



Is Your Small Business Preparing for National Cyber Security Awareness Month?

Summary

The Cybersecurity and Infrastructure Security Agency (CISA) in partnership with the IT SCC (Sector Coordinating Council) invites you to participate in a webinar discussion series focused on SMBs (Small and Medium-sized Businesses) for cybersecurity awareness month! For 2024 CISA is centering the conversation around Artificial Intelligence and its influence throughout the sectors. The discussions throughout this series will cover different aspects of Artificial Intelligence (AI), understanding how it could affect your environment, what the research community is developing and seeing, and what to expect moving forward when discussing AI safety.

REGISTRATION

To learn more and register for each event, please follow the links below.

Week 1: State of Critical Infrastructure SMB Cyber [Registration](#)

Week 2: AI Foundations: Building a Strong Baseline for Critical Infrastructure SMBs [Registration](#)

Week 3: AI Unlocked: Must-Know Principles and Game-Changing Guidelines [Registration](#)

Week 4: Resource Vault: Strengthen Your SMB's Critical Infrastructure [Registration](#)

Cyber-Attacks Against Small Businesses

- ▶ In 2021, personal data was stolen in 45% of all breaches. ([Verizon](#))
- ▶ In 2021, the average cost of a data breach was an unprecedented \$4.24 million. ([IBM](#))
- ▶ Companies that suffer data breaches see a sharp decrease in repeat customers, with 55% of people in the U.S. saying they would take their business elsewhere.
- ▶ If your small business falls victim to ransomware, there's a 51% chance you'll pay the fee. If nearly three-quarters of small businesses were to experience a ransomware attack, bankruptcy would soon follow for the majority of them.

WHO SHOULD ATTEND?

Small and medium-sized businesses working in and adjacent to critical infrastructure environments. While the focus of the content will be centered around SMBs, other prominent discussions will provide value to businesses of any size. Discussions around safety affect citizens and businesses of any size due to the interconnectivity of IT environments. This effort stems from the IT sector and will maintain that origin within the discussions but, due to the vastness of the subject, all 16 critical infrastructure sectors are encouraged to attend and receive the value from attending.

IF YOU THINK YOU'VE BEEN SCAMMED

- ▶ Contact your institution immediately so they can act and provide recommendations.
- ▶ Report suspicious activity to the Internet Crime Center, www.ic3.com, and/or your local law enforcement agency.

