

MYTHS ABOUT CYBERSECURITY DIE HARD – THE FIRST TWO THAT SHOULD GO INTO THE TRASH

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MYTH #1 – CYBER ATTACKS DO NOT AFFECT SMALL BUSINESSES

Many agents still believe that cyberattacks are directed at large companies, despite the well-documented and widely quoted report from Accenture that concluded that 43 percent of all cyberattacks are aimed at small businesses. More disturbing is the fact that the same report noted that only 14% of those small businesses are prepared to defend themselves. **Every business**, no matter how small, operates within a digital ecosystem in which the security weaknesses of one affects many others. PIA members and every one of their small business clients must first understand and then tackle their cybersecurity weaknesses before they are crippled by them.

MYTH #2 – CYBERSECURITY IS AN “IT” ISSUE

Cybersecurity has become a core business survival challenge, not just an “IT” issue for all businesses, regardless of size. Every member of an agency’s staff or those of its clients play a critical role in fending off phishing attacks and mastering other essential practices of cyber hygiene. While it is unfair to paint all IT professionals with the same brush, not all IT firms are equipped to manage today’s cybersecurity challenges, which unfortunately are metastasizing rapidly. The IT mission emphasizes functionality i.e., keeping everything running smoothly, while the security function focuses on detection and mitigation of data breaches. Cybersecurity requires different skill sets and special certification. Some larger insurance agencies now acknowledge the differences and have split the two functions into separate departments.