

KnowBe4



A W A R E N E S S  
S O F T W A R E  
L I M I T E D

## **Cyber Security & Your People**

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Megan Kane  
KnowBe4

# What we will cover

## 01. The Modern Day Security Stack



## 03. How to Protect your Organisation



## 02. Cyber Attacks & the UK



# ASL & KB4's Mission



- Create a safer digital environment for businesses
- Protect organizations from cyber threats
- To improve businesses security culture

## How we achieve this:

- Educate employees on how to recognise and avoid Cyberattacks
- Regular testing of employees knowledge through training and social engineering
- Keeping businesses up to date with developments in the industry and how to counteract threat

# Customers Are Building a Modern Security Stack....



...That Starts With the Human

## How do Cyberattacks affect the UK?

- Human risk causes what % of Cyberattacks in the UK?
- What is the average cost of a Cyberattack for a UK business?
- How many businesses in the UK have reported a breach in 2024 so far in %? And how many of these were phishing attacks?



## Answers - How do Cyberattacks affect the UK?

- Human risk causes 74% of Cyberattacks in the UK
- £10,800 is the average cost of a Cyberattack for a UK business
- 50% of businesses in the UK have reported a breach in 2024 so far and ..84% of these were phishing attacks

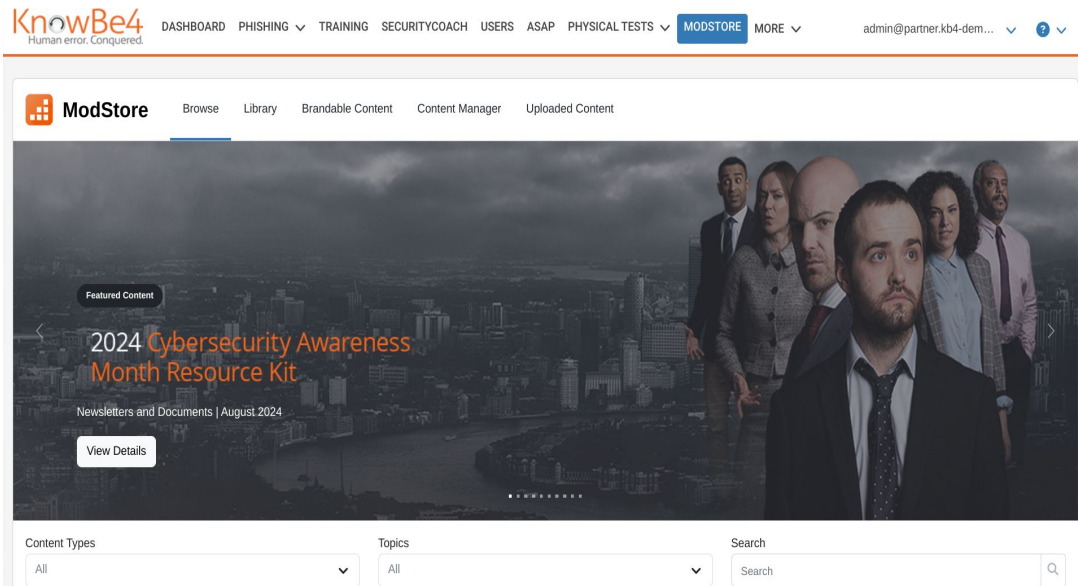
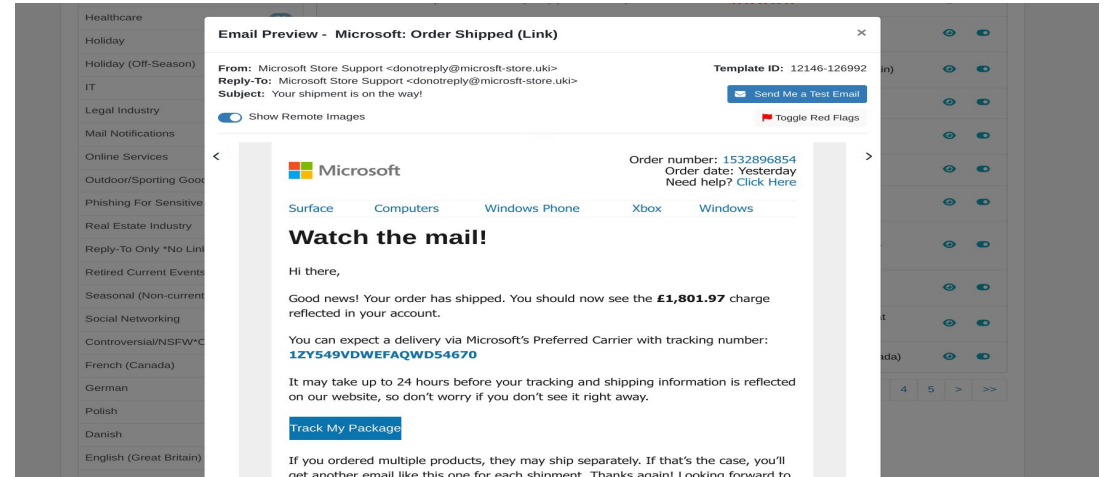
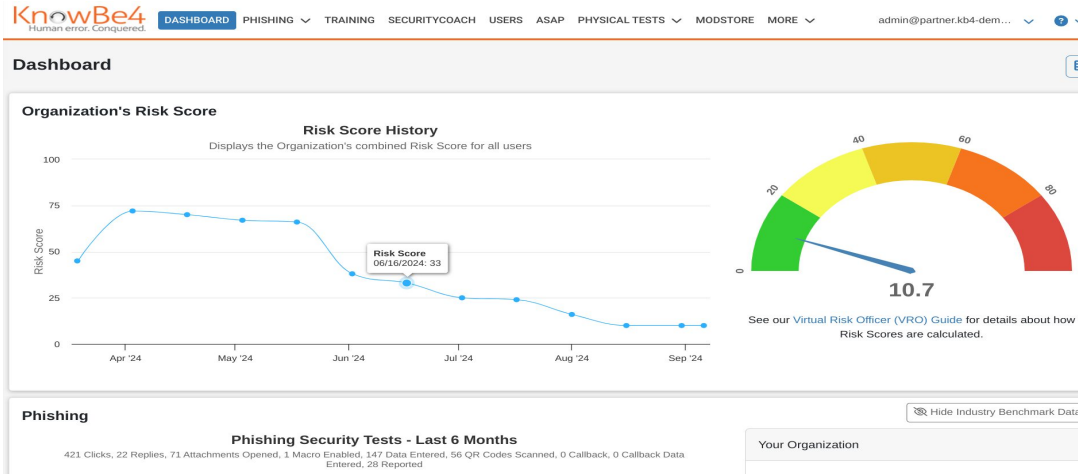


# Common Misconceptions

- **The first point of failure is firewalls**
- **Security Awareness Training on its own is enough**
- **Your business hasn't experienced an attack because you aren't aware of any**
  - Viruses
  - Worms
  - Trojan Viruses
  - Spyware
  - Ransomware
  - Keyloggers



# How we do it..



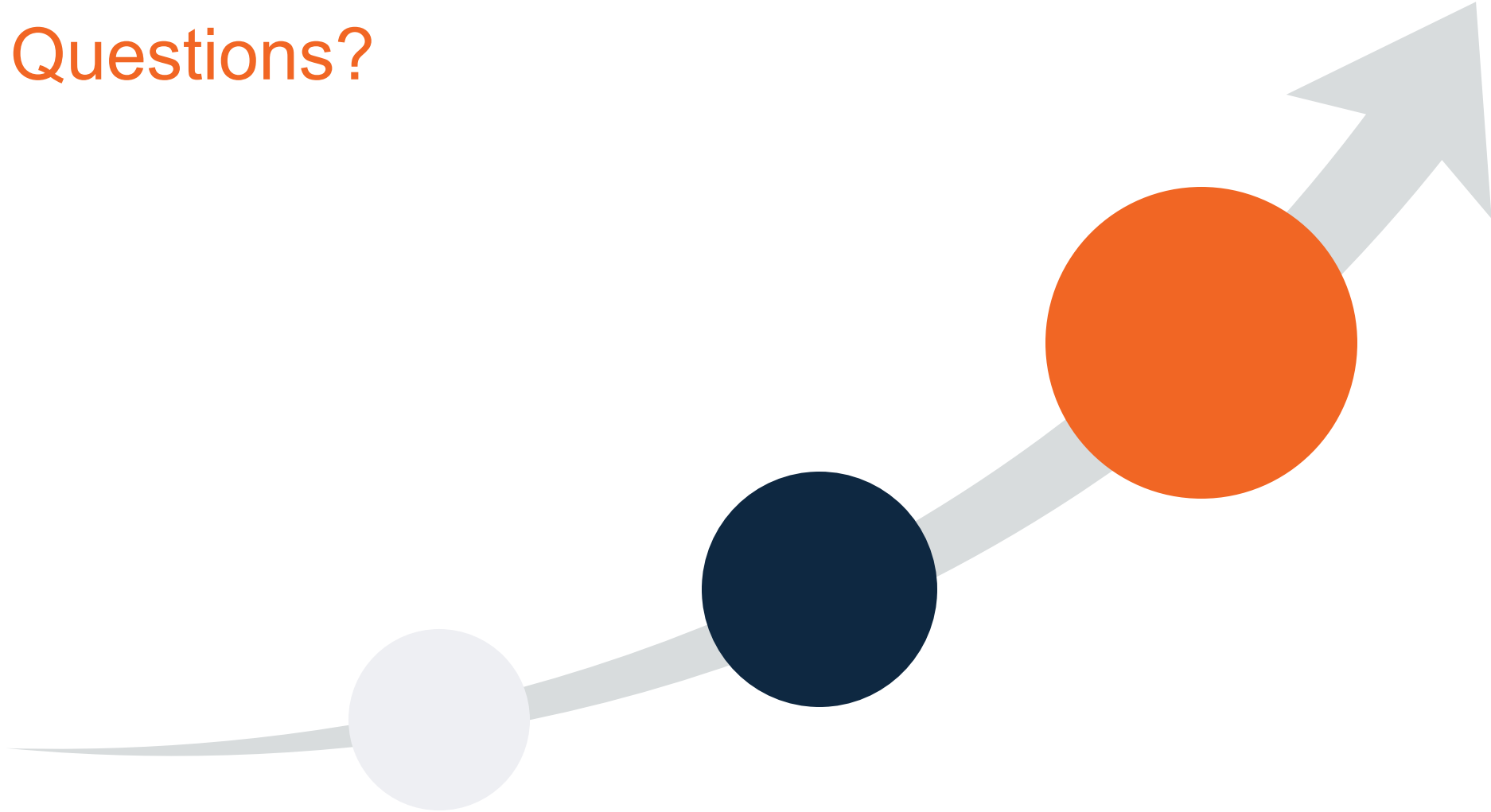


## What you can get working on today..

- Ensure users are aware of new and modified attack vectors
- Regularly test, train and coach users to improve detection
- Implement processes to govern and support proactive user behaviour and reduce risk
- ...and repeat!



# Questions?



\*Also review Smart Art for other options

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THANK YOU!

