

# KEEPING BUSINESSES SAFE FROM FRAUD

## THE UNEXPECTED PLACES WHERE FRAUD MIGHT OCCUR

According to *Shred-it's 2011 Security Tracker*, 47% of small businesses felt that a data breach would not impact their business.

47% underestimate the consequences of fraud

### Data breach = \$7.2 million in damages

The Ponemon Institute demonstrates that a data breach could cost organizations an average of \$7.2 million, and that doesn't include lost customers or reputational damage.



**In order to keep your business safe from fraud, be aware of four unexpected places where it might occur:**

### 38%

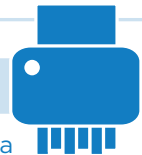
of small Canadian businesses don't have a protocol for securing and destroying data\*



#### Offices:

From small businesses to mobile workers, employees must be conscious of their data regardless of where their office is. Of the 2.3 million small businesses in Canada, 870,000 do not have a protocol for securing and destroying data.\*

#### TIP #1



Establishing a security protocol and training staff in secure document destruction can help protect your business from fraud.

### 57%

of all information breaches and investigations occur in the food and beverage industry\*\*



#### Restaurants:

A quick pit stop for coffee or a simple business lunch at your local café could leave you at risk of fraud.

#### TIP #2



Don't leave your receipt on the table – ensure any records with financial information are given directly to staff.

### 10%

of information breaches and investigations occur in locations such as hotels\*\*



#### Hotels:

A quick overnight stay could put business travellers at risk of fraud. The hospitality industry accounts for 85% of information breaches and investigations.\*\*

#### TIP #3



Be careful what you leave in your hotel garbage – store all sensitive material in a safe place until it can be shredded.

Cloud computing services are often located in countries with lax security policies that can lead to breaches of sensitive data



#### Internet:

From online shopping and banking to cloud computing, the internet poses a great risk to your information security.

#### TIP #4



Carefully review security procedures and policies at a prospective cloud computing provider before placing any sensitive information on the cloud network.

\*Taken from 2011 Shred-it Information Security Tracker, powered by Ipsos Reid.

\*\*Trustwave Global Security Report 2011.