

EXTRA SECURITY & FREIND OR FRAUD?

Confused?
No need to be.
Here is the low down
on extra security
and how to discern
between real and
fake accounts



Before you start to **panic**, this is not going to get too technical or complicated

RDP stands for **Remote Desktop Protocol**, and it's how you and your team connect to your business network using your laptops when you are away from the office.

So, a pretty essential piece of technology these days.

But because anyone can reach an RDP through the internet, that does present a security risk. In fact,

**Attacks on RDPs surged by
768% in 2020
Whoah**

**47% of ransomware attacks start
with the RDP being compromised in
some way**

So, what do you do to protect your business from becoming a **victim**?

Three options: To Maximize Protection



Set up **Muliti-Factor Authentication** across your devices. This is where you have to generate a code on a separate device to prove it is really you logging in.



Limit who can access your network by setting up **Access Control Links**. This is like a security guard on the door deciding who can get in and who can not.



Set up a **Virtual Private Network**. This is an encrypted 'tunnel' for your connection into your business. No-one else can see what info you are sending or receiving.

There are even more acronyms that can help but I do not want you to glaze over.

Let me make it simple - my team and I can make it a lot more secure for you and your team to access your information remotely, but still easily.

Let's talk.

FRIEND OR FRAUD?

Hopefully you are aware of the risks of fake accounts on social media. Accounts are created to catfish; con people out of money and for other kinds of exploitation.

But did you know that fake accounts can be created for other services too?

Most of the businesses we interact with now need you to create an account. Think food ordering, online shopping, maybe even for businesses like yours.

But what is the harm in that, right? These fakes won't be creating accounts on your website to trick you into anything. They won't be able to access your products or services for free. Aside from creating spam in your CRM, what is the problem?

Actually, these fake accounts can result in huge fraud. Recently, for example, the US Secret Service announced it had recovered \$2 billion in fraudulent Covid-19 relief claims.

And it's on the rise, because there are now software tools which automate account creation and mask real identities.

In the world of retail, bots exist to buy up limited edition or highly desired items, with a view to reselling them for a higher price. And the lengths these bots go to, in order to make fake email accounts look like real humans is incredible.

They sign up to mailing lists, send emails, watch YouTube videos, all to build up normal email account activity, before creating accounts with the desired retailer, ready to drop.

When the item is released, these bots are all logged in and checking out at the same time, making it next to impossible for real humans to make a purchase.

While they may not directly affect your business in this way, it's making it very difficult for all of us to be recognized as real individuals online. It may be only a matter of time before this is recognized as a form of fraud.

Have you considered how fake account fraud could affect your business? Perhaps it is time to take a look at the way accounts are created to do business with you.



Ready to make cybersecurity a PRIORITY?

We know that the day-to-day running of your business is paramount, and dealing with technology issues falls down on the list. Taking time to secure your business technology is like insurance, it takes time to set up but you are grateful that you took those steps before something big takes down the tools that make your business run.

Digital Guidance is here to take care of setting up the safe guards you need - from individual devices, mobile devices to entire networks, we are here to implement security for you.

**Would you like expert advice?
Or someone to just deal with
all of this for you?**

Let's talk.



This is how you can get in touch with us:

CALL: 248-929-5699 | **EMAIL:** hello@digitalguidance.com

WEBSITE: www.DigitalGuidance.com

