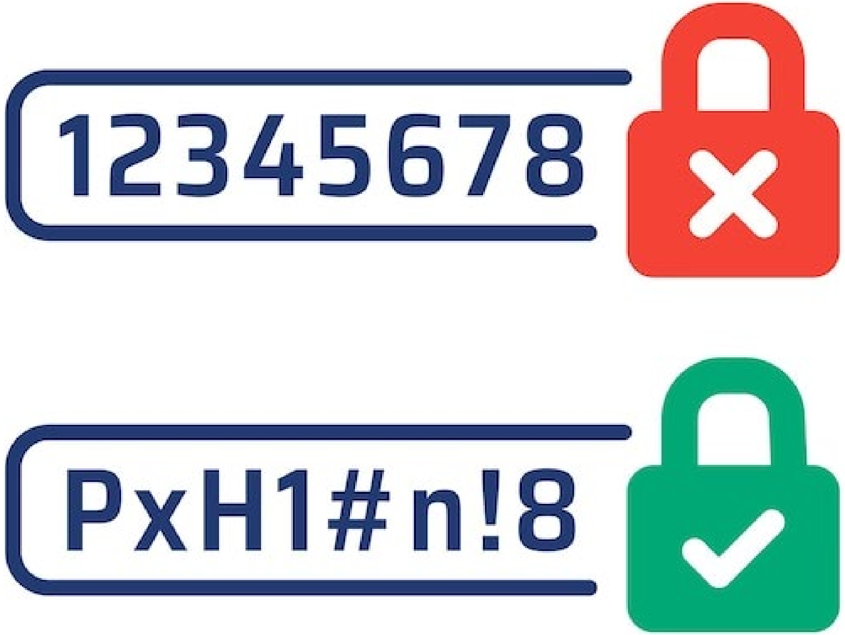
Use Strong Passwords

CREATE STRONG PASSWORDS:



- **Long**
  - At least 16 characters
- **Unique**
  - NEVER reuse passwords
- **Complex**
  - Upper- and lower-case letters
  - Numbers
  - Special characters
  - Spaces

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Use a Password Manager

WHY USE A PASSWORD MANAGER?

- Stores your passwords
- Alerts you of duplicate passwords
- Generates strong new passwords
- Some automatically fill your login credentials into a website to make sign-in easy

Encryption ensures that password managers never "know" your passwords, keeping them safe from cyber-attacks.

Turn on Multifactor Authentication

WHAT IS IT?

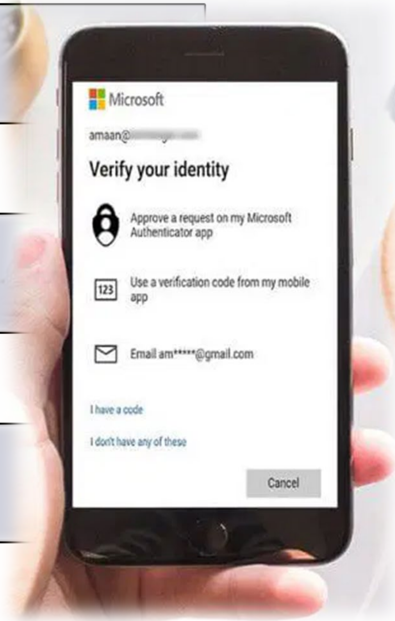
A code sent to your phone or email

An authenticator app

A security key

Biometrics

- Fingerprint
- Facial recognition



Microsoft

amaan@[redacted]

Verify your identity

Approve a request on my Microsoft Authenticator app

123 Use a verification code from my mobile app

Email am*****@gmail.com

I have a code

I don't have any of these

Cancel

Turn on Multifactor Authentication

WHERE SHOULD YOU USE MFA?

- **Email**
- **Accounts with financial information**
  Ex: Online store
- **Accounts with personal information**
  Ex: Social media

Learn to Recognize and Report Phishing

PHISHING RED FLAGS:

A tone that's urgent or makes you nervous

Ex: "Click this link immediately or your account will be closed"

Poor spelling and grammar

Requests to send personal information

Sender's email address doesn't match the company it's coming from

Ex: Amazon.com vs. Amaz0n.com

An email you weren't expecting

What to Do!

Do

- Verify
- Contact the sender directly if it's someone you know
- Report it to your IT department or email/phone provider
- DELETE IT

Do NOT

- Don't click links
- Don’t open attachments
- Don't send personal information

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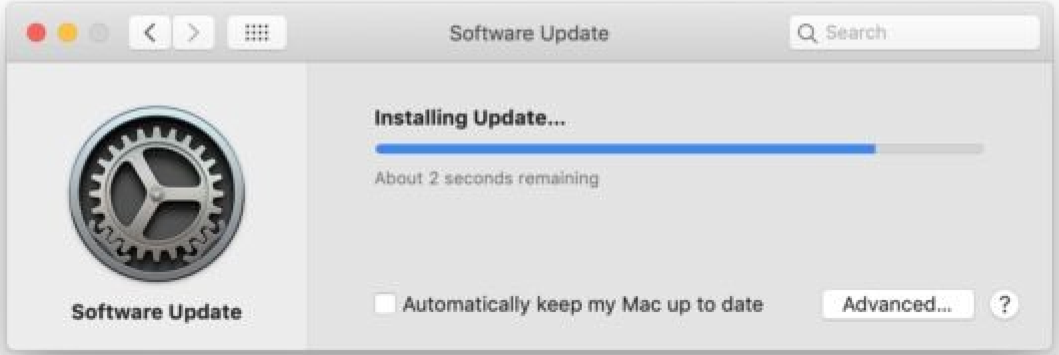
Update Your Software

WHY?

- Updating your devices and applications is crucial for protection against the latest threats.
- Automatic updates are the the easiest way to stay secure.
- Don't click "remind me later", it could leave you vulnerable to cyber threats.



Installing Update...

About 2 seconds remaining

□ Automatically keep my Mac up to date

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Update Your Software

OBTAINING UPDATES

- Make sure your devices are set to auto-update.
- Watch for any notifications or alerts regarding the availability of updates for your applications.

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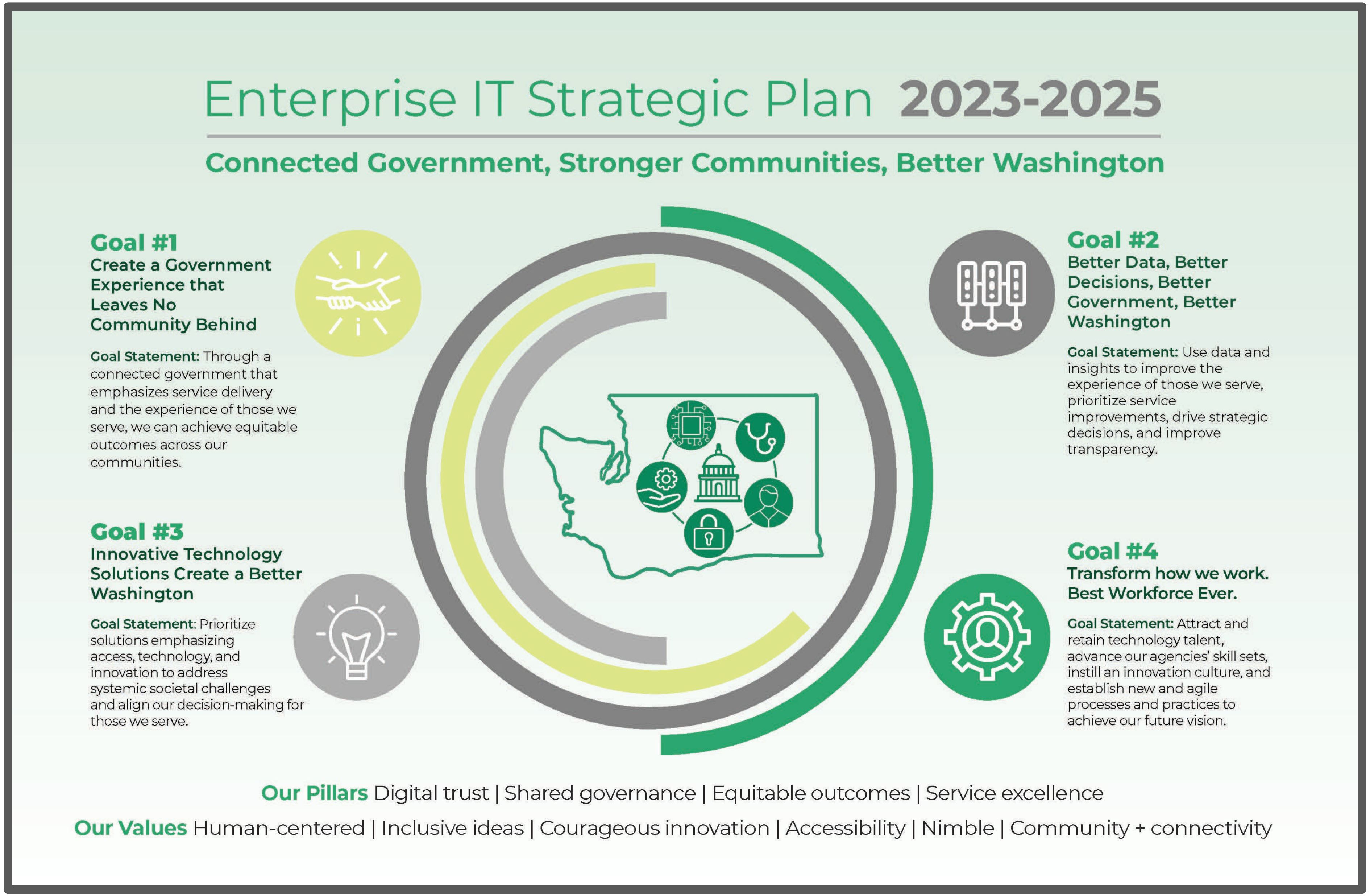
How Washington State's Enterprise Strategic Plan Supports Cybersecurity



Enterprise IT Strategic Plan 2023-2025

Connected Government, Stronger Communities, Better Washington

Goal #1

Create a Government Experience that Leaves No Community Behind

Goal Statement: Through a connected government that emphasizes service delivery and the experience of those we serve, we can achieve equitable outcomes across our communities.

Goal #2

Better Data, Better Decisions, Better Government, Better Washington

Goal Statement: Use data and insights to improve the experience of those we serve, prioritize service improvements, drive strategic decisions, and improve transparency.

Goal #3

Innovative Technology Solutions Create a Better Washington

Goal Statement: Prioritize solutions emphasizing access, technology, and innovation to address systemic societal challenges and align our decision-making for those we serve.

Goal #4

Transform how we work. Best Workforce Ever.

Goal Statement: Attract and retain technology talent, advance our agencies' skill sets, instill an innovation culture, and establish new and agile processes and practices to achieve our future vision.

Our Pillars Digital trust | Shared governance | Equitable outcomes | Service excellence

Our Values Human-centered | Inclusive ideas | Courageous innovation | Accessibility | Nimble | Community + connectivity

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Proactive and Integrated Cybersecurity Foundation

- Business alignment with education related to roles and responsibilities.
- Continue to build a proactive foundation to anticipate, monitor, and alert cyber issues.
- Ensure that security is a component of all technology services and programs.
- Continue to build, integrate, and mature the enterprise security services.
- Training and professional development for all IT professionals.

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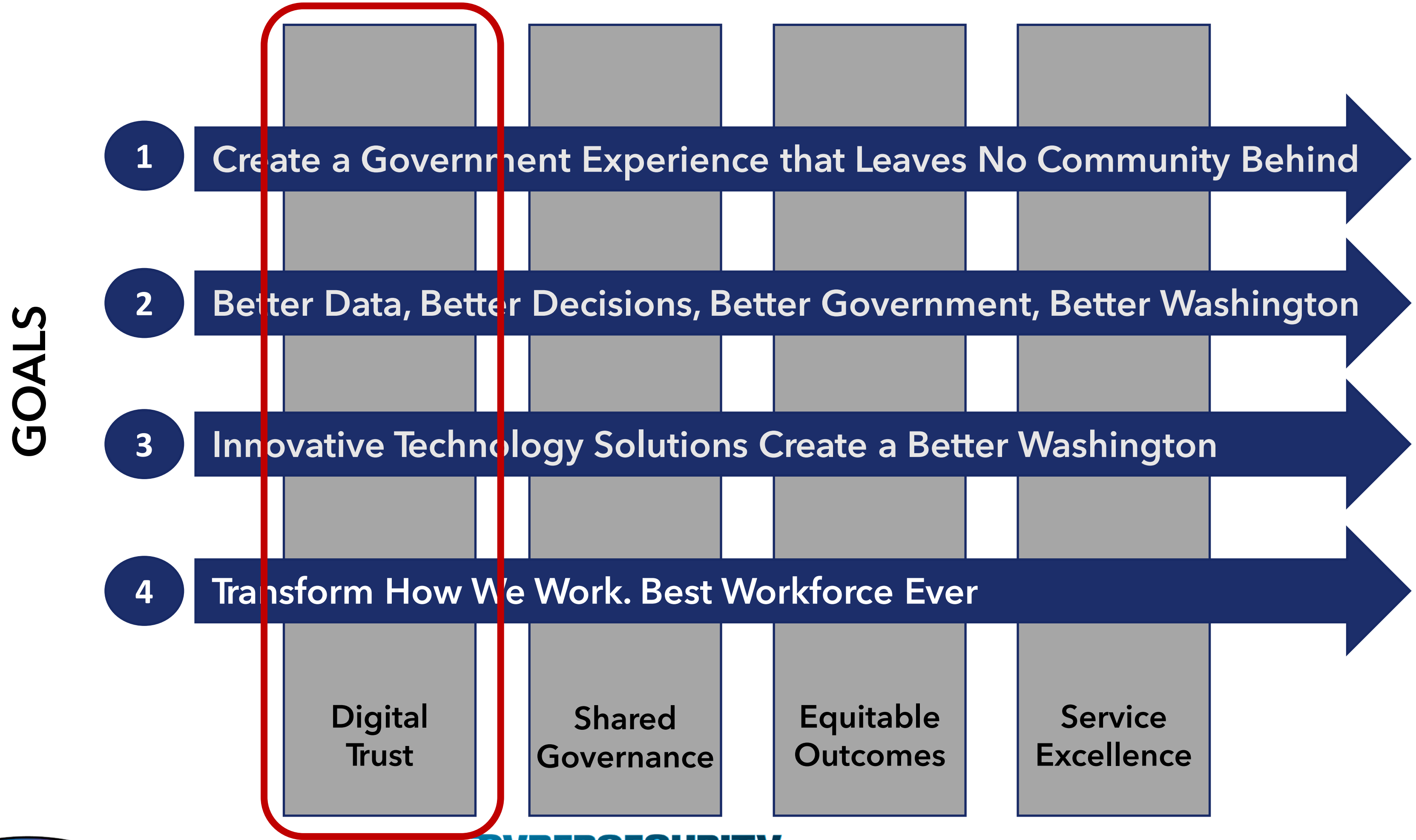
Goals, Pillars, Values and Unifying Statement


GOALS
1 Create a Government Experience that Leaves No Community Behind
2 Better Data, Better Decisions, Better Government, Better Washington
3 Innovative Technology Solutions Create a Better Washington
4 Transform How We Work. Best Workforce Ever
Digital Trust
Shared Governance
Equitable Outcomes
Service Excellence

UNIFYING STATEMENT
Connected Government,
Stronger Communities,
Better Washington

VALUES
Human-Centered
Courageous Innovation
Community + Connectivity
Inclusive Ideas
Accessibility
Stay Nimble

PILLARS

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What more can I do to protect myself and the State?

Protecting the State

- Understand the value of data
- Never share your password.
- Don’t share State equipment.
- Be aware of the actions of others.

Protecting Yourself

- Use a password manager.
- Use reputable antimalware.
- Secure your home WiFi.
- Beware providing personal information online.

Enjoy the Month

- Kahoot Quiz
- Presentations
- Escape Room
- CyberByte Videos
- More

Washington State Cybersecurity Awareness Month Activities
https://watech.wa.gov/Cybersecurity-Awareness-Month-2023

Thank You!