

**WHEN YOU GET THE THIRTIETH EMAIL THIS MONTH  
THAT YOUR DATA HAS BEEN FOUND ON THE DARK WEB**



**SO YOU'RE NOT WORRIED ABOUT USING THE SKETCHY  
PUBLIC WI-FI AT THE COFFEE SHOP**

**1. PEOPLE NEVER THINK ABOUT THE POSSIBLE  
DANGERS OF USING FREE WI-FI IN PUBLIC PLACES,  
ESPECIALLY WITHOUT PROPER PROTECTION ON  
THEIR DEVICES.**

**THE SECOND MEETING WITH I.T. THIS WEEK BECAUSE PEOPLE REALLY THINK THE CEO WANTS THEM TO SEND HIM THEIR PERSONAL BANKING INFORMATION**



**2. IF IT LOOKS LIKE IT IS BEING SENT FROM AN OFFICIAL ACCOUNT, PEOPLE DO NOT LOOK TOO CLOSELY AT EMAILS THEY RECEIVE.**

## **THE “TOTALLY LEGITIMATE” CONTRACTORS YOU LET IN DOWNLOADING ALL OF THE COMPANY’S DATA**



**3. CONFIRMING THE CREDENTIALS OF PEOPLE  
ACCESSING YOUR PHYSICAL PROPERTY IS JUST AS  
IMPORTANT AS NOT CLICKING ON SUSPICIOUS  
LINKS. JUST BECAUSE SOMEONE LOOKS OFFICIAL  
DOES NOT MEAN THEY ARE SUPPOSED TO BE  
THERE.**