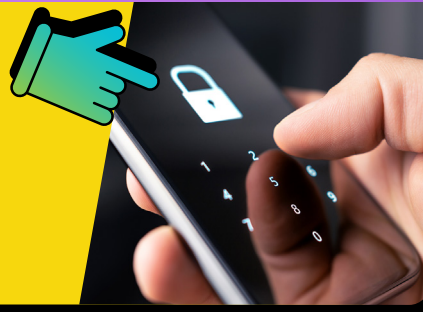


# STRENGTHEN YOUR CYBER SECURITY WEAK SPOTS

Good cyber security can make your life easier, both online and offline. But getting there doesn't always seem easy, especially if you don't know where to start.

This Cyber Security Awareness Month, protect your digital life by checking out these areas where your security could be stronger.



**More than 1 in 4**  
**Canadians**

don't feel prepared to face cyber threats<sup>1</sup>



**44%**  
**of them**

say you can never really protect yourself online<sup>1</sup>

WELL, THEY'RE WRONG.

**YOU CAN TAKE STEPS TO PROTECT YOURSELF ONLINE – AND WE CAN HELP YOU.**

## ARE YOUR PASSWORDS KEEPING YOU PROTECTED?

Having a strong password is one of the most important ways to improve your cyber security. If you don't have a unique and complex one (for each account), you're putting your data at risk.

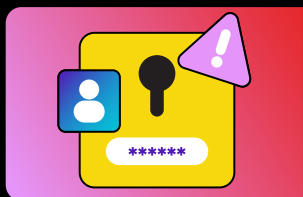
**30%**  
**of Canadians**  
don't use complex passwords<sup>1</sup>

**41%**  
**of Canadians**  
use the same password for multiple accounts<sup>1</sup>

**DON'T DO THAT.**

**INSTEAD,**

## STRENGTHEN YOUR PASSWORD GAME



Use **unique passphrases and/or passwords** with letters, numbers and special characters



Store your complex passwords and passphrases in a **password manager**



**Never share them** with anyone else

## IS YOUR CYBER SECURITY SHALLOW?

Good cyber security has layers – of authentication, that is! Especially for your most sensitive accounts, like ones with financial or personally identifying information.



**53%** of Canadians use multi-factor authentication, also known as MFA<sup>1</sup>

**79%**  
**of Canadians**  
receive security codes by text message, also known as SMS<sup>1</sup>

**57%**  
**of Canadians**  
use biometrics, like fingerprints<sup>1</sup>

**41%**  
**of Canadians**  
use authentication apps<sup>1</sup>

**THOUGH IT'S ONLY ONE LAYER OF YOUR CYBER SECURITY, IT'S A BIG ONE! MFA CAN BLOCK UP TO 99.9% OF ATTACKS ON YOUR ACCOUNTS.<sup>ii, iii</sup>**

If MFA is not enabled on your accounts, minimize this window and do it

**RIGHT NOW**



## ARE YOU SENDING THE RIGHT MESSAGE?

Texting and emailing are great ways to stay in touch with the people and things we love. But they can also open the door to unexpected threats.

**Only 44%**  
of Canadians have researched how to tell if an email is a scam<sup>1</sup>

And yet...

**76%**  
are concerned about identity theft<sup>1</sup>

**29%**  
are concerned about phishing scams<sup>1</sup>

**26%**  
have been victimized by an email scam<sup>1</sup>

## KNOW HOW TO SPOT A SCAM SO YOU CAN MESSAGE SAFELY.

Look out for:

- Urgent or threatening language
- Unusual requests for sensitive information
- Spelling or grammar errors and unprofessional graphics

GET MORE TIPS TO SECURE YOUR ACCOUNTS AND DEVICES AT

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

Communications Security Establishment Centre de la sécurité des télécommunications

Canada

<sup>1</sup> Get Cyber Safe Awareness Tracking Survey, EKOS Research Associates Inc., 2020

<sup>ii</sup> New research: How effective is basic account hygiene at preventing hijacking, Google Security Blog, 2019\*

<sup>iii</sup> One simple action you can take to prevent 99.9 percent of attacks on your accounts, Microsoft Security, 2019\*

\*statistic based on internal studies