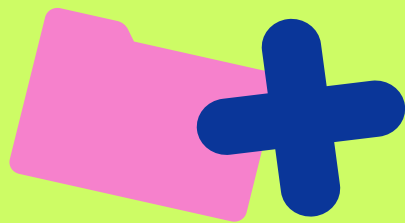


# SWIPE UP TO CONNECT WITH YOUR BESTIE

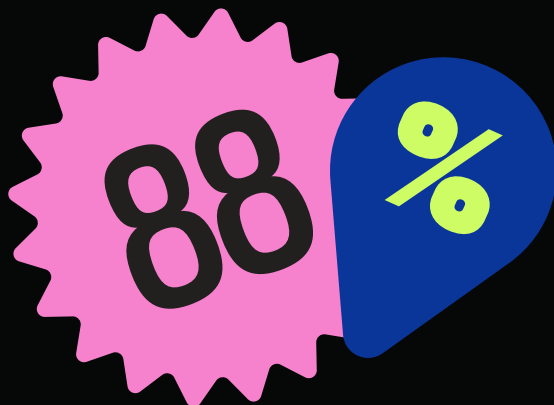
The first thing you see in the morning and the last thing you see at night. Your bundle of joy that you could never imagine leaving behind. Your best friend. Your weather forecaster. Your personal banker. Your GPS. Your photographer.

We're talking about your smartphone, of course.

It's hard to imagine a day without your phone, especially since it knows you like the back of its... err, microprocessor - which is why it's important to have its back, by keeping it safe.



**CANADIANS ARE ALL ABOUT THEIR SMARTPHONES. IN FACT,**



**OF CANADIANS OWN A SMARTPHONE<sup>1</sup>**

**AND WE CAN'T SEEM TO GET ENOUGH SCREEN TIME.**



**OF CANADIANS CHECK THEIR PHONE AT LEAST EVERY 30 MINUTES<sup>1</sup>**

IF YOU'RE HAVING A HARD TIME HANGING UP, YOU'RE NOT ALONE:



**CANADIANS HAVEN'T GONE MORE THAN 8 HOURS WITHOUT ACCESSING THE INTERNET.<sup>ii</sup>**



**WILL USE THEIR PHONE TO GET ONLINE<sup>iii</sup>**



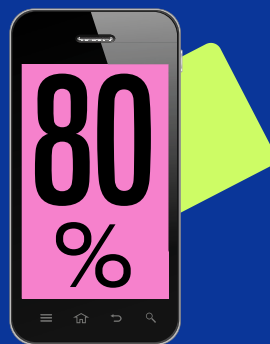
**ADMIT TO USING THEIR SMARTPHONE WHILE ON THE TOILET<sup>ii</sup>**

AND WHO COULD BLAME US WHEN **OUR PHONES DO SO MUCH FOR US?**

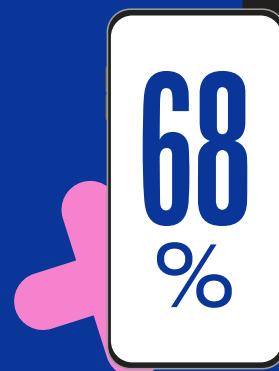
**HOW CANADIANS USE THEIR SMARTPHONES EVERY DAY:<sup>iv</sup>**



**SOCIAL NETWORKING**



**CHAT/ MESSENGERS**



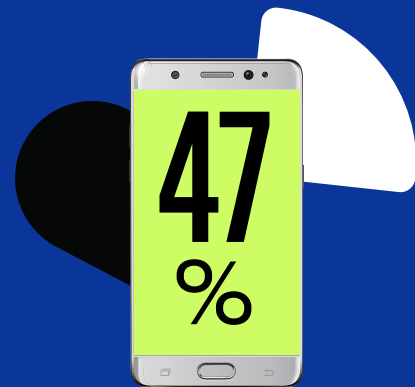
**ENTERTAINMENT AND VIDEO**



**MAP/GPS**



**SHOPPING**



**MUSIC**

# YOUR PHONE IS YOUR SIDEKICK.

AND JUST LIKE ANY BFF, YOU NEED TO HAVE EACH OTHER'S BACKS - BECAUSE YOU MIGHT NOT KNOW IT, BUT YOU AND YOUR PHONE COULD BE AT RISK.



**OF CANADIANS HAVE BEEN THE VICTIM OF A CYBER ATTACK<sup>iii</sup>**



**OF CANADIANS HAVE FALLEN FOR TEXT MESSAGE SCAMS ON THEIR PHONES<sup>v</sup>**

# HERE'S WHAT YOU CAN DO TO KEEP YOUR BEST BUDDY BEEPIN':



**USE MULTI-FACTOR AUTHENTICATION**



**REGULARLY UPDATE YOUR DEVICE'S OS, SOFTWARE AND APPLICATIONS**



**USE A VPN WHEN USING PUBLIC WI-FI NETWORKS**



**ONLY CONNECT TO SECURE WI-FI NETWORKS**



**BE CAUTIOUS WHEN DOWNLOADING APPS**



**BE AWARE OF PHISHING AND SMISHING SCAMS**



**ENABLE DEVICE TRACKING IN CASE YOUR PHONE GETS LOST OR STOLEN**

GET TIPS ON HOW TO APPRECIATE YOUR DEVICES AT

[GETCYBERSAFE.CA](https://getcybersafe.ca)



Communications  
Security Establishment

Centre de la sécurité  
des télécommunications

Canada

- i Smartphone use and smartphone habits by gender and age group, Statistics Canada, 2018
- ii Canada's Internet Factbook 2019, Canadian Internet Registration Authority, 2019
- iii Canada's Internet Factbook 2020, Canadian Internet Registration Authority, 2020
- iv Digital 2020: Canada, Kepios, We Are Social, Hootsuite Inc., 2020
- v Get Cyber Safe Awareness Tracking Survey, EKOS Research Associates Inc.