

**mesmo**  
CONSULTANCY  
managing email smartly  
maximises opportunities



**IMPROVING CYBER SECURITY**  
Dr Monica Seeley, Mesmo Consultancy  
Handout from EPAA National Conference 21 November 2019



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**Cyber attacks – the cost**



- £2.8M per minute
- 3.5 hrs to clear up Phishing attack
- £1bn stolen from consumers
- Cyber criminal basic wage = £1.5M year
- 3.4bn fraudulent emails per day

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**From liability to defender – How**



- Effective email management
- Password management
- Personal security and protection
- Social media security

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### Email Sources of Cyber Attacks



- Fake emails
  - Malware
  - Ransom demand
  - Phishing/whaling
- Out of office message

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### Defense to email attacks – Seven key actions



1. Call senders
2. URLs/domain names – check
3. Case, spelling, grammar – be cautious
4. Email links - go direct to website
5. Auto-fills – review
6. OOO – minimal
7. Personal emails keep to personal accounts

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### Lunch time liabilities



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### Defense to prying eyes in cafes etc.



- Action**
- ✓ Activity Apps – check privacy
  - ✓ Activity data - keep it private
  - ✓ App software – update
  - ✓ Anonymity rules
  - ✓ Personal belongings – keep them close
  - ✓ Devices – close when not in use
  - ✓ WiFi- be secure
  - ✓ RFID Credit card protector

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### Password protection – the liabilities



- Top ten**
1. 123456
  2. password
  3. 123456789
  4. 12345678
  5. 12345
  6. 111111
  7. 1234567
  8. sunshine
  9. qwerty
  10. iloveyou

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### Defense to password theft



- Action**
- ✓ Strong
  - ✓ Change regularly
  - ✓ Password manager app/software
  - ✓ Site specific
  - ✓ Multi-factor authentication

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### Internet Stasi– defense to cyber crime



- Action**
- ✓ DuckDuckGo
  - ✓ Google – My Activity
  - ✓ Choose which Apps link to your Google account etc

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### Social Media – the open door



- 40 million Facebook passwords stolen
- False Tweets sent to over 10,000 US Government employees
- 117 million credentials stolen from LinkedIn

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### Social Media – defense to cyber crime



- Action**
- ✓ Judicious
  - ✓ Check security options
  - ✓ Strong & separate passwords
  - ✓ Information request – reject
  - ✓ Adverts - resist
  - ✓ Separate profiles
  - ✓ Logging in with social media profile – limit
  - ✓ Anti-virus software - update

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The screenshot shows the Mesmo Consultancy website homepage. At the top left is the Mesmo logo with the tagline 'managing email smartly maximises opportunities'. A blue call-to-action box in the top right corner says 'CALL 01222 43 43 40' and 'info@mesmo.co.uk'. A navigation menu includes 'Home', 'Assess Yourself', 'Services', 'Why choose us?', 'Contact us', 'Blogs', 'Events', 'Books', 'Press room', and 'Videos'. The main content area features a calculator tool titled 'How much money do you throw away every day through poor email management?' with a 'Calculate' button. To the right, a section titled '5 ways Mesmo can help:' lists: 1. Sign up for email newsletter, 2. Book a workshop, 3. Email best practice policy, 4. Consultancy, and 5. Our Books. Below this are social media icons for Twitter (DrMonicaSeeley), Facebook (Mesmo Consultancy), and LinkedIn (Monica Seeley). Two book covers are displayed: 'brilliant Email' and 'The Executive Secretary Guide to Taking control of your inbox' by Dr. Monica E. Seeley. The footer contains '© Mesmo Consultancy 2019' and the page number '13'.

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