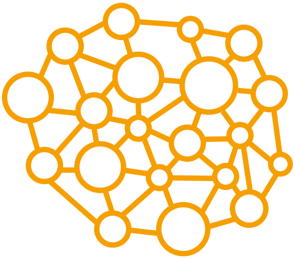
Staying Safe Online

Cyber Safety Guide for New Zealand Businesses

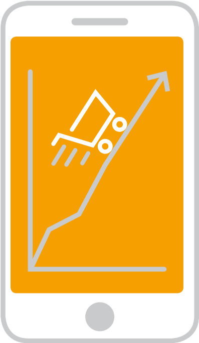
mastercard

CIS
Centre for Internet Safety



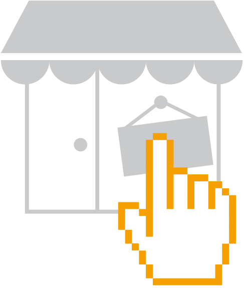
23 billion connected devices globally

3 out of every 5 New Zealanders shop online



Online spending is growing faster than traditional payments

New Zealanders spent more than $4 billion online



Why Accept Online Payments?

These days, many people prefer the ease and convenience of electronic payments. And more and more people are paying for their goods and services online.

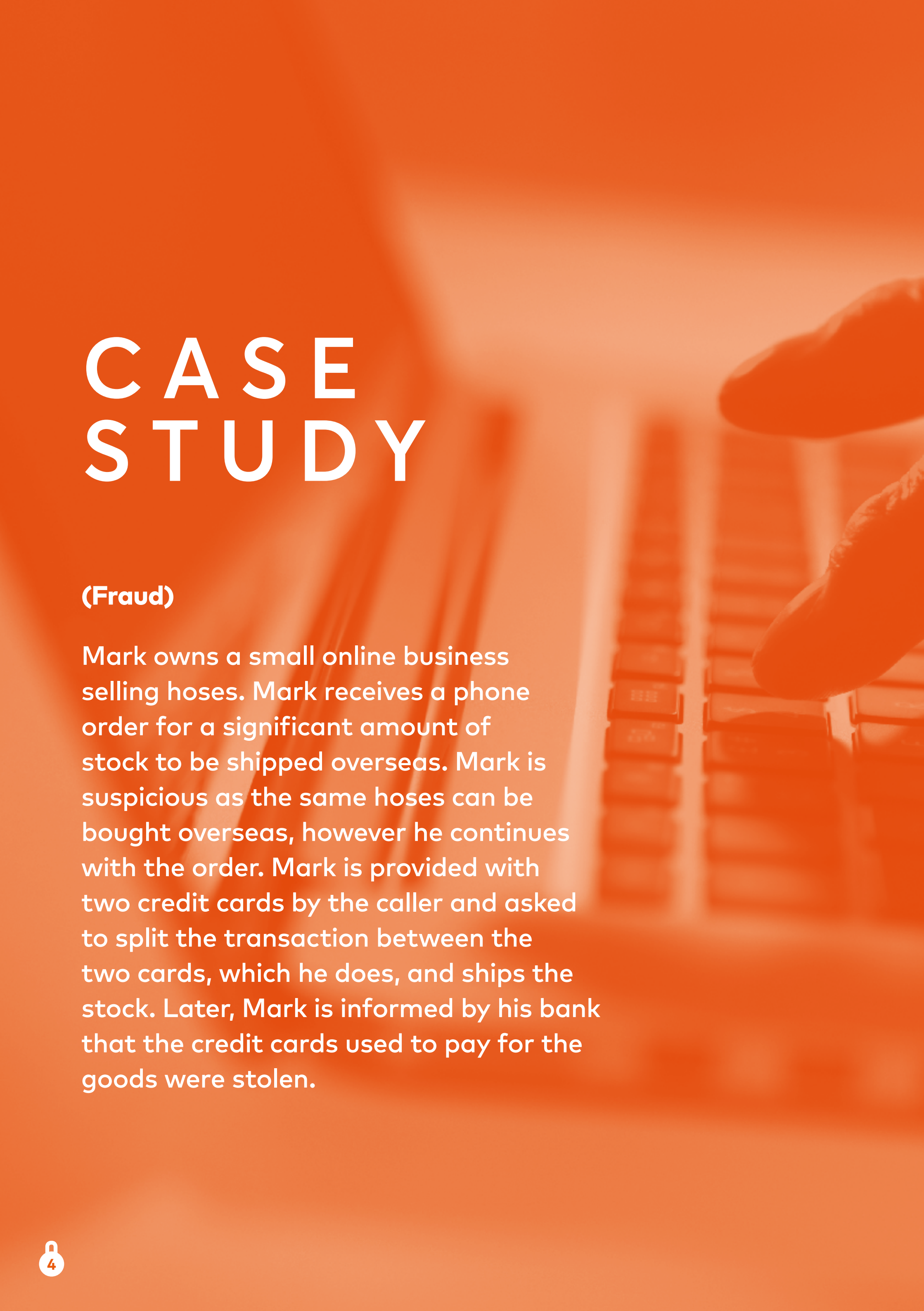
Accepting online payments is easy. If your business has a website for advertising products or services, then accepting online payments could be a great way to increase your business revenue. An online payment gateway makes selling and purchasing faster, easier and hassle-free.

By accepting online payments, businesses get instant payment with the added benefit of security and credibility. Since online transactions are quick and easy, online payments may influence customers to purchase on the spot.

Staying safe online for small business isn't complex or expensive, and by following some simple tips you can greatly reduce your risk of online fraud and compromise.

Tips

- Research the various online payment options and work out which one is best for you, based on cost, convenience and safety.
- Research the various payment methods such as website, mobile and virtual terminal.
- Discuss online payment options and security with your bank.



CASE STUDY

(Fraud)

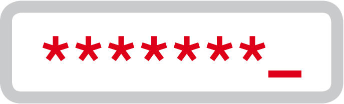
Mark owns a small online business selling hoses. Mark receives a phone order for a significant amount of stock to be shipped overseas. Mark is suspicious as the same hoses can be bought overseas, however he continues with the order. Mark is provided with two credit cards by the caller and asked to split the transaction between the two cards, which he does, and ships the stock. Later, Mark is informed by his bank that the credit cards used to pay for the goods were stolen.

Preventing Fraud

With the growth of online services, online shopping and payments, there are also increased opportunities for criminals to commit scams and fraud. Criminals rely on the anonymous nature of the internet and unsuspecting nature of small business owners and their employees. Awareness and following a few simple tips can greatly reduce this risk.

Tips

- Be cautious of suspicious orders, such as unusually large orders or those requiring urgent delivery.
- Be cautious of dispatching goods to a freight forwarding company for new clients.
- Never take payments on behalf of any other person or business.
- Ensure the billing and delivery postal codes match.
- Use tracking numbers and delivery receipts.
- Consider the use of fraud detection software.
- Talk to your bank about online authentication methods such as Mastercard SecureCode.
- Consider using a fully hosted payment gateway provider to collect payment on your behalf.



81% of hacking related breaches leveraged either stolen or weak passwords

66% of malware was installed via malicious email attachments

73% of breaches were financially motivated

Source: Verizon: 2017 Data Breach Investigation Report

Protecting Your Network & Information

Hackers seek to access networks that are not properly secured and configured, just like a burglar may break into an unsecured office. Think carefully about where you store data and how you secure it physically and electronically.

Internal threats are more difficult to anticipate, but can be equally devastating to your business. Staff may remove data inadvertently or on purpose for financial gain or revenge.

Promoting your trust and safety credentials to current and future customers is good for business.

Tips

- Install security software and ensure it is up to date to protect against the latest threats.
- Perform a complete virus scan on your computer at least once a week.
- Install security patches for all operating system software and application software and set them to update automatically.
- Only provide access to your computer network and data to those that need it to do their job.
- Use strong passwords and update them regularly.
- Be suspicious of unsolicited emails, messages or phone calls requesting personal or business financial information.
- Back up your data to a removable storage device such as a hard drive.

CASE STUDY

(Ransomware)

Mary receives an email with an attachment from an unknown address. Mary opens the attachment and unknowingly downloads malicious software that gives the cyber criminal the ability to take over and control her computer. The cyber criminal has locked Mary's business files and client details, demanding payment before she can gain access to her computer and files.

Personal Accountability

The customer is an important part of the online payments ecosystem. While banks and card schemes devote a lot of effort and resources to protecting end-users, there still needs to be a degree of personal and business accountability.

As a merchant, you are the first line of defence and can help customers have a safe and secure online experience.

Tips

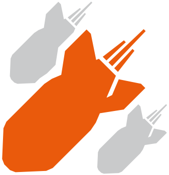
- Use strong passwords and don't share them with anyone.
- Keep your computer up to date with antivirus, anti-spyware and firewall software and set them to update automatically.
- Be aware of suspicious or unusual transactions.
- Don't provide personal or banking details to anyone over the phone.
- Don't open emails or attachments from suspicious senders.

Phishing

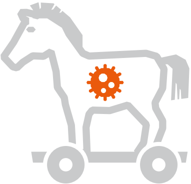
Malware

Spam

DDoS



Trojan horse



Ransomware

Social engineering
(impersonation)

Scams

Scams targeting small businesses come in various forms – from invoices for advertising or directory listings that were never requested to dubious office supplies that were never ordered. Small business scams are becoming increasingly sophisticated and scammers will go to great lengths to convince you that the documents they send you or the offers they make are legitimate.

Scams include false billing, overpayment, ransomware, phishing and investment scams.

Tips

- Keep your office networks, computers, and mobile devices secure. Update your security software, change passwords and back up your data regularly. Store your backups offsite and offline.
- Limit how many people have authority to buy or order something on behalf of your business.
- If you notice a supplier's usual bank account details have changed, call them to confirm the new details.
- Don't open an email or attachment if you're not expecting an email or you're unsure of who sent the email.

WHERE TO GO FOR HELP

- **CERT NZ** – CERT NZ works alongside government agencies and organisations to help New Zealand better understand and stay resilient to cyber security threats. CERT NZ is your first point of call when you need to report a cyber security problem. https://www.cert.govt.nz/

- **Netsafe** – Netsafe is New Zealand's independent, non-profit online safety organisation that provides practical tools, support and advice for managing online challenges including scams and security concerns. https://www.netsafe.org.nz

- **Connect Smart** – Connect Smart is a partnership that promotes ways for individuals and businesses to protect themselves online. Connect Smart is led by the Government's National Cyber Police Office (NCPO), as part of the Prime Minister and Cabinet, in partnership with Government agencies, NGOs and the private sector. https://www.connectsmart.govt.nz

- **Scamwatch** – The Scamwatch website is run by the Ministry of Business, Employment and Innovation (MBIE) and has information to assist New Zealanders about scams, including how to work out if you are being scammed, what to do and where to report it. https://www.consumerprotection.govt.nz/general-help/scamwatch/identify-a-scam/isthis-a-scam/

- **Office of the Privacy Commissioner** – The Office of the Privacy Commissioner investigates possible breaches of the Privacy Act, and provides education about the privacy rights of all New Zealanders. https://www.privacy.org.nz/about-us/introduction/

- **Crime Stoppers** – Operating throughout New Zealand, Crime Stoppers is an independent charity that helps New Zealanders fight crime by providing an anonymous and simple way to pass on information to authorities. https://www.crimestoppersnz.org/

- **Banking Ombudsman Scheme** –the Banking Ombudsman Scheme is a free and independent dispute resolution service that looks into complaints by customers about their banks. https://bankomb.org.nz/about-us/

- **Your financial institution** – Contact your bank or financial institution when you think your account may have been compromised and money withdrawn without your authorisation.

ABOUT MASTERCARD

Mastercard is a technology company in the global payments industry that connects consumers, financial institutions, merchants, governments and businesses worldwide, enabling them to use electronic forms of payment instead of cash and cheques.

As the operator of what we believe is the world's fastest payments network, we facilitate the processing of payment transactions, including authorisation, clearing and settlement, and deliver related products and services. We make payments easier and more efficient by creating a wide range of payment solutions and services. We do business in more than 210 countries and territories and work with over 150 currencies.

Our network is designed to ensure safety and security for the global payments system.

ABOUT CIS

The Centre for Internet Safety at the University of Canberra was created to foster a safer, more trusted Internet by providing thought leadership and policy advice on the social, legal, political and economic impacts of cybercrime and threats to cyber security.

Statement of Confidentiality and Disclaimer

The information provided herein is strictly confidential. The information contained is MasterCard's view only. It is intended to be used internally within your organization and cannot be distributed nor shared with any other third party, without MasterCard's prior approval. This presentation is intended solely to facilitate discussion between the parties. MasterCard will not be responsible for any action you take as a result of this presentation, or for any inaccuracies, inconsistencies, formatting errors, or omissions in this presentation.

Notes