



# News

**FOR IMMEDIATE RELEASE**

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## **BBB Tips for National Cyber Security Awareness Month**

Rockford, IL – October 11, 2016 - In 2015, an estimated [\\$15 billion was stolen from 13.1 million U.S. consumers](#) due to identity theft. In February the White House announced an effort to combat I.D. Theft. The Better Business Bureau has joined the White House and The National Cyber Security Alliance in a campaign to attack cybercrime.

October is National Cyber Security Awareness Month, during this month the BBB along with its partners is asking consumers to “Lock Down Your Login” to increase internet safety and security and to better protect their online accounts by moving beyond passwords.

“Millions of Americans have had their online accounts hacked because of stolen credentials or weak logins,” says Dennis Horton, director of the Rockford Regional Office of the Better Business Bureau. “The problem is that many individuals are either unaware or not using widely available, simple technologies to better secure their online accounts.

While no security measure is foolproof, a few easy steps – such as verifying identity via biometrics like voice, facial recognition, fingerprint or iris-scan or by using a unique one-time code through an app on your mobile device – can make it much harder for hackers to disrupt our digital daily lives. Implementing strong authentication ensures it’s actually the user trying to access the account and not just someone with the correct password trying to log in which can alleviate some of the worry about being online.

The “Lock Down Your Login” campaign is a [STOP. THINK. CONNECT.™](#) initiative built upon a broad, coordinated effort to increase consumer awareness of our individual and collective roles in cybersecurity. It brings together dozens of industry leaders and like-minded organizations that understand the importance of cybersecurity awareness and education.

“Cyber security is a shared responsibility” notes Horton. “And breaches can have a disastrous effect on your finances, identity and privacy.”

Michael Kaiser, NCSA’s executive director echoes Horton’s thoughts, “We live in a digital age where people, networks and devices are increasingly interconnected, and the more internet users who enable strong authentication, the safer we will all be online,”

The BBB also recommends the following:

- Keep your operating system, browser, other critical software optimized by installing updates.
- Maintain an open dialogue with your family, and friends, about internet safety
- Limit the amount of personal information you post online and use privacy setting to keep the information shared to a minimum.
- Be careful with the things you receive and read online. What sounds like an amazing offer may be just the opposite.
- If you are a victim report the incident to BBB Scam Tracker [bbb.org/scamtracker](http://bbb.org/scamtracker)

**Reminder** - As a part of Cyber Security Month, Saturday 10/15 is [SECURE YOUR I.D. DAY](#)

The Better Business Bureau has compiled a comprehensive list of information for [SECURE YOUR ID DAY](#) and offers additional [tips to protect your identity](#)

For more important consumer information visit <http://ask.bbb.org/>, also like us on [Facebook](#), follow us on [Twitter](#) and add us on [Pinterest](#).

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