

# The 5 Most Important Security Questions for Your Business



L.A. CREATIVE  
TECHNOLOGIES

TOOLS  
FOR GROWTH

To help you take stock of your cybersecurity posture and decide if you need to ratchet up your defenses, these are the five most important security questions to ask yourself.

## 01 What is your company's most important data, where is it stored and how is it used?

Your data are very sensitive, and you might also have patents, proprietary techniques, and marketing or technology insights of great value to your business. Whether you store these data in on-premise servers or in the cloud, much of these data also reside on or pass through vulnerable devices like laptops and smartphones.

## 02 Who would want your data and how would they get it?

Hackers increasingly see small and medium businesses as an easy mark with few alternatives other than paying for ransomed data. Accessing even a secure system is easy when a) access credentials are available on the Dark Web or b) employees don't know how to avoid phishing attacks.

## 03 Would you know in time to stop a data breach or outage?

If you can't stop an intrusion at the gates or detect it when it occurs, then the hacker probably has plenty of time to lock down your system, freeze you out, and notify you of the ransom amount.

## 04 Are your employees educated about cybersecurity threats?

The human factor is often a business's greatest vulnerability, which is especially true when we're rushed, coming down from a caffeine high, or multitasking. The only defense is routine employee training and phishing tests.

## 05 Do you have an established process to address computersecurity breaches?

As with a fire, earthquake, or active shooter drill, the key is to run scenarios with your team and test your responses. An actual attack will never be the same as how you practiced it, but the practice will make you ready to respond.

If you don't feel 100% confident in your answers to each and every one of these five essential security questions, reach out to us today to schedule an assessment.