



## AVOIDING ATTACKERS + DATA BREACHES

### Cyberattackers Love Data

They try to gain access to sensitive information about people and organizations. Even seemingly insignificant pieces of data can be valuable to them. Criminals will often gather publicly available information via social media sites, web searches, and data brokers. But they don't always play by the rules.

Attackers may resort to underhanded means, like buying information from illegal sources. They might also contact people to try and trick them into revealing private data. At any organization, employees are constantly handling different forms of data. And cybercriminals will often target people based on their access to important information. These attacks can lead to data breaches.

Fortunately, you have the power to fight back!

**Your access to different types of non-public data will depend on your role and responsibilities.**

#### What Is a Data Breach?

Basically, a data breach occurs when an unauthorized person gets access to non-public organizational data. Some breaches are the result of malicious activities, such as phishing emails or insider trading. However, sometimes these breaches can occur because of improper data handling

#### Public Data vs. Non-Public Data

It is important to understand the difference between public and non-public data. Public data, otherwise known as "external" information, is

accessible to anyone inside or outside of an organization. Non-public data may be available to insiders but shouldn't be shared with anyone outside of the organization. The correct way for someone within an organization to handle these two types of data differs.

There are no specific protocols for sharing, storing, or disposing of public data. However, there are special requirements for handling non-public data. Each organization will have a specific set of rules for handling this important type of data, but it is important to note that some types of non-public data have higher sensitivity levels.

Let's use the example of a vinyl record collection. If you have a collection of vinyl records, each album is unique. Each album has a different value based on a number of characteristics, i.e., artist, popularity, year it was recorded, price, etc.

For example, if you have a copy of Billie Eilish's *When We All Fall Asleep, Where Do We Go?* that you purchased on Amazon, it won't require very much specific attention and care because it is easily accessible to many people. But if you have a signed copy of *Bare Trees* by Fleetwood Mac from its initial pressing in 1972, you will need to take special care of it due to its rare nature. Similar considerations apply to different types of data based on your organization's specific security levels.



## WHAT TO DO IF YOU SUSPECT A BREACH

Not all data is equally sensitive, and some breaches are more problematic than others. The severity of the breach can depend on the classification of the exposed data. If you ever think data has been compromised, let your supervisor know. Your organization may have a legal duty to report the incident, even if the breach was accidental.

*A quick response is crucial!*

## Securing Data: Knowing Your Role

Employees handle data every day, in both our personal and professional lives. Data privacy has become an important topic around the world, which has elevated discussions about data protections. Failure to look after this data properly could result in reputational damage, fines, legal trouble, or distress and losses to those whose data was breached.

Follow these steps to help your organization keep data secure:

- Only collect information that you need for a specific purpose
- Store the data securely and only share it safely with authorized individuals
- Understand and apply your organization's policies for handling, sharing, storing, and disposing of data
- Report any suspected misuse or unauthorized disclosure of protected data

### ACROSS

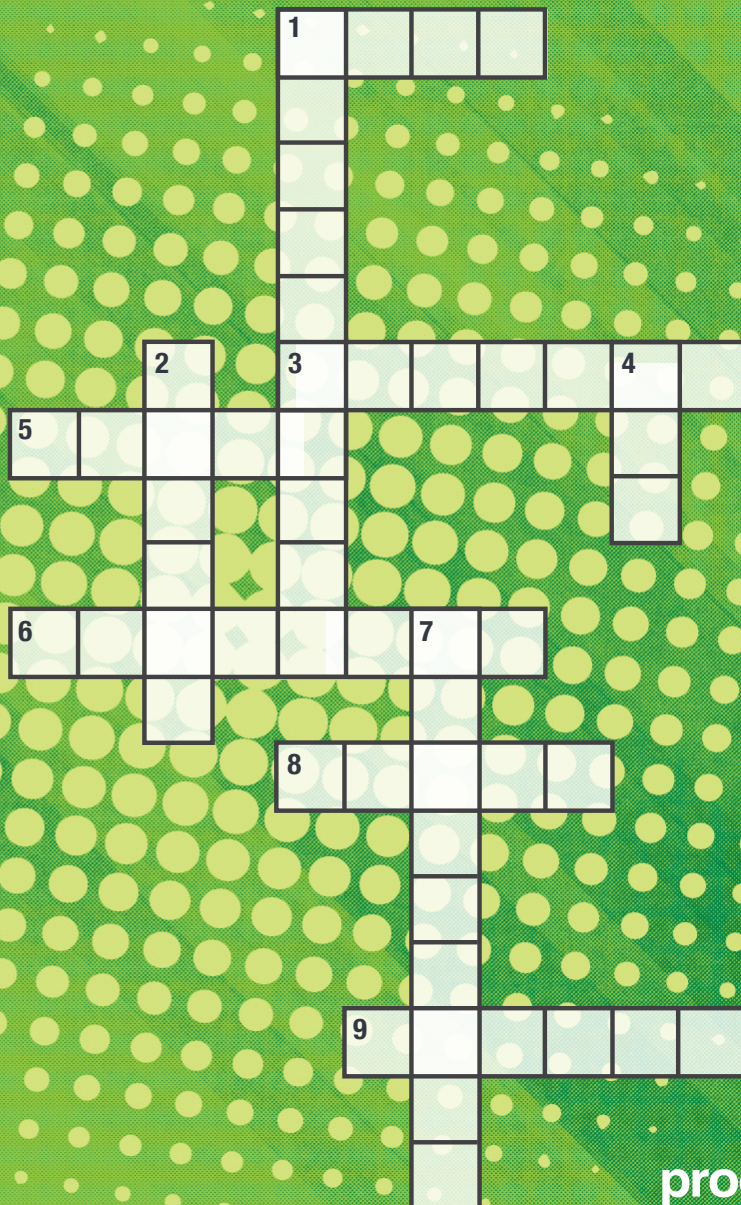
1. Store this securely, and follow your organization's protocols
3. Popular Fleetwood Mac album
5. Known for their song Float On, this band is called Modest \_\_\_\_\_
6. A tactic attackers use to gain access to data
8. A media format used to listen to music on a record player
9. \_\_\_\_\_ Rodrigo, artist of popular album SOUR

### DOWN

1. Occurs when an unauthorized person gets access to non-public data
2. Data accessible to anyone inside or outside of an organization
4. 2021 Taylor Swift re-release
7. Data available to insiders only

ACROSS  
1 Data  
3 Rumours  
2 Public  
5 Mouse  
6 Phishing  
DOWN  
1 Data Breach  
2 Public  
3 Red  
5 Mouse  
6 Phishing

## Activity Corner // Data Handling and Record Collecting



proofpoint.