YOU ARE THE TARGET

Problem
Many people mistakenly believe they are not a target and their information or computer has no value. However, your personal information and your computer have tremendous value. In fact, you are one of the cyber criminal’s primary targets.

Crime has existed for thousands of years, and attacks such as fraud, identify theft, and extortion are very common. However, the Internet has made these crimes much more profitable, much simpler to commit, and with far less risk to the criminal.

Before the Internet, criminals could only steal what they physically had access to. Today, criminals use the Internet to target millions of people worldwide, twenty four hours a day, seven days a week. And they now have access to sophisticated tools that automate these attacks -- meaning you are constantly under attack by thousands of worldwide criminals.

The simplest way to hack into an organization is by targeting its employees. Unaware employees are the greatest weakness because they make common mistakes, such as clicking on malicious links or using infected USB sticks. As a result of these mistakes, you have become a primary target.

Solution
The first step is to understand you are a target. Too often, people believe no one would want to attack them because they have nothing of value. As a result, they do not take the necessary steps to protect themselves, their family, or their information.
Cyber Crime Is Highly Organized

Over the past decade, cyber criminals have become more and more sophisticated. When cyber criminals first appeared, they often worked alone. They had to build their own attack tools, manually find and hack into computers, send out spam, steal account information, and transfer or wire stolen money all by themselves.

Today’s cyber criminals are far more sophisticated. Each criminal now has their own specific field of expertise, and working together, they have developed their own highly organized community. One group is dedicated to developing and supporting sophisticated attack tools. Another group specializes in hacking into other computers or stealing personal information. Others work to sell compromised computers or stolen bank accounts, while an entirely different group transfers and launders stolen money.

An entire cybercrime economy has emerged, which is constantly improving its tactics and becoming more effective and efficient in making money every day. These criminals form a highly sophisticated threat, one that will be with us for many years to come.