

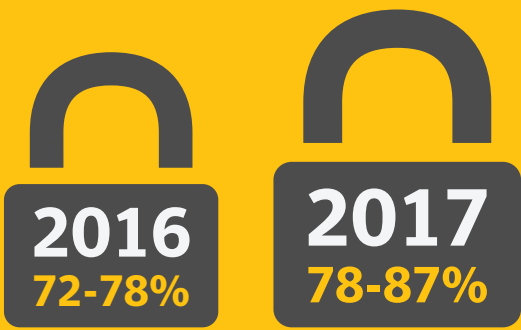
THE 2017 NUMBERS: CYBER ATTACKS ON NEW ZEALAND SMALL BUSINESS

**7% OF NEW ZEALAND SMBs
HAVE BEEN AFFECTED BY
A RANSOMWARE ATTACK**



**MORE THAN 1 IN 3 SMBs
DON'T THINK THEY'D LAST A WEEK
WITHOUT CRITICAL BUSINESS INFORMATION**

**MORE COMPANY DEVICES
BECAME PASSWORD
PROTECTED IN 2017:**



**CYBERCRIMINALS STUCK TO TRIED
AND TESTED METHODS IN 2017**



**NEW ZEALAND SMALL BUSINESSES
CONTINUE TO EXPERIENCE THE
SAME TYPE OF CYBER ATTACKS**



**OF THE BUSINESSES
WHO HAD EXPERIENCED
A CYBER ATTACK:**

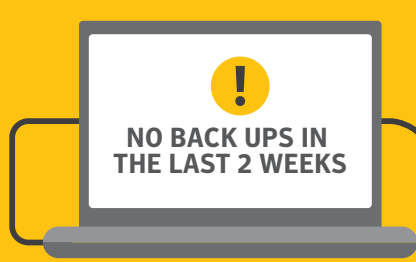
66% 
HAD FALLEN TO AN EMAIL
OR PHISHING SCAM

27% 
WERE THE VICTIM OF A
HACKING ATTEMPT

21% 
WERE THE VICTIM OF A
RANSOMWARE ATTACK



BACK UP & RECOVERY



**ALMOST 1 IN 4
SMALL BUSINESSES BACK UP
THEIR BUSINESS DATA NO MORE
THAN ONCE A MONTH**

**15%
ARE RETRIEVING
LOST DATA ANNUALLY**



**INTERNET SECURITY
SOLUTION SIGN-UPS
INCREASE FROM...**

**70%
IN 2016** TO

**89%
IN 2017**

**11%
OF NEW ZEALAND SMBs
ARE UNPROTECTED
FROM CYBER
THREATS**

PUBLIC Wi-Fi SECURITY

**35%
OF BUSINESSES HAVE EMPLOYEES THAT ARE
REQUIRED TO TRAVEL OR WORK REMOTELY**



**39%
DON'T TAKE ANY SAFETY PRECAUTIONS
WHEN CONNECTING TO PUBLIC Wi-Fi**



FROM THE EXPERTS: SECURITY TIPS AND TRICKS

**Don't wait until
it's too late to know
your business**

Don't wait until you've been hit by a cyber attack to think about what you should do to help secure your information. Learn the risks, review your business practices and identify security gaps that you can start to address before it's too late.

**Invest in security
and backup**

To reduce the risk of being hit by a cyber attack, implement comprehensive security software such as Norton Security for Professionals or Norton Small Business, and use backup solutions regularly to help safeguard business critical data.

**Keep
up-to-date**

Ensure all your company devices, routers, operating systems, software and applications are always up to date with the latest versions and patches to reduce the risk of being exposed to security vulnerabilities.

**Get employees
involved**

All employees should be vigilant and know how to spot phishing scams, ransomware attacks and be aware of which sites they can visit on their work devices. Small businesses should invest in mandatory training or formal policies to help educate employees so they become your best line of defence against cyber attacks, not your weakest link.

**Use strong
passwords**

Use unique passwords for all your devices, accounts and Wi-Fi networks and routers, change them every three months and don't reuse them. Consider using an online password manager like Norton Identity Safe as an added layer of protection.



To help protect your business,
visit nz.norton.com/small-business today

Source: Norton New Zealand SMB Cyber security Survey, 2017

