Small businesses globally are a prime target for cybercriminals.

DON'T LEAVE YOUR BUSINESS OPEN TO ATTACK

When your payment card data is breached, the fallout can strike quickly. Your customers lose trust in your ability to protect their personal information. They take their business elsewhere. There are potential financial penalties and damages from lawsuits, and your business may lose the ability to accept payment cards. A survey of 1,015 small and medium businesses found 60% of those breached close in six months. *(NCSA)*

Computer equipment and software out of the box often come with default (preset) passwords such as "password" or "admin," which are commonly known by hackers and are a frequent source of small merchant breaches.

About 80% of data breaches involve guessed or stolen passwords *Verizon PCI 2015*

Software often has flaws or mistakes made by programmers when they wrote the code, also called security holes, bugs or vulnerabilities. Hackers exploit these mistakes to break into your computer and steal payment data.

Your data is vulnerable when it travels to your bank, and when it's kept or stored on your computers and devices.

60%

OF SMALL BUSINESSES EXPERIENCED A CYBER BREACH.
(HM Government)

71%

OF HACKERS ATTACK BUSINESSES WITH UNDER 100 EMPLOYEES
(Verizon 2012)

$20,752

AVERAGE COST TO A SMALL BUSINESS DUE TO HACKING, UP FROM $8,600 IN 2013
(NSBA)

69%

OF AMERICAN CONSUMERS WORRY ABOUT THEFT OF THEIR PAYMENT CARD DATA
(Gallup)

Start protecting your business today with these security basics:

- Use strong passwords and change default ones
- Protect your card data and only store what you need
- Inspect payment terminals for tampering
- Install patches from your vendors
- Use trusted business partners and know how to contact them
- Protect in-house access to your card data
- Don't give hackers easy access to your systems
- Use anti-virus software
- Scan for vulnerabilities and fix issues
- Use secure payment terminals and solutions
- Protect your business from the Internet
- For the best protection, make your data useless to criminals

PCI Security Standards Council®

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For more information on how you can protect your business, download the *Small Merchant Guide to Safe Payments*.
https://www.pcisecuritystandards.org/pdfs/Small_Merchant_Guide_to_Safe_Payments.pdf