Welcome!

Housekeeping

- Webinar will be recorded and shared with all post webinar
- Please enter your questions in the chat box during the webinar
- We will open the webinar up for open discussion during Q&A with panelists
Hudson County Community College
CEWD
Business Webinar Series
December 2020

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Program and Services:
https://www.hccc.edu/communityeducation/
https://www.hccc.edu/businessindustry/
INDUSTRY EXPERT PANELISTS

Patricia M. Clay, MBA
Chief Information Officer, Hudson County Community College

Brian Kelly, CISSP, CISM, CEH
Director, Cybersecurity Program, EDUCAUSE

Dr. Catherine J. Ullman
Sr. Information Security Forensic Analyst, University at Buffalo

Joanna Lyn Grama, JD, CISSP
Associate Vice President, Vantage Technology Consulting Group
CONNECTING, COLLECTING, SHARING

- Ten minutes to teach you everything you need to know about information security
- "Alone we can do so little; together we can do so much." Helen Keller
- My role – help members Learn, Plan, Do and Share best practices
- National Cybersecurity Alliance – Cybersecure My Business

https://staysafeonline.org/cybersecure-business/
NIST: NATIONAL INSTITUTE OF STANDARDS AND TECHNOLOGY

CYBERSECURITY FRAMEWORK

- **Identifying** and understanding which business assets (“digital crown jewels”) others want
- Learning how to **protect** those assets
- **Detecting** when something has gone wrong
- **Responding** quickly to minimize impact and implement an action plan
- Learning what resources are needed to **recover** after a breach

https://www.nist.gov/cyberframework
Risk management is a term of art used to describe complex activities where an organization identifies and assesses its risks and then creates a plan for addressing those risks.

You do risk management every day!
What do I have?
What can hurt me?

Is my strategy still sound?
Are there new things that can hurt me?

How likely am I to be hurt?
How badly am I to be hurt?

What can I do to lessen the hurt?
- Understand what resources you have, the services that you use, and the data that you collect and share.
- If you collect, use and store customer data, including credit card information, be sure to understand if your state has any legal requirements regarding that data.
- If you experience a data breach that involves customer data, you may need to notify your customers of the breach. Make a plan for that in advance.
Password hygiene:
- Avoid password reuse: utilize a password manager/vault (even if it’s a notebook kept under lock and key)
- Stick to long and strong passphrases
- Use multifactor authentication wherever possible

Data collection/categorization:
- Keep a data/device inventory: know what kind of data you are storing and where
- Know what the rules are around any sensitive data
- Have a data retention policy: don’t keep data longer than necessary
The critical importance of good backups.

The importance of keeping your systems “patched.”
RESOURCES

HTTPS://WWW.EDUCAUSE.EDU/FOCUS-AREAS-AND-INITIATIVES/POLICY-AND-SECURITY/CYBERSECURITY-PROGRAM
HTTPS://STAYSAFEONLINE.ORG/CYBERSECURE-BUSINESS/
HTTPS://WWW.NIST.GOV/CYBERFRAMEWORK
HTTPS://WWW.FTC.GOV/TIPS-ADVICE/BUSINESS-CENTER/SMA-L-BUSINESSES
HTTPS://WWW.CISA.GOV/PUBLICATION/STOP-THINK-CONNECT-TOOLKIT
HTTPS://WWW.READY.GOV/CYBERSECURITY
Community & Training Partners

Michelle Richardson
Executive Director, Hudson County Economic Development Corporation
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Contact me at: 201-369-4370, ext 3 or info@hudsonedc.org
HCEDC Programs/Services, and updated resources for businesses

Luis O. De La Hoz
Chairman, Statewide Hispanic Chamber of Commerce of New Jersey
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Contact me at: 732-763-8293 or luisodlh@gmail.com
SHCCNJ Programs/Services, and updated resources for businesses
THANK YOU!

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