

**Security is not just the job of your IT person.
It's everyone's job and that includes you.**







MAXAR

Moei river

Feb 2020 - Sept 2023

Feb 2020 — Sept 2023
Source: Maxar

Risk Due To: Human Nature and Organized Crime

Risk Due To:

Human Nature and
Organized Crime

Risk Reduction:

Think before you react

Avoid social
engineering traps

Risk Due To:

Human Nature and
Organized Crime

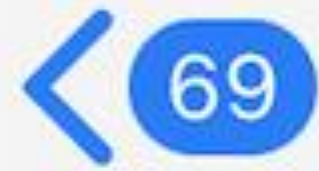
Risk Reduction:

Think before you react

Avoid social
engineering traps

5:03 ↗

📶 📶 📶 90



+1 (902) 401-2302 >

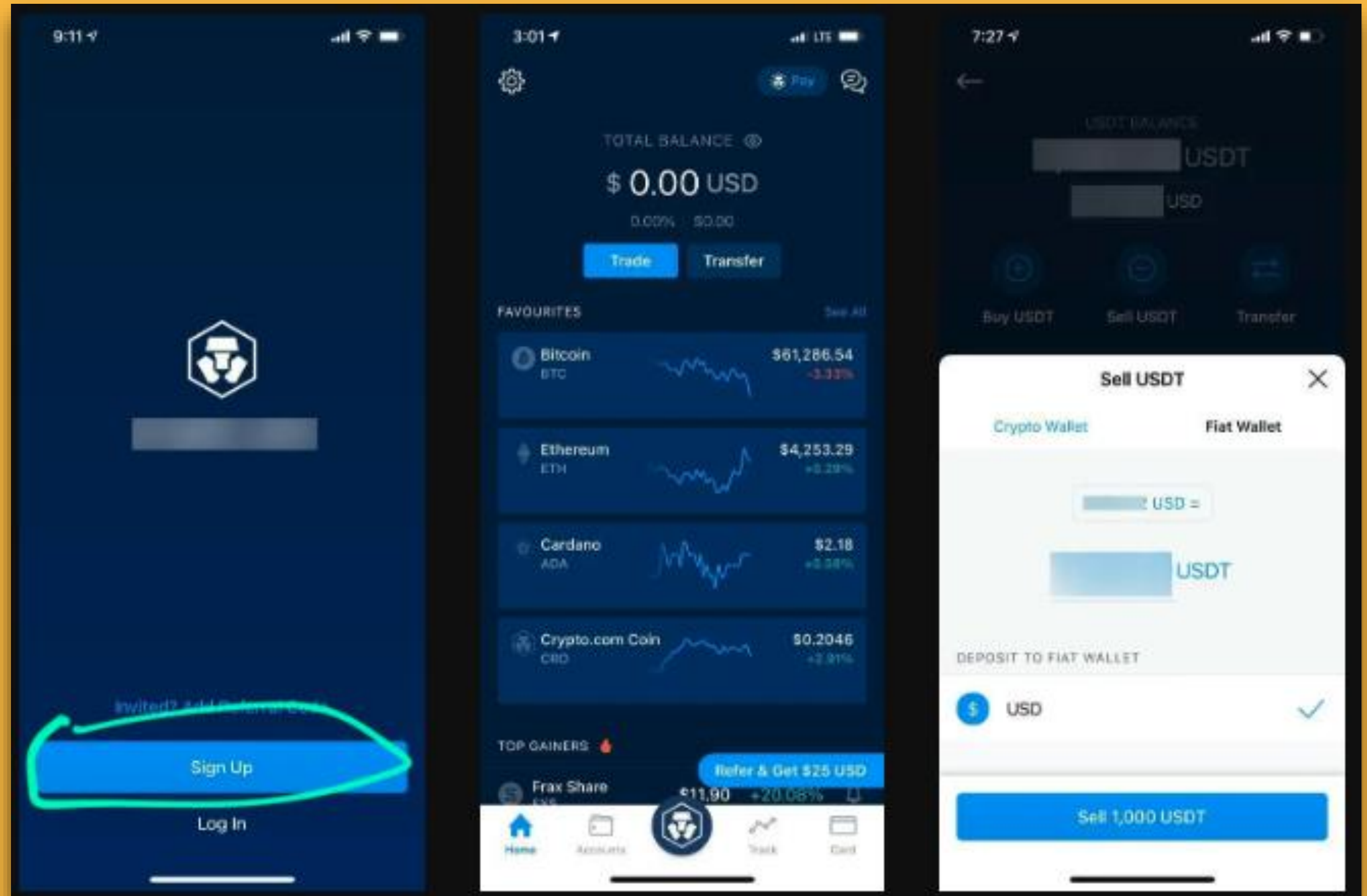
Hey - How's it going.

Sorry I haven't been in touch lately. Things have been really crazy out here. Even just closed on a house! I'm so excited.

Risk Due To:
Human Nature and
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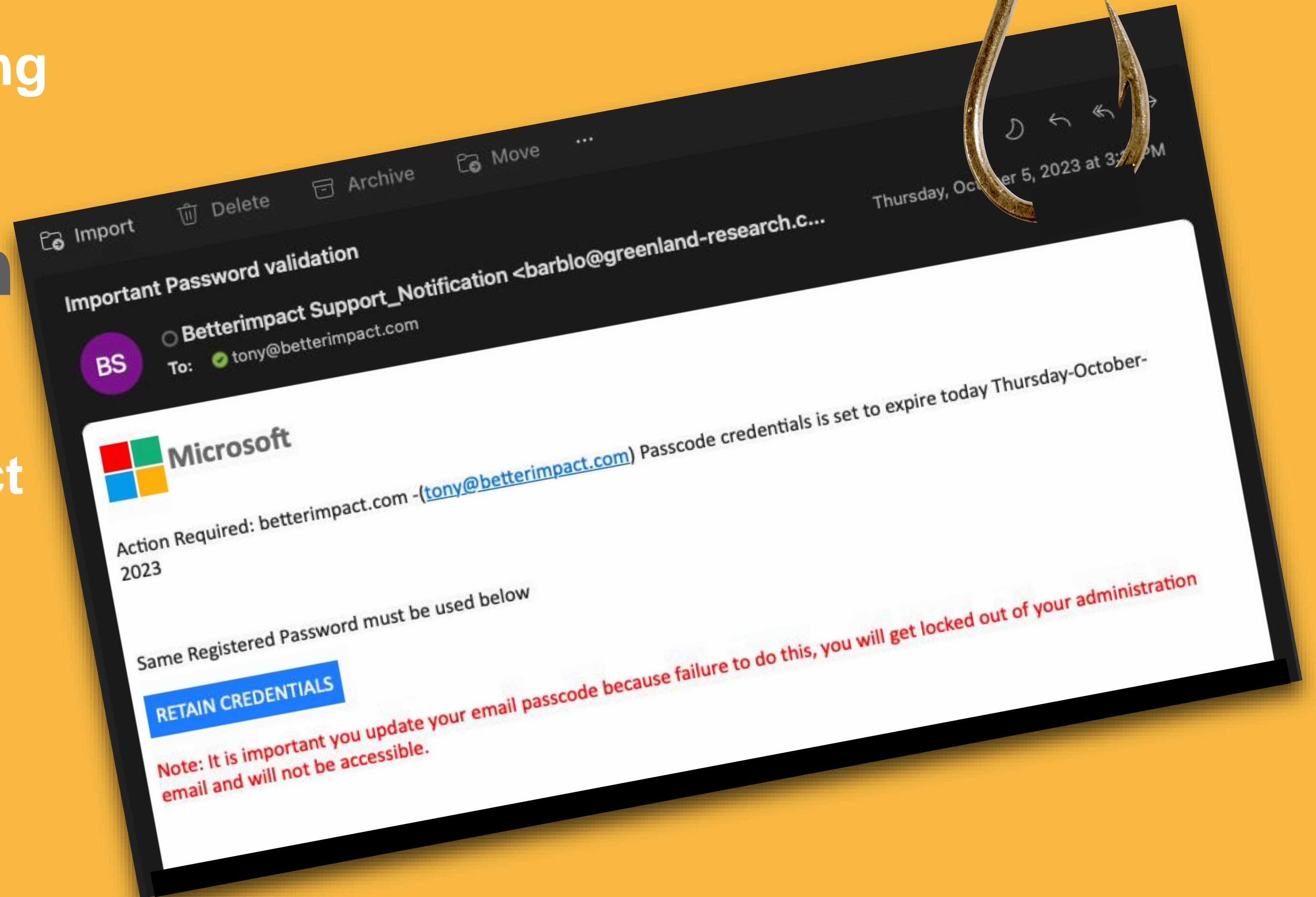
Risk Due To:

Phishing and Smishing Attempts

Risk Reduction

Examine carefully

Think before you react



Import

Delete

Archive

Move

...

Important Password validation



Microsoft-Support@gmail.com

To:  tony@betterimpact.com



Microsoft

Action Required: betterimpact.com - (tony@betterimpact.com) Passcode credential
2023

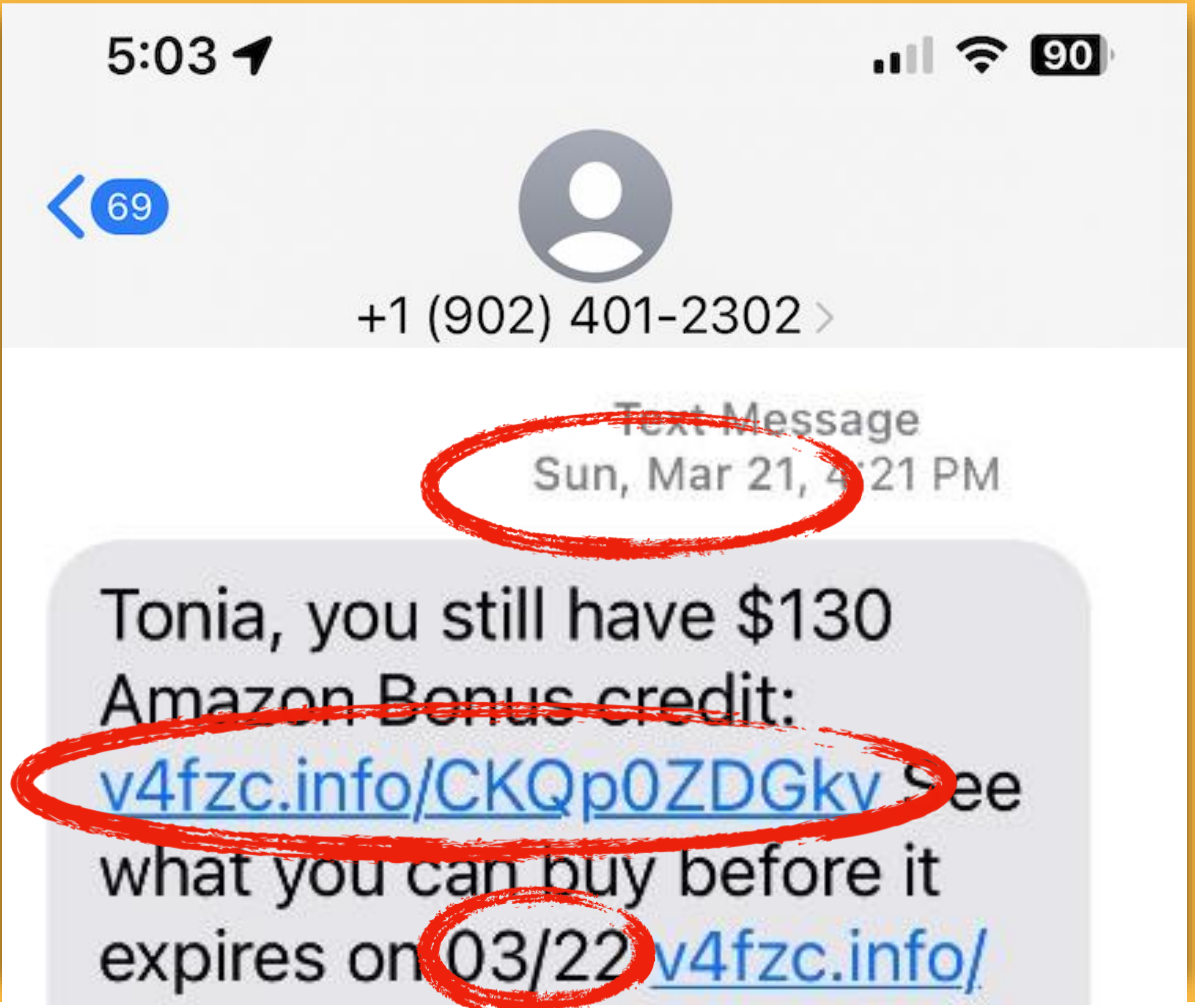
Risk Due To:

Phishing and Smishing Attempts

Risk Reduction:

Examine carefully

Think before you react



Risk Due To:

Phishing and Smishing Attempts

Risk Reduction:

Examine carefully

Think before you react

Text Message
Sat, Jan 18, 7:39 AM

Hello mate, your FEDEX package with tracking code GB-6412-GH83 is waiting for you to set delivery preferences:

c7dvr.info/FGdGtk12vilM

Risk Due To:

Phishing and Smishing Attempts

Risk Reduction:

Examine carefully

Think before you react

Dear Scotia Client,

We're reaching out to you today concerning unusual activity

connected to your card

ending in 4536*** At

Scotia Bank, your

account's safety is our

highest concern, and we

implore you to promptly

authenticate your

banking details. We have

provided a secure

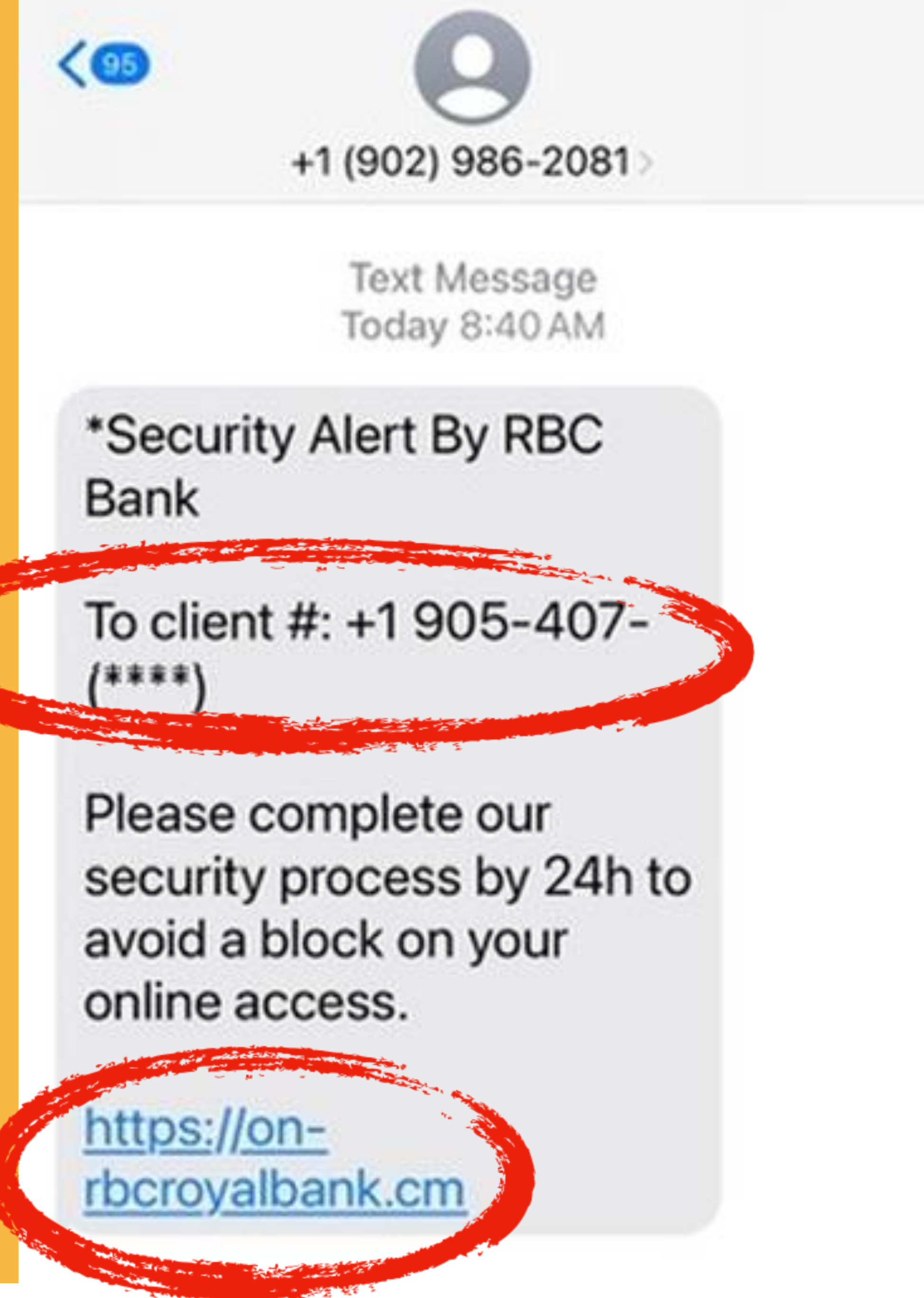
Risk Due To:

Phishing and Smishing Attempts

Risk Reduction:

Examine carefully

Think before you react



Risk Due To:

Phishing and Smishing Attempts

Risk Reduction:

Examine carefully

Think before you react

From: Tony Goodrow <richhommiewalleh@gmail.com>

Date: Monday, September 26, 2022 at 10:18 AM

To: Better Impact Security

Subject: Task

Louis,

Happy new week!

Kindly respond with your cell number, I need an assignment done really quickly, and please keep an eye out for my text. Thanks in advance.

**Tony
Goodrow**

Risk Due To:


Phishing and Smishing Attempts

Risk Reduction:

Examine carefully

Think before you react

BETTER IMPACT
VOLUNTEER, DONOR, CLIENT, & MEMBER MANAGEMENT SOFTWARE



Louis Honeypot (He/Him)



Show your pronouns on your profile to let others know how to refer to you. ✕

[Add pronouns](#)

Junior Business Analyst at Better Impact Inc.
Hamilton, Ontario, Canada · [Contact info](#)

2 connections

[Open to](#) [Add profile section](#) [More](#)

 Better Impact Inc.
 Ridgebowl College

Risk Due To:

Phishing and Smishing Attempts

Risk Reduction:

Examine carefully

Think before you react

The image shows a screenshot of a web browser displaying a phishing website. The browser's address bar shows the URL "Scams-R-Us.com". The website header features a logo of a hand holding a pet, the text "Pet Space Animal Shelter", and a prominent red button that says "Donate Now!". Below the header is a large photograph of a modern building with "Pet Space" and "Animal Clinic" signage. Overlaid on the bottom of the image is a teal banner with the text: "All donations received by 6:00pm today will get matched by a generous sponsor". The banner is flanked by images of a puppy on the left and a kitten in a cage on the right.

Risk Due To:

Phishing and Smishing Attempts

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DMCA Copyright Infringement Notice



○ Alan Young | Commonwealth Legal <alan@commonwealth-team.net>

To: ✓ Tony Goodrow

Dear owner of <https://www.betterimpact.com/volunteer-software-roi-calculator>,

We're reaching out on behalf of the Intellectual Property Division of a notable entity, in relation to an image connected to our associated client.

Image Reference: <https://i.imgur.com/JfFlaQX.png>

Image Placement: <https://www.betterimpact.com/volunteer-software-roi-calculator>

We've observed the above image being used at the above specified placement. We are emailing you to insist our client is correctly credited. A visible link is necessary, placed either below the image or in the page's footer. This needs to be addressed within the next five business days.

We're sure you recognize the urgency of this request. Kindly understand that simply removing the image does not rectify the issue. Should we not see appropriate action within the given timeframe, we will reference case No. 84531 and implement legal proceedings as outlined in DMCA Section 512(c).

For your convenience, past usage records can be reviewed using the Wayback Machine at <https://web.archive.org>, the main recognized digital web archive.

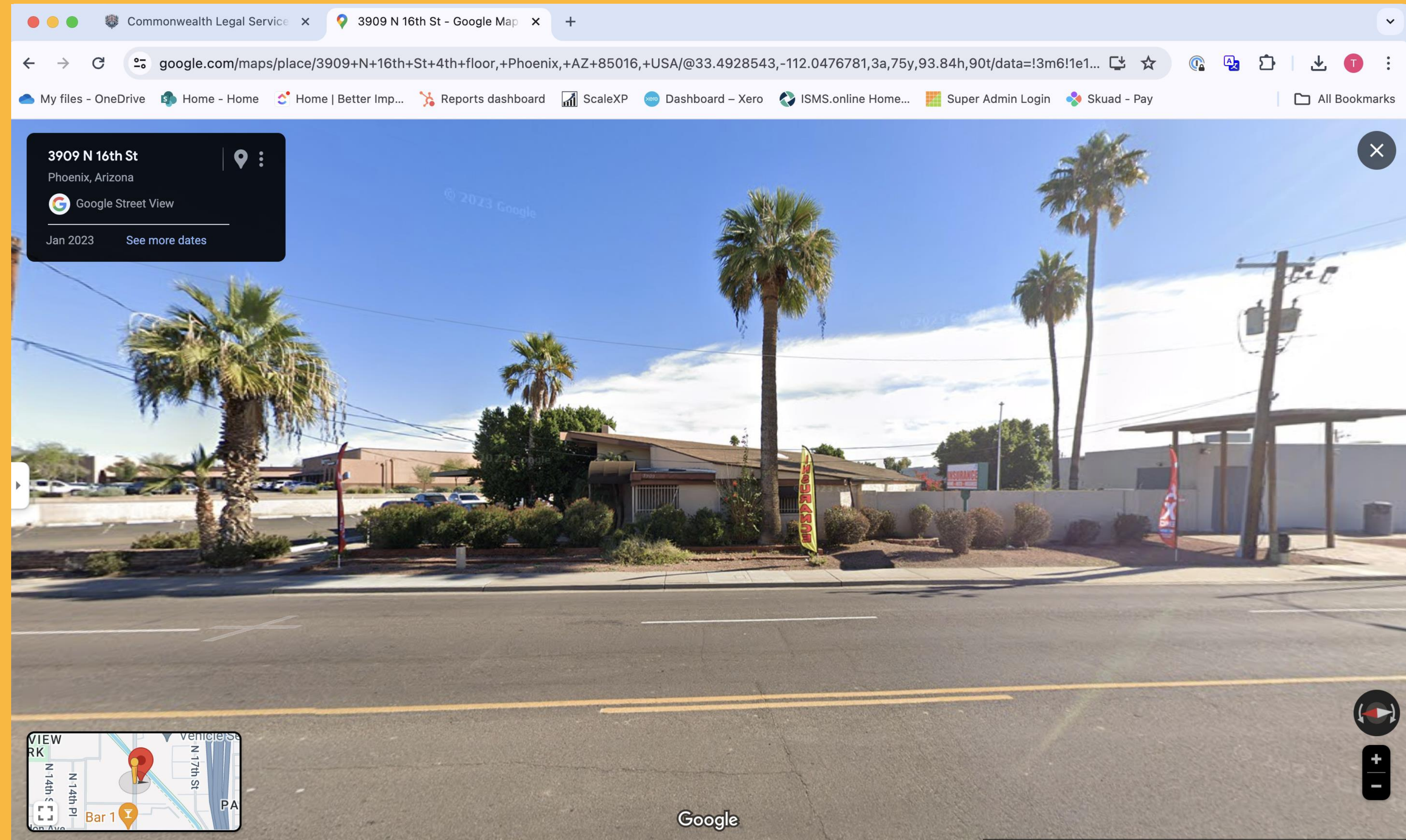
Risk Due To:

Phishing and Smishing Attempts

Risk Reduction:

Examine carefully

Think before you react



Risk Due To:
Human Nature

Risk Reduction:
Think before you react

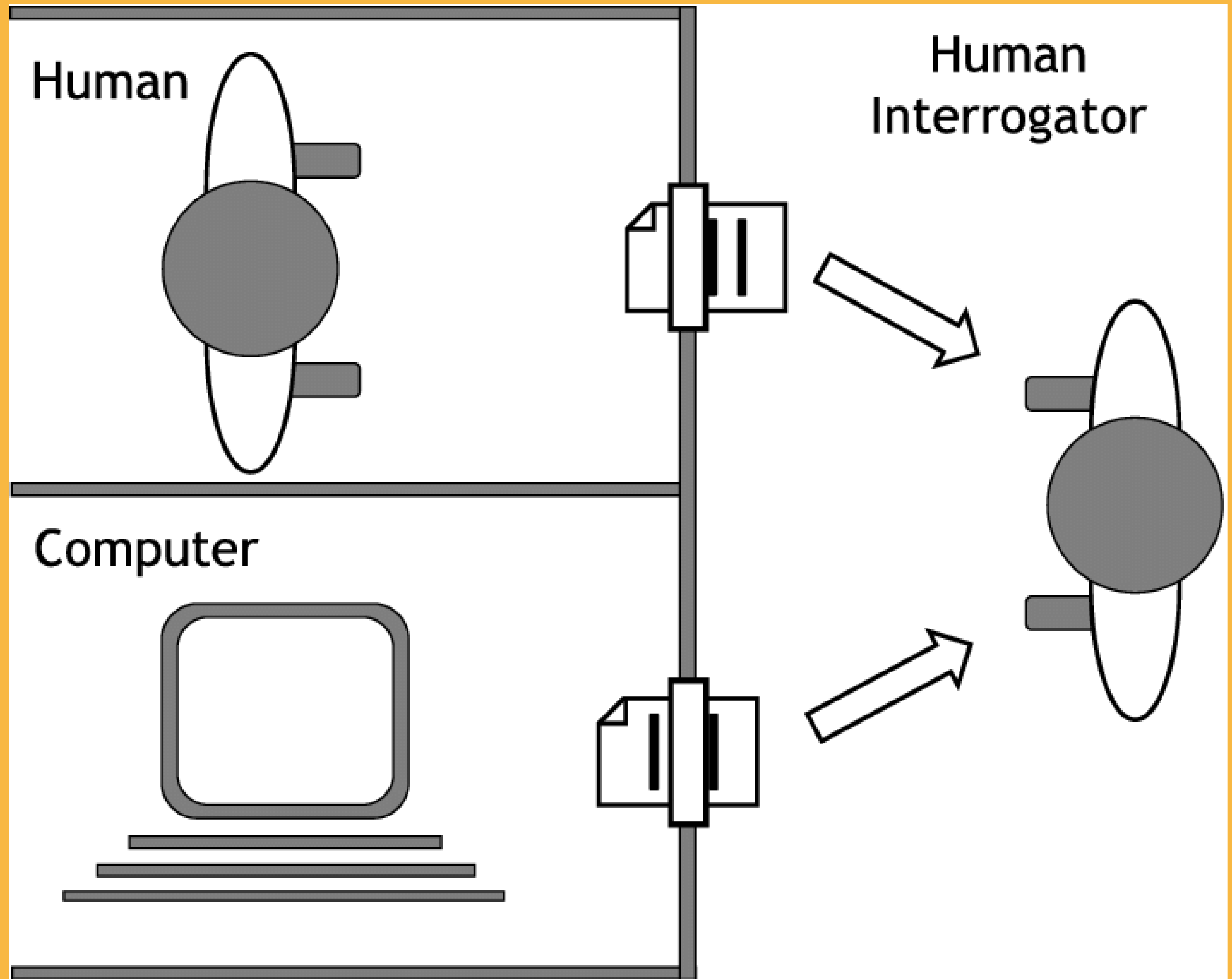
Avoid social
engineering traps



Risk Due To:
Human Nature and AI

Risk Reduction:
Think before you react

Avoid social
engineering traps



Risk Due To:
Human Nature and AI

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Introduce a code word

The screenshot displays the Speechify website interface. At the top, there is a navigation bar with the Speechify logo, 'Studio', and links for 'Text to Speech', 'AI Voice Studio', 'Products', 'Teams', 'Edu', 'About', 'Log in', 'Talk to Sales', and 'Try for free'. The main content area features a large image of a woman with red curly hair wearing headphones and holding a smartphone. Below the image, there are two award badges: '#1 in the App Store For Magazines and Newspapers' and '250,000+ 5 Star Reviews Based on iOS, Android, and Chrome'. The central headline reads 'The #1 AI Voice Over Generator' with the subtext 'Natural sounding, human-quality voice generator for all your content.' Below this, there are four voice options, each with a play button: 'Aria' (English Female Voice), 'Guy' (English Male Voice), 'John' (English Male Voice), and 'Narrator' (British Male Voice). A large blue button at the bottom says 'Try it for Free'. In the top right corner, there is a small player control showing '3:47' and a play button.

Risk Due To:
Human Nature and AI

Risk Reduction
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Introduce a code word



Risk Due To:
Careless credentials

Risk Reduction
Use a strong password

61% of those hacked had passwords shorter than 8 characters. - [security.org](https://www.security.org)

Number of Characters	Numbers Only	Lowercase Letters	Upper and Lowercase Letters	Numbers, Upper and Lowercase Letters	Numbers, Upper and Lowercase Letters, Symbols
4	Instantly	Instantly	Instantly	Instantly	Instantly
5	Instantly	Instantly	Instantly	Instantly	Instantly
6	Instantly	Instantly	Instantly	Instantly	Instantly
7	Instantly	Instantly	1 sec	2 secs	4 secs
8	Instantly	Instantly	28 secs	2 mins	5 mins
9	Instantly	3 secs	24 mins	2 hours	6 hours
10	Instantly	1 min	21 hours	5 days	2 weeks
11	Instantly	32 mins	1 month	10 months	3 years
12	1 sec	14 hours	6 years	53 years	226 years
13	5 secs	2 weeks	332 years	3k years	15k years
14	52 secs	1 year	17k years	202k years	1m years
15	9 mins	27 years	898k years	12m years	77m years
16	1 hour	713 years	46m years	779m years	5bn years
17	14 hours	18k years	2bn years	48bn years	380bn years
18	6 days	481k years	126bn years	2tn years	26tn years

Chart credit : hivesystems.io/password

Risk Due To:

Careless credentials

Risk Reduction:

Use a strong password

Don't use a commonly used password

96% of the most common passwords can be cracked in <1 second. - *Digital Shadows*

1	123456
2	password
3	12345678
4	qwerty
5	123456789
6	12345
7	1234
8	111111
9	1234567
10	dragon

11	123123
12	baseball
13	abc123
14	football
15	monkey
16	letmein
17	
18	shadow
19	master
20	666666

Risk Due To:
Careless credentials

Risk Reduction:
Use a strong password
Don't use a commonly used password
Never use the same password on two sites

65% reuse passwords across multiple sites - *Google*

The diagram shows a table of usernames and passwords with arrows pointing to various services:

Username	Password
bob@corn	12345678
janerose82	Rover2010
janerose@vival	dn8Nk\$W...332

Arrows from the table point to the following services:

- LinkedIn (marked with a red X)
- facebook (marked with a green checkmark)
- Instagram (marked with a green checkmark)
- amazon (marked with a green checkmark)
- Your VMS (marked with a red question mark)

Risk Due To:
Careless credentials

41% of Americans write passwords down - *Pew Research*

Risk Reduction:
Use a strong password
Don't use a commonly used password
Never use the same password on two sites
Don't write it down



Risk Due To:

Careless credentials

Risk Reduction:

Use a strong password

Don't use a commonly used password

Never use the same password on two sites

Don't write it down

Password Wallets make this easy

1Password

LastPass...

DASHLANE

bitwarden

Risk Due To:
Leaked Credentials

Risk Reduction:
Use multi factor
authentication (aka
MFA and 2FA)



