# GETCYBERSAFE

Protect while you connect.

⚠️ **Know the Risks.**

**Protect Yourself.**

**Protect Your Devices.**

# T O O L K I T

Canada

# In This Toolkit

**Thank you for your interest in cyber safety!**

**October is Cyber Security Awareness Month in Canada, but anytime's a good time to promote safety online.**

**By taking an active role in your community, you are helping to build a culture of cyber security in Canada. While governments at all levels are working hard to keep Canadians safe from online threats, cyber security is a shared responsibility—one in which Canadians, their governments, the private sector and our international partners all play a role.**

## The Issue

Every day, Canadians hear stories about how vulnerable computers are to viruses, how we all need to protect our personal information online, and how Internet fraud schemes persist. We can lose money, assets, personal memories, even our very identities, simply by making one false click of a mouse or mobile device.

## The Research

The links below will take you to research that has been conducted regarding Canadians' beliefs and behaviours relating to Internet usage and online safety.

### 2012
**Survey of Canadians on Privacy-Related Issues, released by the Office of the Privacy Commissioner of Canada.**
http://www.priv.gc.ca/information/por-rop/2013/por_2013_01_e.asp

### 2011
**Cyber Security Baseline Research Study, released by Public Safety Canada.**
http://epe.lac-bac.gc.ca/100/200/301/pwgsc-tpsgc/por-ef/public_safety_canada/2011/index.html

### 2010
**Canadian Internet Use Survey, released by Statistics Canada.**
http://www.statcan.gc.ca/daily-quotidien/100510/dq100510a-eng.htm

### 2009
**Canadians and Privacy, released by the Office of the Privacy Commissioner of Canada.**
http://www.priv.gc.ca/information/por-rop/2009/ekos_2009_01_e.asp

## The Campaign

**Get Cyber Safe** is a national public awareness campaign created to educate Canadians about Internet security and the simple steps they can take to protect themselves online. The campaign's goal is to bring together all levels of government, the public and private sectors, and the international community, to help Canadians be safer online.

Led by Public Safety Canada on behalf of the Government of Canada and its partners, the campaign invites you—and all Canadians—to take a knowledgeable and active part in protecting yourselves, your families, your communities, and your country from the threat of cyber crime.

## This Toolkit

This toolkit is here to help you promote cyber safety through your own channels and activities, both in person and online. If you have any questions about the content or how to use it, please contact us at **info@GetCyberSafe.gc.ca**.

## The Website

The campaign hub is the **GetCyberSafe.gc.ca** website.

In addition to information about knowing the risks, protecting yourself, and protecting your devices, it engages visitors with videos, infographics, a blog, and more.

Visit the website throughout the year to stay up-to-date on the latest ways to stay cyber safe.
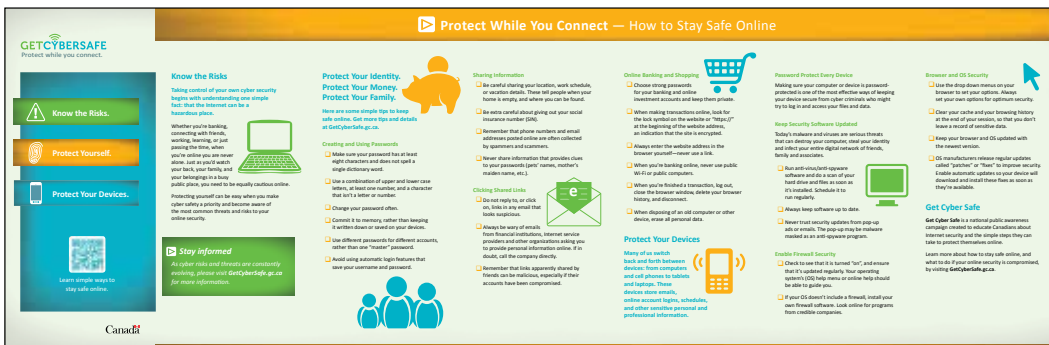
Available on **GetCyberSafe.gc.ca**, under the Resources section, products to help you spread the message of cyber safety, including:

- A printable brochure

- A poster

**Protect While You Connect — Poster**

A poster promoting the GetCyberSafe.gc.ca website and the three steps to stay safe online: Know the Risks, Protect Yourself, Protect Your Devices (11" x 17").
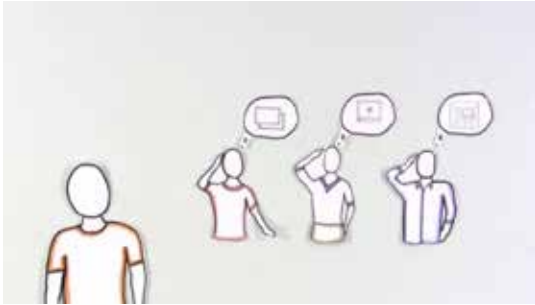
**Protect While You Connect — How to Stay Safe Online Brochure**

A brochure summarizing the three steps you need to take to stay safe online: Know the Risks, Protect Yourself, Protect Your Devices.
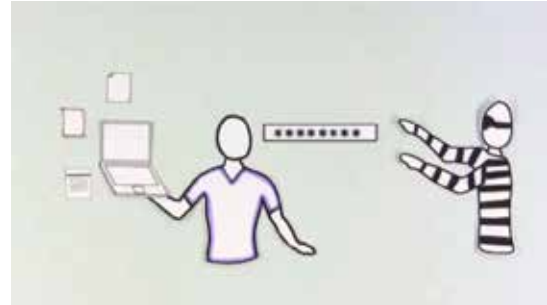
All videos are available on **GetCyberSafe.gc.ca** under the Resources section.

## Protecting Reputations Online

In the past, doing something embarrassing wasn't a big deal. It happened, and then people moved on. But now that things can be shared on the Web immediately, those embarrassing moments can last forever and impact your reputation and those of your friends.

## Secure Passwords

Passwords are an essential part of life online - and if we're not careful about keeping them secret, they can cause big problems. By understanding the risks and making passwords stronger, we can feel a little more secure.

## Secure Websites

Whether it's buying shoes, managing bank accounts or just connecting with friends, most of us depend on websites. Unfortunately, it's easy be fooled by fake websites that are designed to give your money or private information to criminals.

## Phishing Scams

Phishing scams are a growing threat on the Internet. By being aware of the scam, — you can feel confident in working with companies online.

## GetCyberSafe Online Ad

Protecting yourself from cyber criminals...it's that easy.

## Easy Ways to Stay Safe on Public Wi-Fi
A short video that demonstrates the easy steps Canadians can take to protect themselves when using public Wi-Fi networks.



## Easy Ways to Stay Safe on Your Mobile
This video explains how to use your mobile device safely with tips about strong passcodes, security settings and more.



## Easy Ways to Stay Safe on Social Networks
This video offers tips to safely enjoy social networking while protecting your personal information and your reputation online.

Infographics are graphic visual representations of information that describe a topic quickly and clearly. The following infographics can be found on the GetCyberSafe.gc.ca website, under the Resources section.

All infographics are available on **GetCyberSafe.gc.ca** under the Resources section.
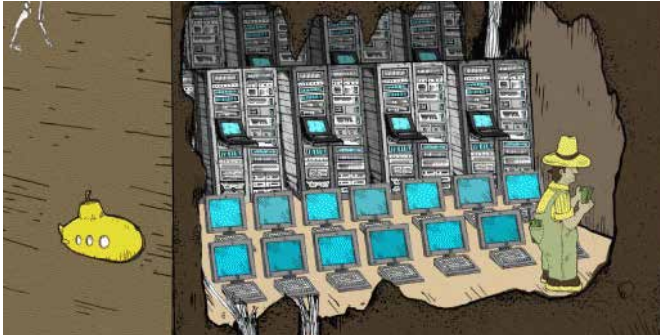


## Underground Economy and Cyber Crime - Exposed

This infographic literally exposes the world of cyber criminals and how they use our personal information. The illustration depicts cyber crime as a shady underworld that exists beneath our feet.



## Cyber Crime. Why Small Businesses Can Lose Big

This infographic takes the reader along a winding road that stretches through small towns, large cities and rural landscapes, educating them on how cyber crime affects small businesses.

## Phishing: How many take the bait?

Using fake emails and crafty scams, phishers trawl the cyber high seas for your banking information, credit card numbers and passwords. Roughly 156 million phishing emails are sent globally every day, so even if a fraction fall for the scam, phishers score big.



## Back to school device advice

A new school year comes with new swag, new devices, new assignments, new friends and a whole bunch of new chances for cyber criminals to spoil your excitement.

Practical tips to accompany your electronic purchase. These tip sheets offer a quick overview of the steps to take to secure your device from the minute you activate it.

## Handy Cyber Tip Sheet
Easy ways to make sure that you play safe while **gaming.**

*1.* Keep your game software up-to-date, and don't download unauthorized programs related to the game.

*2.* Make sure your computer is fully loaded with a firewall, anti-spy software and anti-virus software.

*3.* Use strong passwords: at least 8 characters long, containing letters, numbers and symbols. Also, choose a username that doesn't reveal your identity.

*4.* If your firewall lets you designate specific IP addresses to fellow gamers, do so: it makes them trusted partners and makes you less likely to encounter dangerous malware.

*5.* Choose a username that doesn't reveal anything about your identity. Consider using a nickname.

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### Gaming
Practical tips for online gaming.

## Handy Cyber Tip Sheet
Easy steps you can take to protect your new **smart phone.**

*1.* Set up your phone with a strong password that you change regularly. This will protect your information not just from hackers, but from someone who finds your phone if you lose it.

*2.* Only connect by Wi-Fi with trusted, password-protected networks, and turn off settings that automatically search for Wi-Fi networks. Hackers lurk on unprotected networks.

*3.* When downloading an app, take a good look at the permissions, and don't just click "allow" to everything. What appears to be a fun app may in fact be a 'Trojan Horse', which gives a hacker access to your system once you install it.

*4.* Before you click on something, think seriously about where it came from. Viruses and worms can infect your mobile phone through anything you download from text attachments to Bluetooth transfers.

*5.* Never "jailbreak", or try to remove the limitations imposed by the manufacturer of your device. This could disable security measures of your mobile's OS, making you easy target for a virus, worm or Trojan.

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### Smart Phone
Practical tips to accompany a new smart phone.

## Handy Cyber Tip Sheet
Easy peasy ways to keep your new **laptop** safe.

*1.* Your laptop comes with anti-virus software, often on a trial basis. Be sure to renew it or install new software when the trial period ends.

*2.* Enable the update notification function on your laptop. Don't ignore update notices, but definitely DO ignore security updates from email or website pop-ups. They could actually be viruses.

*3.* Use strong, frequently changed passwords to protect your device. If it's ever lost or stolen, your information will remain safe from whoever's hands it falls into.

*4.* When you download files from the Internet, make sure they're from a trusted source, and always use your anti-virus software to scan the files you download.

*5.* Only use wireless networks and hotspots that you know – like your local coffee shop or somewhere they provide you with a password to use their Wi-Fi. And never conduct financial transactions on public Wi-Fi.

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### Laptop
Practical tips to accompany a new laptop.

# Get Cyber Safe Web Sliders

Our clickable Web sliders appear on the homepage, immediately below the GetCyberSafe logo, and link to a specific section for relevant information.

## A few examples:
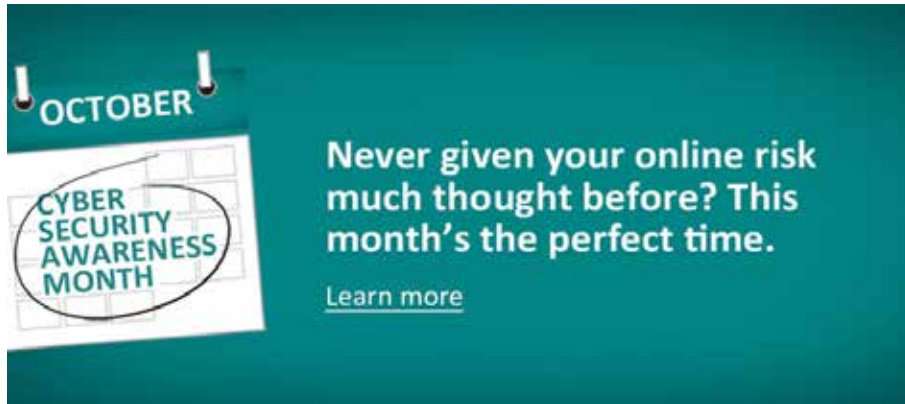
# Get Cyber Safe
# Web Buttons

This toolkit also contains web buttons to help highlight the **Get Cyber Safe** campaign on your Intranet and Internet sites.

To download buttons, visit **GetCyberSafe.gc.ca**

Web buttons



Specific to Cyber Security Awareness Month



We have additional sizes and colours for these buttons.

For further information, please contact **info@GetCyberSafe.gc.ca**.

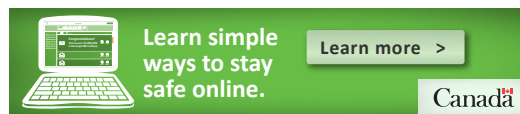Quick Response (QR) codes are a similar concept to the UPC symbols you see on packaged products.

With a mobile device, a user can scan a QR code with a free app to open the web page it links to. This provides an easy way to instantly connect with a website when you see a QR code on a poster or brochure.

The following QR codes lead to the **GetCyberSafe.gc.ca** web site, and can be included on printed materials.



English          French
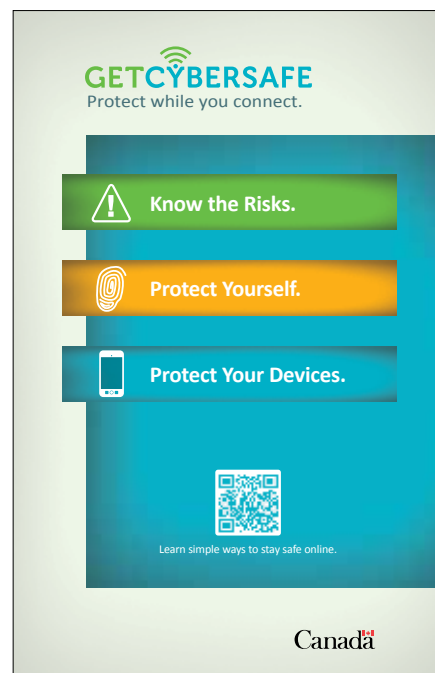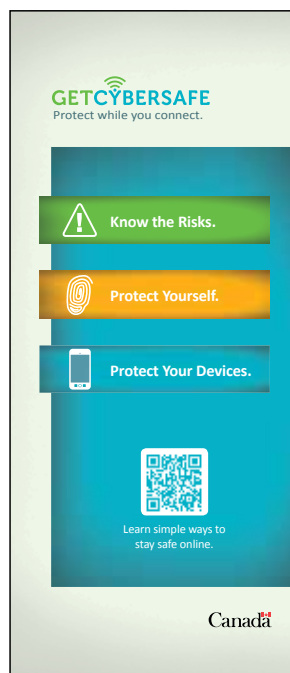


A note about QR codes: Following a QR code is the same as clicking a web link, so only scan and follow QR codes from trusted sources. You can also ensure your QR reading app shows you the URL and asks permission to connect, rather than doing so automatically. **Note: Make sure that you know the source of a QR code before scanning it.**

# Sharing on Social Media

The best way to spread the message about cyber safety is through the online channels on which people often encounter threats.

## Ideas for using social media to follow and promote the Get Cyber Safe campaign

- Follow **@GetCyberSafe** on Twitter and encourage others to do the same (cyber security related tweets are posted a couple of times a week.)

- Like GetCyberSafe on Facebook www.Facebook.com/GetCyberSafe

- Share content from **GetCyberSafe.gc.ca** on your Facebook page, Pinterest boards or on Twitter (see sample microblogging content below).

- Share relevant information with a blogger who may be interested in cyber security.

- Post content from **GetCyberSafe.gc.ca** on your own blog or share GetCyberSafe blog posts.

- Submit a story, cyber security incident, or best practices to **GetCyberSafe.gc.ca** (email to **info@GetCyberSafe.gc.ca**).

## Sample Tweets

Choose difficult passwords. Memorize them and change them often.
Get cyber safe: **GetCyberSafe.gc.ca** #cybersecurity #tips

Take the time to update your privacy settings on your social networking sites.
Learn more: **GetCyberSafe.gc.ca** #cybersecurity #tips

Find out about malware on mobile devices and what you can do to prevent it:
**GetCyberSafe.gc.ca** #cybersecurity

Stay aware of the risks of online shopping and auctions.
Get cyber safe: **GetCyberSafe.gc.ca** #cybersecurity

Sharing updates on Facebook? Make sure your posts are only visible to those
you want to see by keeping your privacy settings up-to-date: **GetCyberSafe.gc.ca**

Make data backups a regular habit by using the numerous solutions
available to you: **GetCyberSafe.gc.ca**

Installing a Firewall? Look for programs from credible companies
and read the reviews: **GetCyberSafe.gc.ca**

Enjoy using your home Wi-Fi? That's good, but don't keep it unprotected
and pay for someone else's online habits: **GetCyberSafe.gc.ca**

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Your bank will never ask for your credit card number or banking password
in an email: **GetCyberSafe.gc.ca** #cybersecurity #tips

Parents can help their children and teenagers use social networking tools online
in a safe way. Check out **GetCyberSafe.gc.ca**

Do you use more than one Internet browser? Make sure your browsers' security
settings are properly configured: **GetCyberSafe.gc.ca**

Know the threats of online activities and help protect yourself and your family from
cyber threats. Stay cyber safe: **GetCyberSafe.gc.ca**

To help us learn more about online safety, October has been designated Cyber Security
Awareness Month in #Canada **GetCyberSafe.gc.ca**

Take the time during Cyber Security Awareness Month to think about the safety of your online
practices: **GetCyberSafe.gc.ca**

It's #CyberSecurity Awareness Month. Remind your friends and family to protect themselves
online: **GetCyberSafe.gc.ca**

It's #CyberSecurity Awareness Month, learn the common threats to your online security on our
website: **GetCyberSafe.gc.ca**

It's #CyberSecurity Awareness Month, is your mobile phone putting you at risk? Learn how you
can secure it here: **GetCyberSafe.gc.ca**

This #CyberSecurity Awareness Month, let's shut cyber criminals out. Learn how:
**GetCyberSafe.gc.ca**

**Get Cyber Safe** @GetCyberSafe     12 Aug
Cloud computing helps people store and retrieve files of any
kind on 3rd party servers. But what about the risks? ow.ly/nRe3b
Expand

**Get Cyber Safe** @GetCyberSafe     8 Aug
Stay ahead of scammers & identity thieves by educating yourself
on phishing & online scams: ow.ly/nKiW5
Expand

**Get Cyber Safe** @GetCyberSafe     7 Aug
Updating your operating system when you're prompted is one of
the simplest things you can do to protect your computer ow.ly/nlHzd
Expand

**Get Cyber Safe** @GetCyberSafe     2 Aug
77% of teens have cell phones. Here are some easy tips to help
keep kids safe: ow.ly/nzBga
Expand

## Using Hashtags

A hashtag is a word or phrase (without spaces) following a hash symbol (#) used to tag a tweet or online post on a particular topic of interest. Add the hashtag #cybersecurity to your tweets to join the online conversation on cyber security. Using the hashtag will make it easy for users to come across your posts when searching for messages on the topic of cyber security.

## Facebook

Launched in 2013, our Facebook page **www.Facebook.com/GetCyberSafe** offers information to help Canadians learn about cyber security and the steps they can take as individuals to protect themselves. Our content is also meant to be used and shared by other organizations.

Do you have a personal or corporate blog? It is a great way to spread the message of cyber safety to your followers. You can write a post based on the information available on **GetCyberSafe.gc.ca**, or use the following template and customize it for your needs.

## Sample Blog Post

**Simple tips can help keep you safer online**

Whether you're banking, connecting with friends, working, learning, or just passing the time, when you're online you are never alone. Just as you would "watch your back", your family, your wallet, and your belongings in a busy public place, so should you be ever wary when you navigate the crowded world online.

Just as you have learned to be "street safe" in the real world, protecting yourself can be easy when you make cyber safety a personal priority and take the time to become aware of the most common threats and risks to your online security.

According to Public Safety Canada's **Get Cyber Safe** website **GetCyberSafe.gc.ca**, there are three simple steps you can take to keep yourself, your family, and your property safe online:

- Know the Risks
- Protect Yourself
- Protect Your Devices

The site has lots of really easy-to-use tips, like how to create and protect your passwords, doing online banking and shopping more securely, avoiding well-known online scams and frauds, and keeping your identity, information, and family safe.

**Get Cyber Safe** is a national public awareness campaign created to educate Canadians about Internet security and the simple steps they can take to protect themselves online. The campaign's goal is to bring together all levels of government, the public and private sectors, and the international community, to help Canadians be safer online.

Led by Public Safety Canada on behalf of the Government of Canada and its partners, the campaign invites you—and all Canadians—to take a knowledgeable and active part in protecting yourselves, your families, your communities, and your country from the threat of cyber crime.

Find out more at **GetCyberSafe.gc.ca**! You can also follow @GetCyberSafe on Twitter and Facebook to stay up-to-date on the latest safety tips.

## The smartphone changes everything

### Simple smartphone safety tips

The alarm goes off.  You hit snooze again, trying to grab that tiny bit of shut-eye for the last time.  And then you wake up with a start, as you realize that you are about to be late for work.  Frantically, you spring out of bed, run to the shower, brush your teeth, grab your desperately needed cup of java and head out the door — made it.  On the bus, you reach for your smartphone to get a head start on your day.  To your despair, it is nowhere to be found.  You feel your face begin to flush and you wonder how you are ever going to make it through the day.

Sound familiar? Let's face it; we are constantly plugged into our mobile devices.  They have become such an essential part of our lives that we feel lost without them.

In a relatively short time, cell phones have evolved from a traditional phone to something that now has most of the features found on a personal computer.  We store email, social accounts, photos and contact information; we access mobile banking sites, browse the Internet, use apps and more.

With all of these bells and whistles at our fingertips, protecting our device is more important than ever.  You can stay clear of potential threats by following these tips:

- Password-protect your phone - All mobile devices can be locked with a password or a number code.  It's a very simple step that can protect your personal information in the event that your device is ever lost or stolen.

- Enable your password auto-lock so it always locks after a short period of time of inactivity.

- Avoid connecting to unknown or non-password protected Wi-Fi networks, even if they are private.  An unsecured wireless network can compromise your information, including your contact list, as well as give someone else use of your data plan.

- Think carefully about what you absolutely need to store on your mobile device, and erase everything else.  If it's lost or stolen, you could be placing personal information in someone else's hands.

Being mobile is a convenience that many of us can't live without.

Protect while you connect.  More information is available online at GetCyberSafe.gc.ca.

## Teaching your kids about online safety

Young Canadians today are growing up in a new digital landscape.  Most of them don't even know a world without computers, digital video, cell phones, online games, and the Internet.  Online communication is at the centre of their social world.  In many cases, they have email addresses and personal online profiles before they get to middle school.  Many of them have mobile phones to keep connected with friends by snapping photos, texting, and sharing conversations.

Growing up online can be a wonderful thing.  There are many educational advantages to the Internet – but it can also be a very scary thing.  This highly interconnected world comes hand in hand with constantly

changing threats, and it's important to realize the permanent record that it keeps.  What your children say, post, and share online now can resurface and surprise them in their adult years.

We tell our children to look both ways when crossing the street, and teach them to not talk to strangers, but it's also important to teach them to stay safe online.  As a parent, you might feel like you don't know the latest online risks or that you aren't aware of what kids are doing online.  Don't worry; there are some trusted places you can go to for information to help you talk to your children about staying safe online.

Here are some tips to ensure your children grow up informed and protected:

- Talk to your children about what they are doing online and teach them how to deal with inappropriate material that they may come across.

- Talk to them about the consequences of posting inappropriate pictures and saying negative things about other people — actions that could damage a reputation or ruin a friendship.

- Remind them that the Internet is a public space and it keeps a record.  Things children do and say now could have implications down the road.

Set the example and show your kids how to be cyber safe.

Protect while you connect.  More information is available online at GetCyberSafe.gc.ca.

# Internal Promotion

You can also help promote *Cyber Security Awareness Month* in October by getting your colleagues or employees involved.

**Below is a sample email:**

October is Cyber Security Awareness Month, a time to help Canadians protect themselves and their families against a wide range of online threats.

Led by Public Safety Canada, the Get Cyber Safe campaign is designed to help Canadians better understand the cyber threats they face online and the simple steps they can take to minimize those risks.

We all have a key role to play in keeping our home computers and personal devices secure online. We also play a big part in keeping our businesses safe from cyber threats.
Simple things like:

- Knowing how to spot suspicious emails
- Creating secure passwords for all devices
- Recognizing which websites can be risky
- Remembering to shut down your computer at night

Just a few simple precautions like these can keep us from becoming a cyber criminal's next victim.

I strongly encourage you to learn more by visiting GetCyberSafe.gc.ca and tell others about it.

You can lose everything. Or you can protect everything. It's that easy.

[Sign off]

Use the signature block below to promote *Cyber Security Awareness Month* in all your emails. You can download it at **GetCyberSafe.gc.ca**.

**October is Cyber Security Awareness Month**

**Octobre est le Mois de la sensibilisation à la cybersécurité**

For information on how to stay safe online, please visit **GETCYBERSAFE**

Pour des renseignements sur la façon de vous protéger en ligne, veuillez consulter **PENSEZCYBERSECURITE**

If you have an intranet site, you can also use Get Cyber Safe web buttons to promote *Cyber Security Awareness Month* and link to **GetCyberSafe.gc.ca**.

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**Need more information about online safety?**

General enquiries about Canada's Cyber Security Strategy or this campaign can be directed to Public Safety Canada at 613-944-4875 or 1-800-830-3118, or emailed to **info@GetCyberSafe.gc.ca**.

*Note: Public Safety Canada does not take reports of scams, fraud, or identity theft.*
*The investigation of cyber crimes is the responsibility of law enforcement agencies.*

**Other resources:**

**Canada's Cyber Security Strategy:** http://www.publicsafety.gc.ca/cnt/rsrcs/pblctns/cbr-scrt-strtgy/index-eng.aspx

**Canadian Anti-Fraud Centre:** 1-888-495-8501 www.antifraudcentre.ca

**Canadian Cyber Incident Response Centre:** http://www.publicsafety.gc.ca/cnt/ntnl-scrt/cbr-scrt/ccirc-ccric-eng.aspx

**Canada's Anti-Spam Legislation:** FightSpam.gc.ca

**Office of the Privacy Commissioner of Canada:** http://www.priv.gc.ca/index_e.asp

**International resources:**

**STOP. THINK. CONNECT. (Unted States):** http://stopthinkconnect.org/

**Get Safe Online (United Kingdom):** http://www.getsafeonline.org/

**Stay Smart Online (Australia):** http://www.staysmartonline.gov.au/

**Security Central (New Zealand):** http://www.securitycentral.org.nz/