

# CYBER THREATS: ARE YOU A POTENTIAL TARGET? ALL ROADS LEAD TO YES.

Threat actors don't discriminate. Although some attacks have deliberate targets, most compromises occur before the hacker even knows who they hacked. Why? Because threat actors seek to identify specific vulnerabilities, such as a certain router model, before they look at who it belongs to.

**DOES YOUR ORGANIZATION USE INTERNET CONNECTIVITY?**

**DO YOU HAVE HARDWARE AND/OR SOFTWARE CONNECTED TO THE INTERNET?**

**DOES YOUR ORGANIZATION USE EMAIL?**

Email is a prime avenue for phishing attacks. Employees are often targeted through phishing emails, which can trick them into revealing sensitive information or installing ransomware. Human error is a common entry point for threat actors.

**DOES ANYONE AT YOUR ORGANIZATION USE A FILE TRANSFER SYSTEM?**

Regardless of whether you utilize systems like AWS or OneDrive for data exchange, your business remains susceptible to potential threats if any aspect of your operations is connected to the internet.

**DOES YOUR ORGANIZATION UTILIZE VENDORS OR SUPPLIERS?**

It's just as important for your third parties to have robust cybersecurity measures as it is for your company. An attack on one link in the supply chain can have a cascading effect on your organization.

**DOES YOUR ORGANIZATION HAVE DATA?**

All companies have data, whether it's client/customer information, HR or financial records, blueprints, or intellectual property. Cyber criminals don't always know what stolen data will harm a company the most and often just take whatever they can.

The road to doing business may be rife with cyber threats, but you're not without options to keep the journey as safe as possible.

An experienced broker will leverage their relationships with top carriers and incident response teams to provide guidance and help you strategize about cybersecurity measures to help mitigate many risks in the ever-evolving cyber threat landscape.

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