

# Cybersecurity Made Simple

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Presented by Mike Terry and Joe Hill  
LPL Information Security



# Today's Speakers



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# Agenda

01 Protecting Your Information

02 Identifying cyber-attacks

03 Securing Your Information

04 Protecting Your Family



**JOHNSON**  
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BANKING  
WEALTH  
INSURANCE





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# Protecting Your Information



# Keeping your Information Safe

LPL is committed to protecting sensitive information



**Recurring  
trainings**



**Personal  
relationships**



**Secure  
financial tools**

**Dedicated  
cyber staff**

**State of the art  
facilities**

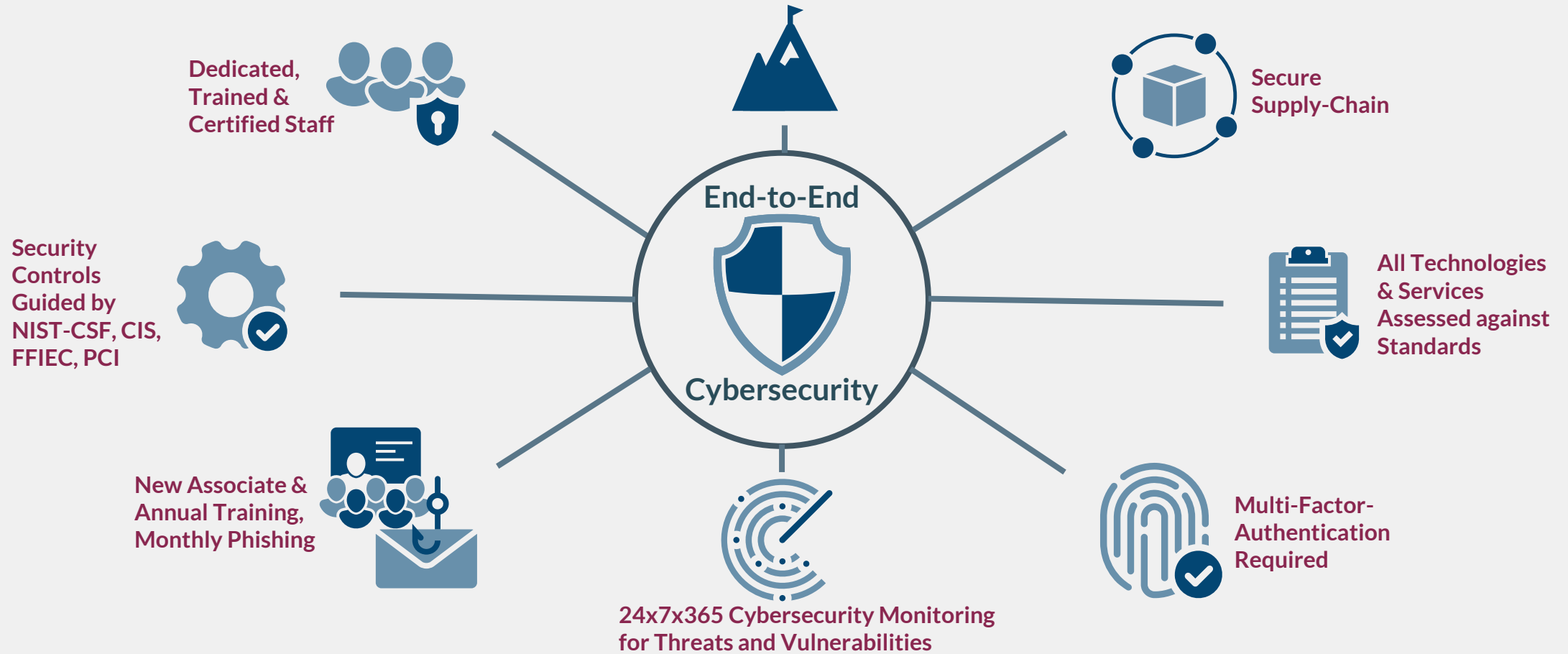
**Cyber fraud  
guarantee**



# Cybersecurity at JFG

Keeping your data and assets safe from Cybersecurity threats end-to-end

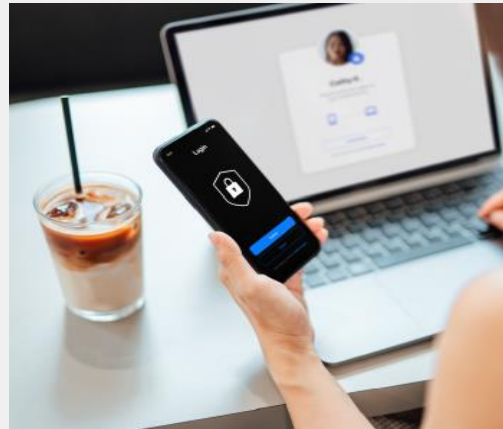
## Top Cybersecurity Solutions & Services



# Cyber Fraud Guarantee

Visit LPL's cybersecurity page to learn more

**“LPL will reimburse you for 100% of realized losses in your impacted LPL accounts, which were incurred directly as a result of unauthorized access to an LPL system.”**





# Cyber attacks





# Identifying Cyber Attacks

Who and what are behind these attacks?

## HACKTIVISM



Hackers use computer networks to advance social and political causes.

## CRIME



Cybercriminals steal personal information and extort victims for financial gain.

## INSIDER



Trusted insiders steal proprietary information for personal or financial reasons.

## ESPIONAGE



Nation-state actors steal state secrets and other proprietary information from private companies.

## TERRORISM



State and nation-state terrorists create fear and impact our safety by attacking critical computer systems.

## WARFARE



Nation-state actors sabotage military and critical infrastructure systems to gain advantage in the event of war.



# Social Engineering

These attacks are designed to take advantage of human emotions



- 1** Phishing – suspicious emails sent to large groups of individuals. The goal is to get the recipient to click a link or open attachments.
- 2** Ransomware – this malware or virus is often deployed after a link is clicked or attachment is opened in a phishing email.
- 3** Scams – Bad actors create realistic scams to trick unsuspecting individuals into exposing personal, financial, or corporate information.
- 4** Email Impersonations – An LPL client’s email is compromised and the bad actor does keyword searches to locate sensitive information.



# Can you locate the red flags in this email?

1. Unknown sender
2. Attention grabbing subject
3. Generic greeting

4. Suspicious link

5. Vague signature

**From:** IT Services <no-reply-delivery31997-dispatch1204504@infosecurityshop.com>

**Subject:** Re: The connection to the server failed

Dear customer,

Today's scan result of our server has detected multiple errors in your email ([michael.terry@lplfinancial.com](mailto:michael.terry@lplfinancial.com)). Please open a support ticket below and we will be able to assist you!.

[NEW SUPPORT TICKET](#)

We will not be liable for any loss or damage that you may suffer as a result of your failure to comply with the above.

Best Regards,  
**Customer Protection Team**

*Please do not reply this message. Replies cannot be received.*



# Additional Phishing Attacks



## Smishing

Phishing attacks that occur via text messages.



## Vishing

Phishing attacks that occur via phone.



## Spear Phishing

Phishing attacks that target a specific person.



# Avoiding Scams

Bad actors create realistic scams to commit fraud



**Gift Card Scams**



**Disaster scams**



**Tech Support Scams**



**Holiday Scams**



# The Ransomware Dilemma

Should you pay the ransom or not?

1

Don't pay the ransom!

2

Can't trust criminals!

3

Avoid ransomware by securely backing up data.

Ransomware is a type of virus that encrypts and blocks access to files. The owner is promised access to their data in exchange for a ransom payment.





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# Securing Your Information



# Password Security Tips

Prioritize length and complexity



**Don't use personal information.**

This can be publicly available & easily accessible by hackers.



**Avoid using dictionary words.**

Password-cracking tools can easily process every word in the dictionary.



**Use multi-factor authentication (MFA or 2FA).**

For especially sensitive accounts, enable and use MFA.



**Don't re-use passwords.**

If one account is breached, your others would be vulnerable as well.



**Avoid typing passwords while using public Wi-Fi.**

Use a VPN or avoid websites that require your login information.

**Password managers are a convenient way to manage complex passwords over multiple platforms. Think of them as secure vaults that are great alternatives to reusing passwords.**





# Is Your Password Strong Enough?

How long would it take hackers to compromise your password?

Number of Character	Numbers Only	Lowercase letters	Upper & Lowercase Letters	Numbers, Upper & Lowercase Letters	Numbers, Upper & Lowercase Letters, Symbols
4	Instantly	Instantly	Instantly	Instantly	Instantly
5	Instantly	Instantly	Instantly	Instantly	Instantly
6	Instantly	Instantly	Instantly	Instantly	Instantly
7	Instantly	Instantly	2 Secs	7 Secs	31 Secs
8	Instantly	Instantly	2 Mins	7 Mins	39 Mins
9	Instantly	10 Secs	1 Hour	7 Hours	2 Days
10	Instantly	4 Mins	3 Days	3 Weeks	5 Months
11	Instantly	2 Hours	5 Months	3 Years	34 Years
12	2 Secs	2 Days	24 Years	200 Years	3k Years
13	19 Secs	2 Months	1k Years	12k Years	202k Years
14	3 Mins	4 Years	64k Years	750k Years	16m Years
15	32 Mins	100 Years	3m Years	46m Years	1bn Years
16	5 Hours	3k Years	173m Years	3bn Years	92bn Years
17	2 Days	69k Years	9bn Years	179bn Years	7tn Years
18	3 Weeks	2m Years	467bn Years	11tn Years	438tn Years

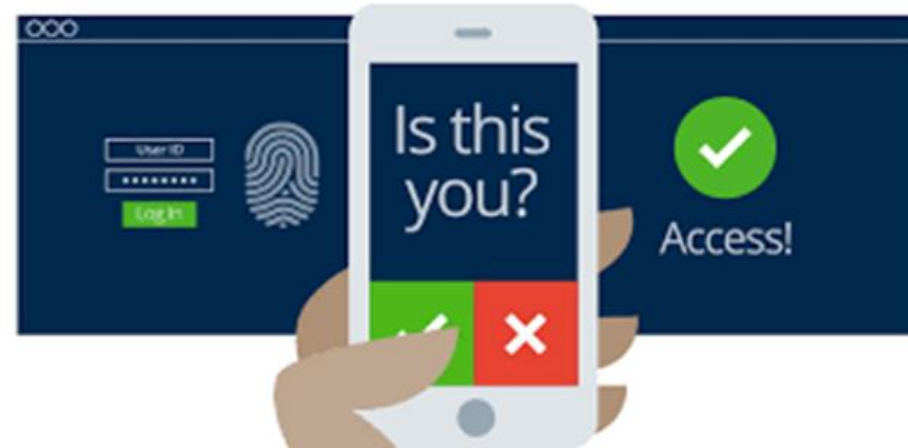


# Multi-Factor Authentication (MFA or 2FA)

Using MFA adds an additional layer of security to your accounts.

## What is MFA?

MFA is an authentication method that requires you to complete two methods of verification to gain access to an application.



If credentials are compromised, your accounts are still protected from unauthorized access.





# Mobile Device Security

How safe is your device?

01



Add password and biometrics to your device.

02



Update mobile security software regularly

03



Review app permissions

04



Protect personal network and home devices





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# Protecting Your Family



# Traveling safe

## Stay Vigilant

### 1.

- Always be aware of your surroundings
- Never leave equipment unattended in public places.
- Learn about local scams

## Use a Portable Charger

### 2.

- Avoid risks associated with public USB charging ports
- Portable chargers allow you to conveniently charge devices while traveling.

## Protect Your Accounts

### 3.

- Enable MFA on accounts
- Review accounts for unauthorized activity.
- Avoid public Wi-Fi without using a VPN or hot-spot

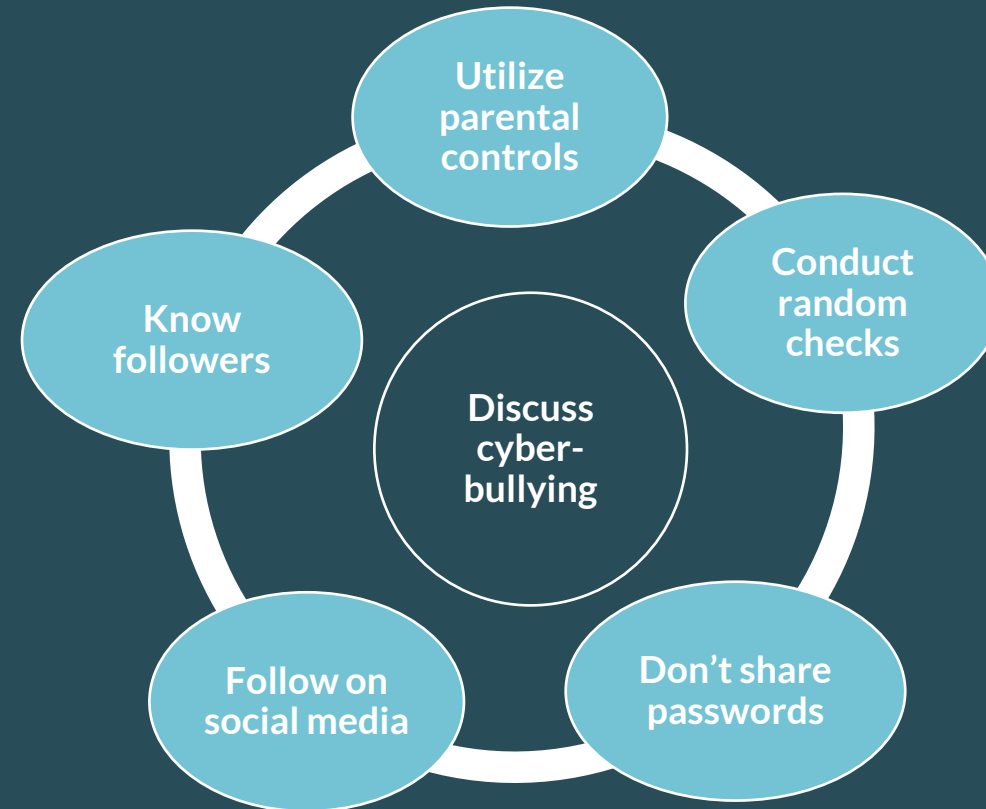






# Protecting Your Family

The use of technology to harass, threaten, or target a person is called cyberbullying



# Call to Action!

1. LPL is committed to supporting JFG and protecting your information.
2. Social engineering attacks take advantage of your emotions
3. Don't click on links or open attachments from unknown sources.
4. Value security over convenience when traveling.
5. Protect your accounts and protect your family.



# Thank You

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