CYBER FRAUD AND SECURITY

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SERVING WISCONSIN PUBLIC SCHOOLS

Serving 250+ Wisconsin School Districts and counting...

SPECIALIZED SERVICE SUPPORT FOR SCHOOLS

- Student & Staff Mental + Physical Health

- Talent Attraction + Retention

- School Safety

- Active Shooter Trainings

- Vendor Summits

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AGENDA

Part 1: Schools are Targets

Part 2: Risk Management

Part 3: Post Breach Recovery

PART ONE

Schools Are Targets

CYBERSECURITY STATISTICS

- 1,232 school data breaches were disclosed in the U.S.
- A new cybersecurity incident strikes K-12 Schools nearly three times daily
- 2020 Record breaking year for school cyber attacks
  - https://thehill.com/policy/cybersecurity/542518-new-research-finds-record-breaking-number-of-k-12-cyber-incidents-in

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CYBERSECURITY STATISTICS

- K-12 schools experienced 1,232 publicly reported cybersecurity incidents in 2018. 60% resulted in students' personal data being compromised
- Nearly 60 million Americans have been affected by identity theft

2021 HEADLINES

- Business email compromise: school loses $1.8 million
- Phishing campaign: school loses $1.1 million
- Telephone transfer fraud: school loses $885,000
- Email transfer fraud: school loses $690,000
- Wire transfer fraud: school loses $550,000

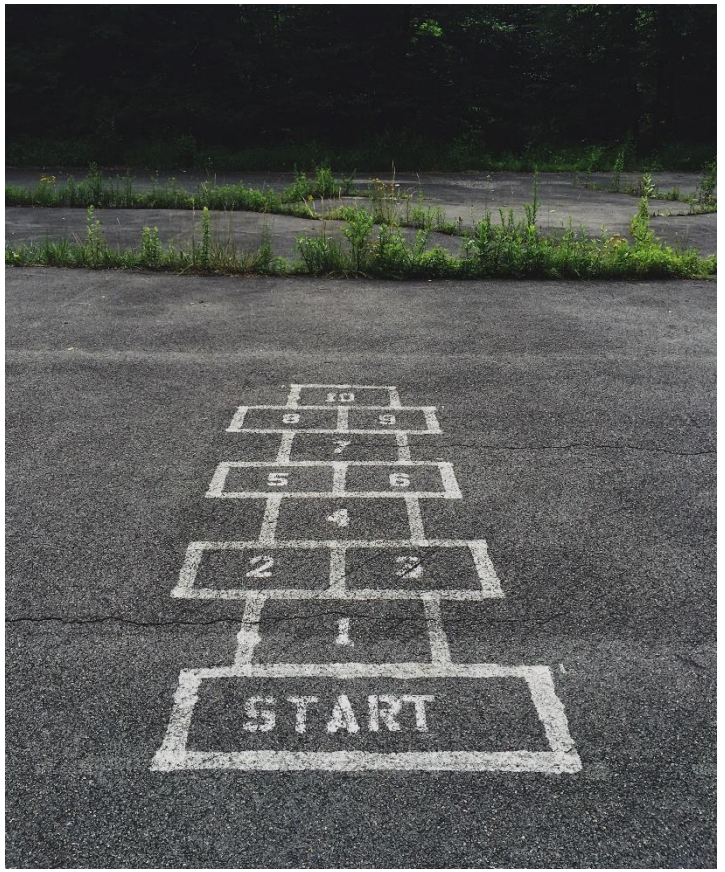
POTENTIAL NEW REGULATORY RULES

ALREADY IN EFFECT IN SEVERAL STATES

- It may be considered an unfair and deceptive act or practice if you handle consumer data and your organization does not have appropriate safeguards in place. Fines of $750-$1,000 per record

WHY SCHOOLS ARE TARGETED

- Young internet users without knowledge of current methods for data breaches (i.e. phishing, ransomware, etc.)
- Personal devices connecting to school network
- Schools less likely than businesses to have cyber loss prevention plans

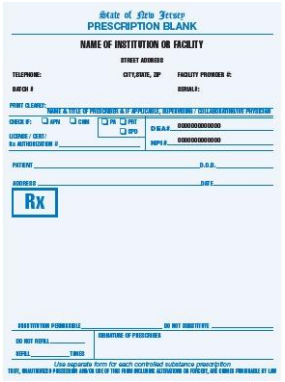


WHY SCHOOLS ARE TARGETED

- Employee cyber training is expensive
- Multiple access points
- Budget for cyber security is not always a priority

DATA: WHY SCHOOLS ARE TARGETED

- HIPAA – student and staff health data is at risk.
- Most valuable data to cyber criminals
  - Personal Health Information
  - Payment Card Information
  - Youth Data
    - *A false identity set up for a minor may not be discovered until that minor turns 18*



HOW: SOCIAL ENGINEERING

The use of deception to:

- Manipulate individuals into divulging confidential information for fraudulent purposes
- Misdirect and steal money
- Manipulate a website commonly used by a district divulge information for fraudulent purposes

HOW: SOCIAL ENGINEERING

Gathering usernames, passwords, private emails, and business email addresses through:

- Fake websites
- Website skimming
- Fake SMS messages
- Phishing emails

HOW: SOCIAL ENGINEERING

- Phishing Emails
- Vishing (Voice Phishing)
- SMShing (Text Phishing)
- WaterHoling
- Tailgating

PART TWO

Risk Management

PREVENTATIVE MEASURES

- **Passwords**
- **Multi Factor Authentication**
- **Employee Awareness**
- Cyber Security Committee
- Patching
- Log Data *(Microsoft 365)*

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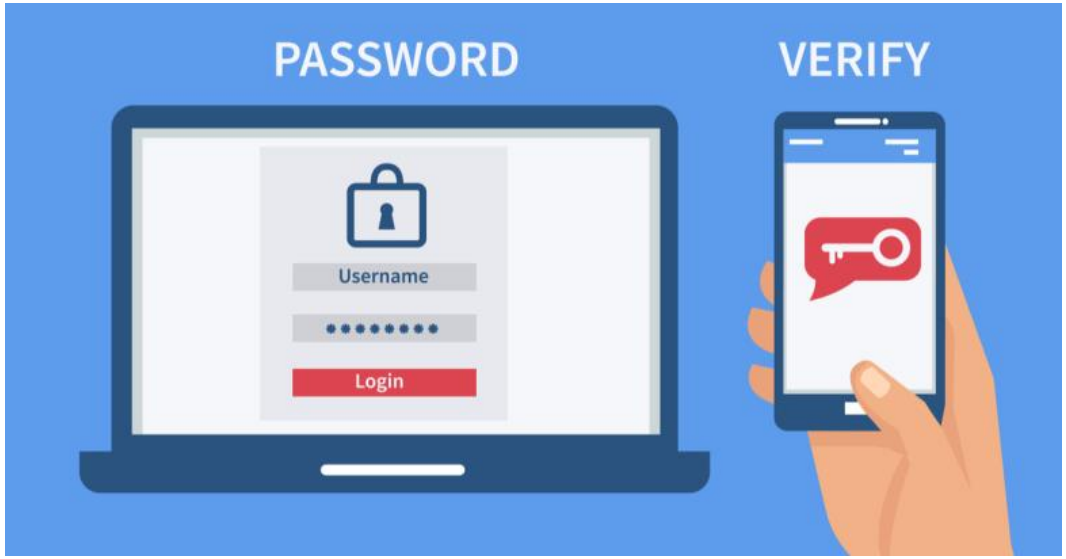
PASSWORDS

We are all terrible at passwords…

- We use passwords that are easy to guess
- We use re-use passwords across many sites

MULTI FACTOR AUTHENTICATION

- Text Verification
- Push Verification
- Biologic
  - Fingerprint
  - Face recognition



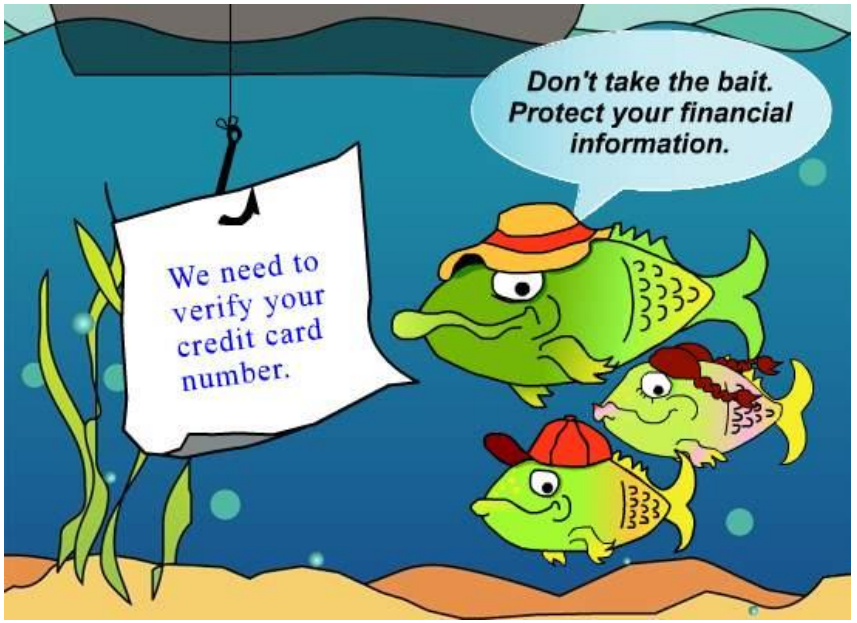
PASSWORDS

Password best practices

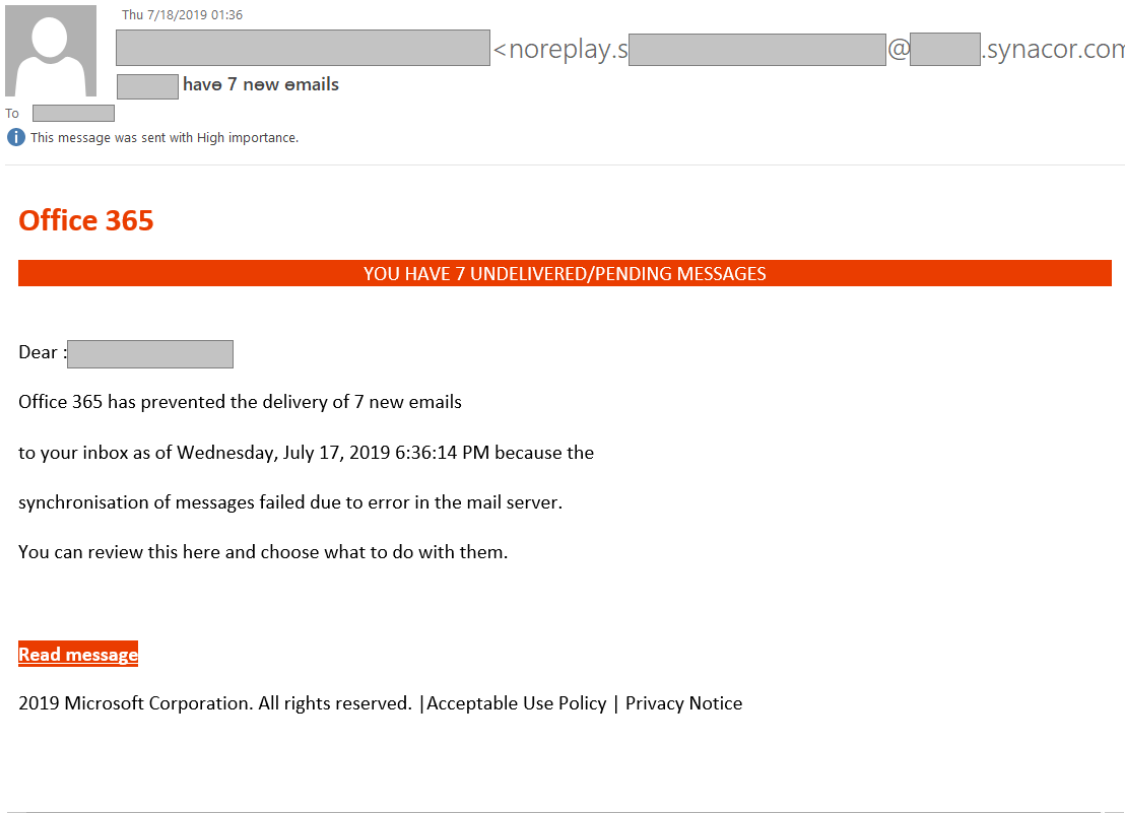
- 16 characters – different for each site (Use Phrases!)
- Change annually
- Use two factor

EMPLOYEE AWARENESS: 8 SIGNS OF PHISHING

- Unfamiliar tone/greeting
- Grammar and spelling errors
- Inconsistencies in email address, links, and domain names
- Threats or urgency
- Suspicious attachments
- Unusual request
- Short and sweet
- Request for credentials, payment info or personal details



EMPLOYEE AWARENESS: PHISHING EMAIL



Thu 7/18/2019 01:36

[redacted] <noreplay.s[redacted]@[redacted].synacor.com

[redacted] have 7 new emails

To [redacted]

This message was sent with High importance.

Office 365

YOU HAVE 7 UNDELIVERED/PENDING MESSAGES

Dear : [redacted]

Office 365 has prevented the delivery of 7 new emails

to your inbox as of Wednesday, July 17, 2019 6:36:14 PM because the

synchronisation of messages failed due to error in the mail server.

You can review this here and choose what to do with them.

Read message

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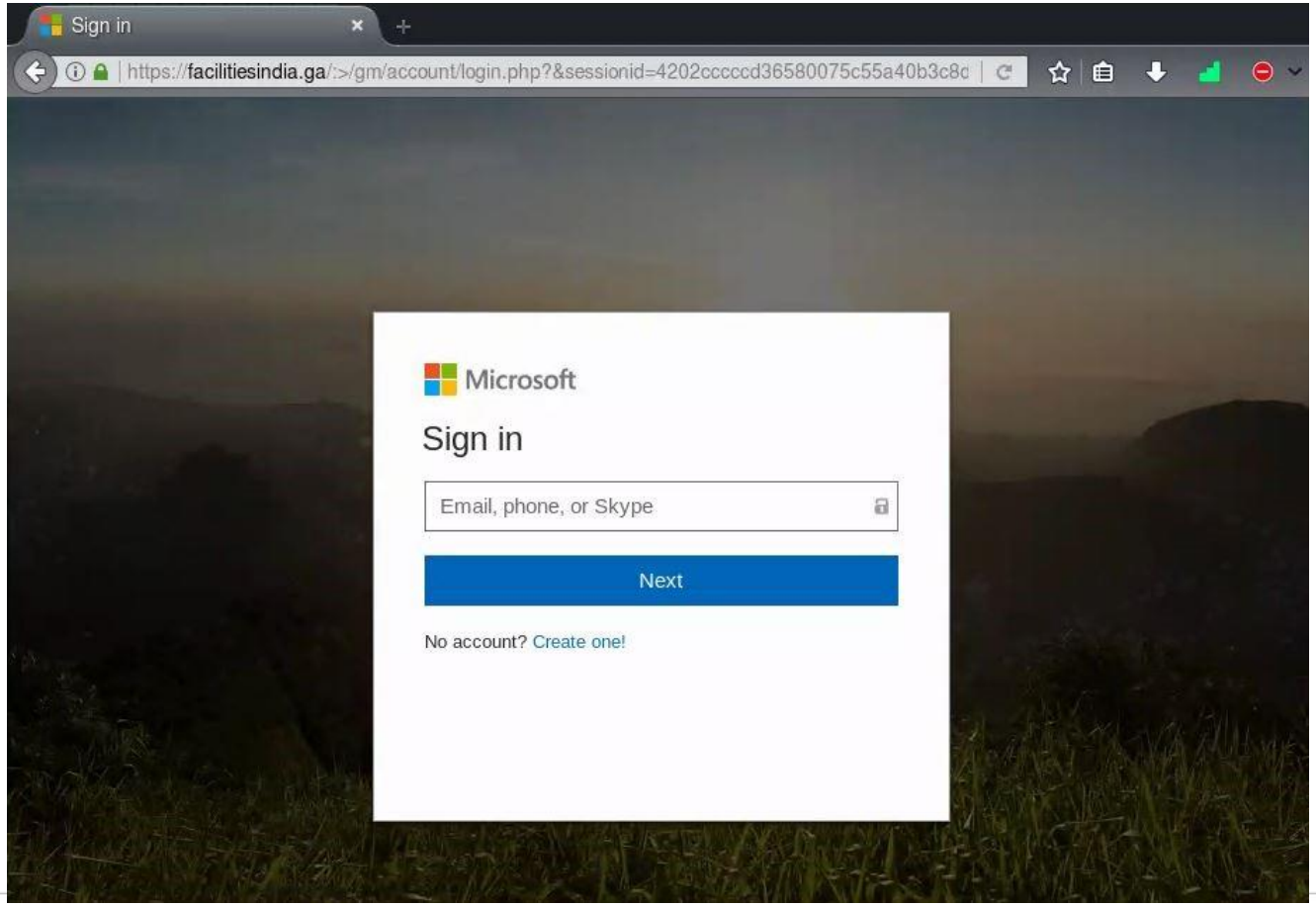
EMPLOYEE AWARENESS: A COMPROMISED SITE



PART THREE

Post Breach/Recovery

RECOVERY

INCIDENT RESPONSE – DO'S

- Have a written plan
- Test your written plan
- Contact your insurance representative (if applicable)
- Alert all applicable leadership (see written plan)

RECOVERY

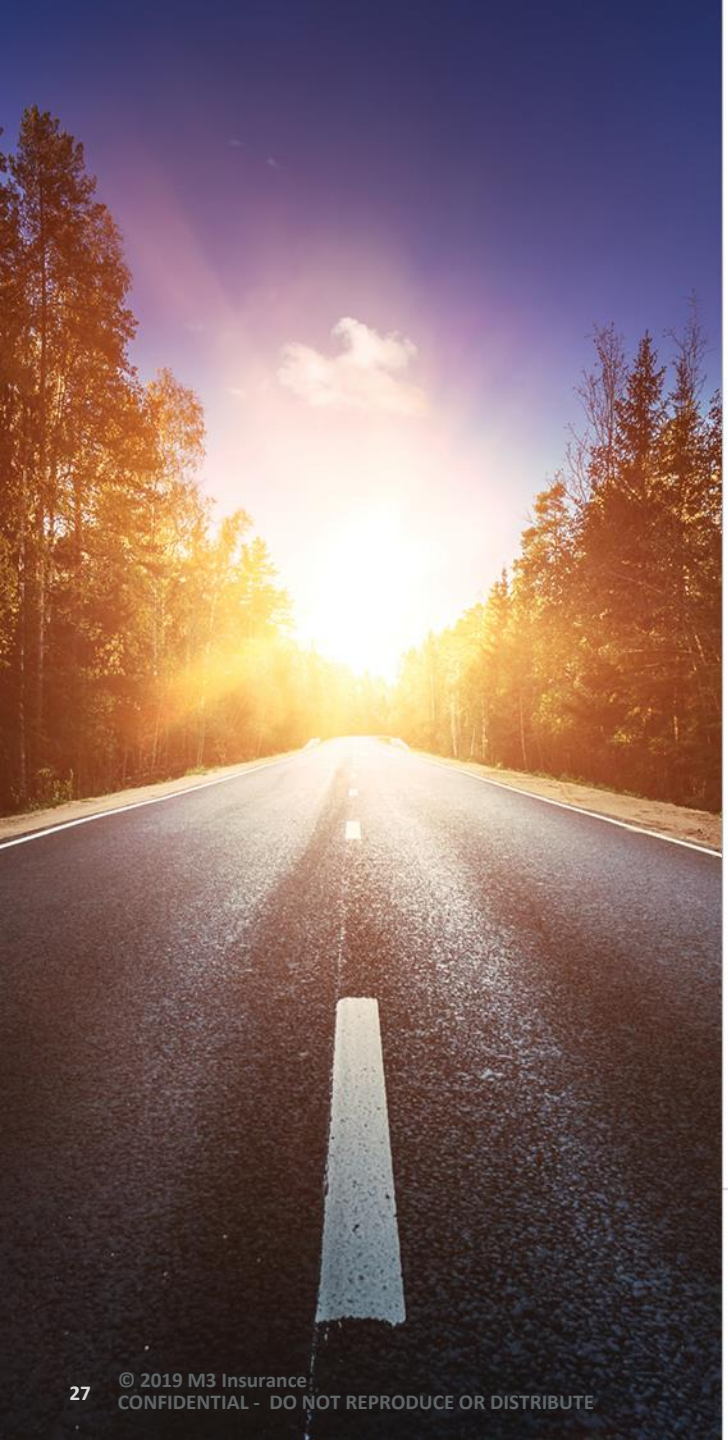
INCIDENT RESPONSE – DON'TS

- Allow your internal IT or Outsourced IT to try and "fix" the problem
- Hire third parties without consulting your insurance company
  - If you are insured you must use approved vendors
    - *Legal*
    - *Forensics*

RECOVERY

INCIDENT RESPONSE – DON'TS-If Uninsured ☹

- Alert customers or outside parties without consulting legal (even if obligated to under specific time frame)
- Assume your corporate inside/outside counsel is experienced in data breaches



STAY UP TO DATE

The **M3 Insight Center** is packed with posts to help you make the right decisions for your district. Topics include:

- Self Care Isn't Selfish: Help Employees Prioritize Wellness
- Risk Management Strategies for Combative Students
- Public Entities: On the Front Lines of Cyber Exposure

Subscribe to the M3 Insight Center to receive valuable notifications directly in your inbox.