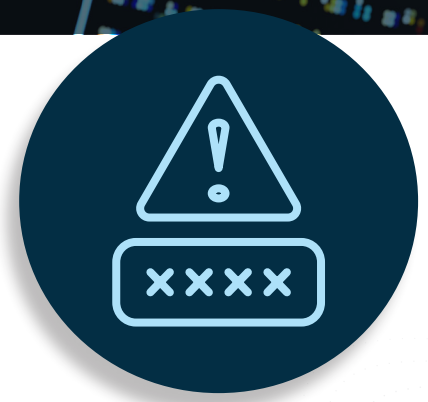


# PROTECT YOUR BUSINESS WITH GOOD PASSWORD HYGIENE

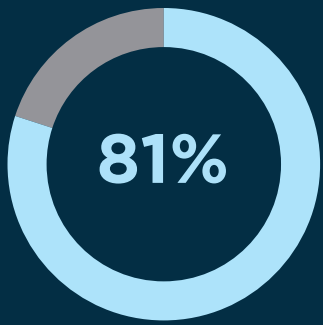
What You and Your Staff Need to Know

It takes 62 trillion more times to crack a complex 12-character password than a lowercase 6-character password.<sup>1</sup>

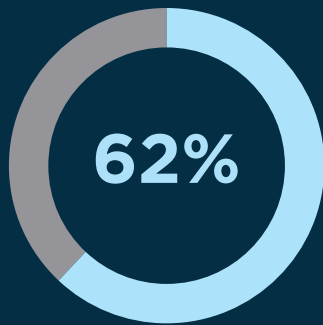


## Knowledge Is Power

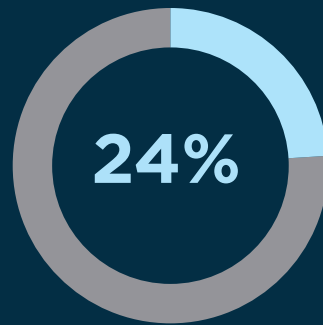
As we accrue more and more online accounts, it's tempting to use simplistic passwords or the same password across numerous accounts. And the cybercriminals know it. They have the tools and the know-how to hack weak passwords and gain access to your entire organization.



81%  
of data breaches are due to poor password security<sup>2</sup>



62%  
of Americans claim to use the same password across 3-7 different accounts<sup>3</sup>



24%  
of Americans have used common passwords, such as 'abc123,' 'Password' and '123456'<sup>4</sup>



\$3.86 million  
Average cost of data breaches in 2020<sup>5</sup>

## 3 Characteristics of a Strong Password



### LONG

Cybersecurity professionals recommend using at least ten characters to protect against password guessing and hacking.



### UNIQUE

Resist the temptation to reuse passwords. Even strong passwords should not be used for more than one account.



### COMPLEX

A combination of mixed characters, including uppercase and lowercase letters, numbers and special characters are tough to crack.

## Full-Scale Password Protection Calls for a Multipronged Defense



Employ multifactor authentication (MFA)



Require periodic password updates



Perform penetration testing



Train staff on password best practices

Knowledge is power and one of the most effective tools against motivated hackers. The more you and your staff know, the less likely these cybersecurity attacks on your business will be successful.

Sources:

<sup>1</sup>Scientific American, <sup>2</sup>Verizon Communications, <sup>3</sup>SecureAuth, <sup>4</sup>Google-Harris Poll, <sup>5</sup>IBM