

How Do Cyberattacks Hurt Me?

Individuals Are Vulnerable

- Cyberattacks: phishing, ransomware, spyware
- Individuals are vulnerable – low security
- Therefore, hacking individuals = PAYOFF
- Attacks can destroy credit scores and lives
- Breach fatigue makes hacking individuals easier



Understanding the Landscape, Narrowing Our Approach

- Market-based, legal, and policy approaches
- Our consultants: cyber hygiene is one of the most pressing concerns currently facing Americans
- Evaluated pitch decks of various potential solutions
- Criteria: deliverable must be a sustainable, accessible approach to reducing the risk of data misappropriation

How do we mitigate the risk of data misappropriation to American families ?

A 3-Part Solution

- The guide - 10 tips for better data security
- The website + victims' stories
- Outreach - informing journalists, policymakers, and relevant organizations of our work

Project Ideas for a Safer Future

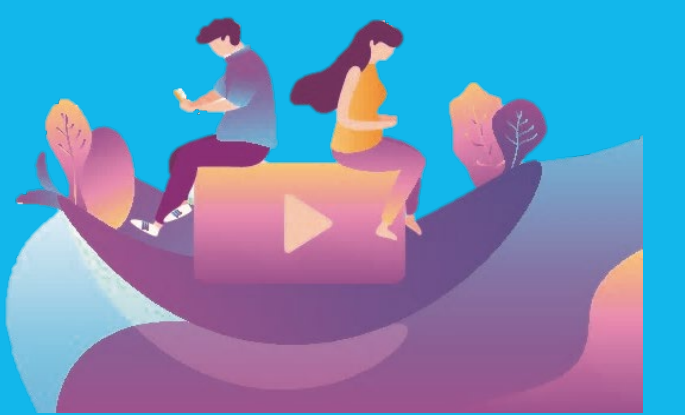
- Start educating early: create a K-12 cyber hygiene curriculum
- Change the playing field: introduce legislation to incentivize companies to improve data security for consumers

Cybersecurity for American Families

A 10-Step Data Security Guide for the People You Love

Take Control of your Privacy

Be aware of your privacy settings.

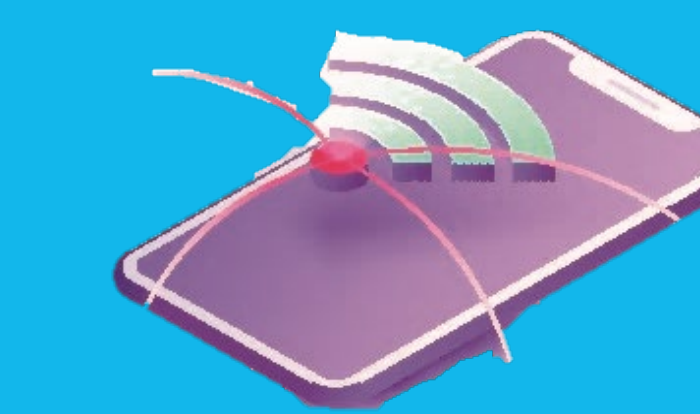


Find out where your data lives

Know what information organizations collect and who has access to it.

Keep your devices up-to-date

Update your software as frequently as possible.



Be Wi-Fi Wise

Only use trusted Wi-Fi networks that are password-protected.

Create Stronger Passwords

Regularly change your passwords, and develop a smart password strategy.

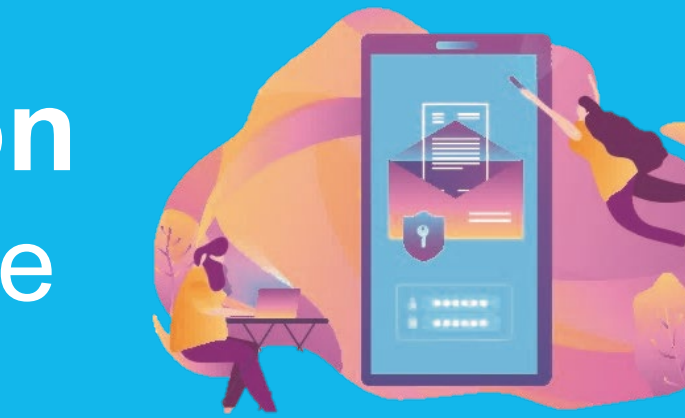
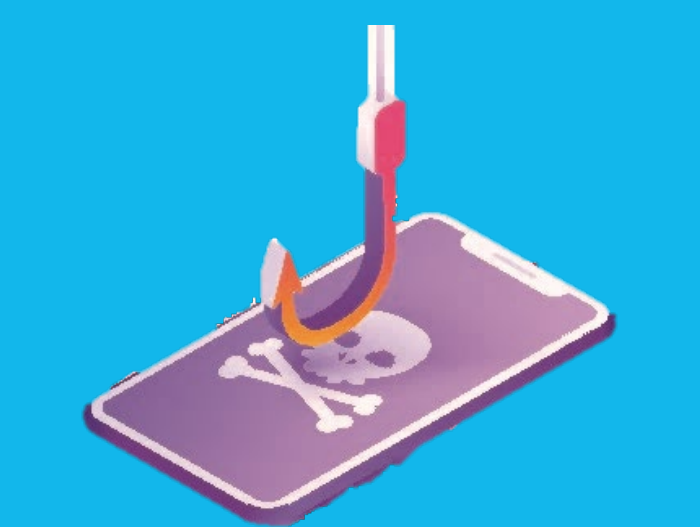


Take Two Steps

Enable Two Factor Authentication for your online accounts to make it harder to steal your data.

Avoid Sharing Sensitive Information

Unless absolutely necessary, do not share sensitive information.



Think before you link

Be wary of clicking on suspicious links.

Get a free freeze

Get a free credit freeze if you notice any unfamiliar financial transactions.



Make sure that your elected officials protect your data, too

Contact your elected officials about cybersecurity!