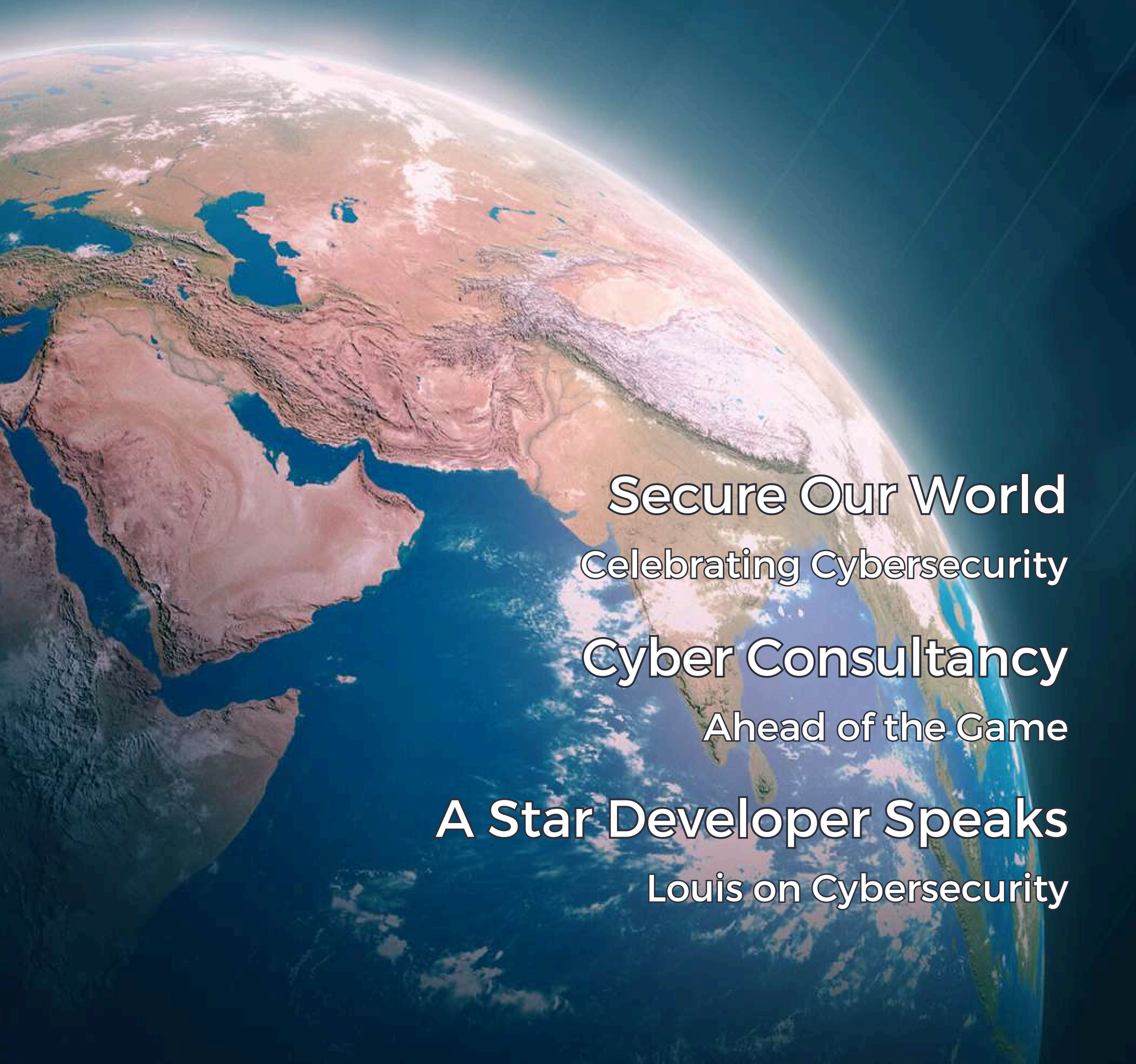
OCTOBER 2024

inside zhero



Secure Our World

Celebrating Cybersecurity

Cyber Consultancy

Ahead of the Game

A Star Developer Speaks

Louis on Cybersecurity

Message from Izak

I trust everybody is doing well and welcome to this month's super-exciting edition of Inside Zhero.

Every October is Cyber Security Awareness Month and it's taking centre stage as our feature. We'll also enjoy some invaluable insights from our superstar developer, Louis.

IZAK OOSTHUIZEN
Chief Executive Officer,
Bestselling Author

In this issue

Our feature "Secure Our World" focuses on NCSAM and how you can walk the walk in the cybersecurity awareness arena.

90% of cyberattacks are caused by human error, mainly by weak passwords.

"Cybersecurity Awareness Month is here to stay, highlighting a critical issue that needs addressing, and encouraging businesses and us folk to strengthen security awareness practices. But it's not enough! Cybersecurity should be a year-round, ongoing priority. Recognising and avoiding cyber threats requires constant effort and repetition."

Izak Oosthuizen

Zhero Founder and CEO,
Bestselling Author

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SECURE OUR **WORLD**

National Cybersecurity Awareness Month (NCSAM) rolls around every October, aiming to get everyone thinking about staying safe online. It’s all about encouraging people—whether at home, work, or in the community—to be more aware of cyber risks, pick up good online habits, and beef up their digital security. Throughout the month, NCSAM shares handy tips and advice to help protect your digital life and personal info from cyber threats. The message is simple: we all have a part to play in keeping the online world safe. To make it happen, governments, experts, and industry leaders team up to spread the word and share the best ways to stay secure online.

Formative years

In 2004, the U.S. Department of Homeland Security (DHS) and the National Cyber Security Alliance (NCSA) introduced National Cyber Security Awareness Month (NCSAM) as part of a broader effort to help Americans stay safe online. Initially, NCSAM focused on simple advice, such as regularly updating antivirus software, much like the reminder to change smoke alarm batteries during daylight saving time. Since then, NCSAM has spread globally, including countries across Europe, the United Kingdom, Canada, Australia, Israel, and parts of Asia. In 2012, the European Union launched the first European Cybersecurity Month (ECSM), with the motto "Think Before U Click." ECSM runs alongside NCSAM, and many see it as part of the same global event.

The most phished

These are the most targeted companies for phishing scams:

- Microsoft - 57%
- Apple - 10%
- LinkedIn -7%
- Google - 6%
- Facebook - 1.8%

Our shared responsibility

Since 2009, NCSAM has been rocking the theme "Our Shared Responsibility," reminding everyone—whether you're a big company or just scrolling through your phone—that we all play a part in keeping the digital world safe. In 2011, they spiced things up by adding weekly themes, each zeroing in on a different part of cybersecurity. The very first theme was all about how we're in this together when it comes to protecting our online spaces. And in 2010, NCSAM got a major boost with the launch of the "STOP. THINK. CONNECT." campaign, which became the go-to message for cybersecurity awareness, even making it into President Obama's proclamation for the month.

Evolution and changes

NCSAM has kept up with the ever-changing world of cybersecurity, adapting as new threats pop up. Take darknet markets, for example—they weren't even on the radar back in the early 2000s, but now they're a hotspot for selling stolen data. As hackers change their game, cybersecurity pros have to keep users in the loop. Lately, the big bad guys on the internet are phishing and ransomware attacks. Believe it or not, over 90% of successful cyber-attacks start with a sneaky phishing email, which can lead to all sorts of headaches. These attacks don't just target individuals—they go after companies, core services, and even critical infrastructure. That's why NCSAM has stepped up its game, updating its toolkits and advice to help tackle these growing threats.

Secure your world

In October 2023, a new theme "Secure Our World" was announced as an enduring theme for future years. It's a call to action - protect yourself, and your business from online dangers with simple, effective steps. This year's campaign focuses on the top four ways to stay safe online:

- Use strong passwords and a password manager
- Turn on multifactor authentication
- Recognise and report phishing
- Update software

NCSAM in the UK

The UK's National Cyber Security Centre (NCSC) is key in promoting cybersecurity and is actively involved in NCSAM. The NCSC offers various resources to help protect against cyber threats:

- **Cyber Aware** - This NCSC campaign provides guidance on enhancing cybersecurity, such as using strong passwords and enabling two-step verification.
- **CYBERUK** - A UK-based event featuring engaging speakers and valuable networking opportunities within the cybersecurity community.
- **Support for Victims** - The NCSC offers advice for individuals whose social media accounts have been compromised.

National Cyber Security Centre

CYBERUK 2024

Get with the programme

Joining National Cybersecurity Awareness Month is like becoming the guardian of your online world. Here’s how you can get involved:

- **Boost Your Cyber Knowledge** - Learn how to spot common threats like phishing, malware, and ransomware, so you can dodge them before they cause trouble.
- **Keep Things Updated** - Make sure your devices, apps, and systems are running the latest versions with all the security patches. It’s like keeping your digital armour polished!
- **Strengthen Your Passwords** - Create strong, unique passwords for each account. A password manager can be a handy tool to keep track of them all.
- **Turn on Two-Factor Authentication (2FA)** - Enable 2FA aka MFA wherever you can for that extra layer of security. Think of it as a double lock on your online doors.
- **Back Up Your Data** - Regularly save important files in a secure spot, so you’re ready just in case something goes wrong.
- **Share the Knowledge** - Spread the word about cybersecurity best practices with friends, family, and colleagues. The more people who know, the better!
- **Stay Informed** - Follow cybersecurity news and tips to stay ahead of the latest threats and keep your defences strong.

With these simple steps, you’ll be well on your way to keeping your digital life safe and secure!

Changing landscape

As the world of cybersecurity keeps evolving, NCSAM is always one step ahead, updating its resources to tackle the latest threats. NCSAM is here to help us all stay sharp and safe in this ever-changing digital world! Some of the cool new additions include:

- Spreading the word about botnets and why it's crucial to lock down your Internet of Things (IoT) gadgets against malware.
- Sharing the latest cyber threats and tips for businesses to step up their cyber-hygiene game.
- Offering advice to everyone—whether you're an individual, employee, executive, or business—on how to dodge cyber-attacks.
- Training programmes to help people avoid falling into the trap of cyber-criminals.
- Tips on creating strong, complex passwords and not reusing those lazy default ones!
- Helping Managed Service Providers (MSPs) set up strong digital defences to protect businesses from attacks.
- Securing financial and healthcare data by using trusted sites and secure storage options.
- Encouraging everyone to adopt multi-factor authentication (MFA) to block phishing and social engineering scams.
- Educating parents and teens about the risks of sexual predators lurking on social media.
- A crash course on the dark web and darknet markets, where a lot of dodgy, illegal content is traded.

The kids are alright

The UK and US are strengthening efforts to protect children online through a new partnership between UK Technology Secretary Peter Kyle and US Commerce Secretary Gina Raimondo. They will establish a joint working group to improve the sharing of expertise and evidence on children’s online safety. The group will focus on increasing transparency from platforms and improving researcher access to privacy-protected social media data, helping to better understand the effects of digital technology, including generative AI, on young people. This builds on ongoing international collaboration to ensure safety is integrated into technology from the start.

Peter says: “The online world brings incredible benefits for young people. But these experiences must take place in an environment which has safety baked in from the outset, not as an afterthought.”

Gina says: “We remain committed to combating youth online exploitation and this historic agreement will help us expand resources to support children and young people to thrive online at home and abroad.”

AHEAD OF THE **GAME**

The National Cyber Security Centre (NCSC) reported a whopping 64% rise in cyber security incidents in 2023 compared to the year before. With threats always evolving, businesses must stay ahead of the game when it comes to emerging risks. An experienced cybersecurity consultant keeps up with the latest trends, vulnerabilities, and attack techniques. By teaming up with a consultant, businesses, especially SMEs, can take proactive steps to implement strong security measures and preventative strategies to protect their sensitive data and digital assets. By tapping into the expertise and specialised knowledge that a cybersecurity consultant offers, you can boost your overall cyber resilience and ensure robust protection against potential security breaches.

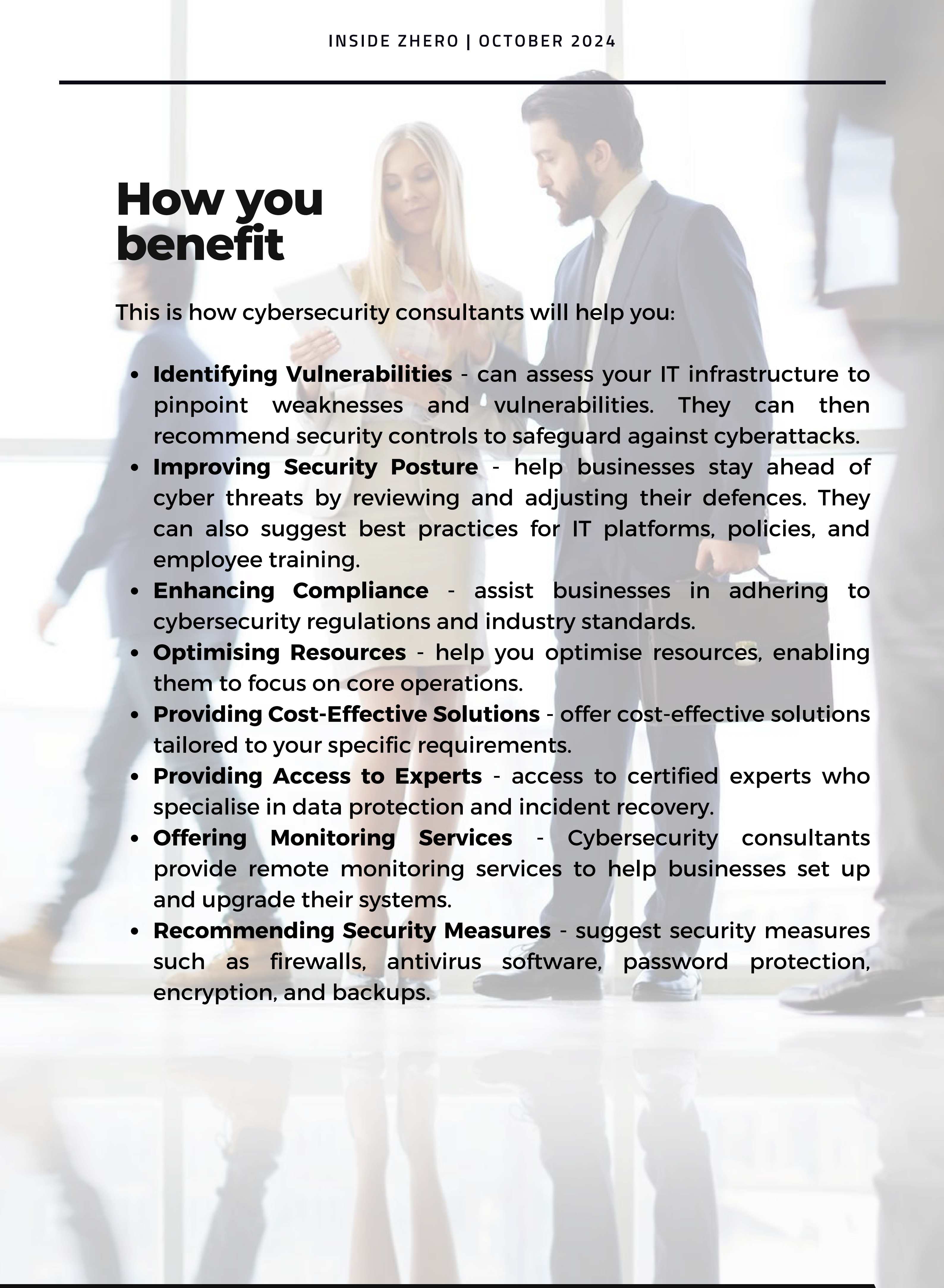
What they do

A cybersecurity consultant focuses on protecting organisations from cyber threats by spotting vulnerabilities, crafting security strategies, implementing protective measures, and providing advice on best practices and compliance with industry standards. They combine their expertise, experience, and innovative solutions to safeguard digital assets and infrastructure from various cyber risks. Essentially, a cybersecurity consultant is key to helping organisations stay safe from digital threats through a wide range of important tasks.

Cyber consulting focus

Cyber consultants are vital in assessing risks, developing and implementing strategic defences, ensuring compliance, and managing incidents. Here's what they do:

- **Risk Assessment** - Identifying vulnerabilities and potential threats by evaluating the organisation's security posture.
- **Security Strategy Development** - Designing tailored plans to enhance cybersecurity defences, including recommending policies and implementing technologies.
- **Compliance and Governance** - Ensuring adherence to laws, regulations, and industry standards, while developing policies that support secure operations.
- **Incident Response** - Implementing plans for rapid action during security breaches and managing incidents to minimise their impact.
- **Continuous Monitoring** - Overseeing the ongoing surveillance of networks and systems to detect and counteract threats in real time.



How you benefit

This is how cybersecurity consultants will help you:

- **Identifying Vulnerabilities** - can assess your IT infrastructure to pinpoint weaknesses and vulnerabilities. They can then recommend security controls to safeguard against cyberattacks.
- **Improving Security Posture** - help businesses stay ahead of cyber threats by reviewing and adjusting their defences. They can also suggest best practices for IT platforms, policies, and employee training.
- **Enhancing Compliance** - assist businesses in adhering to cybersecurity regulations and industry standards.
- **Optimising Resources** - help you optimise resources, enabling them to focus on core operations.
- **Providing Cost-Effective Solutions** - offer cost-effective solutions tailored to your specific requirements.
- **Providing Access to Experts** - access to certified experts who specialise in data protection and incident recovery.
- **Offering Monitoring Services** - Cybersecurity consultants provide remote monitoring services to help businesses set up and upgrade their systems.
- **Recommending Security Measures** - suggest security measures such as firewalls, antivirus software, password protection, encryption, and backups.

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cyber insights

Louis Oosthuizen is one of our amazing Developers working on IT management solutions and workflow automation software. Here's his take on cybersecurity.

What is cybersecurity if not the act of learning? Software development is the art of using hardware interfaces to host custom-built software which interacts with other computers and network equipment through the local network, the World Wide Web through your Internet Service Provider by way of your local network which then collaborates with servers, other workstations and more. This entire process has many points of failure from which Cybersecurity and the art of continuous learning and investigation were born.

From an early age against my experience, I have been exposed to technology, from working on a Windows 98 workstation, understanding the operating system, to setting up local area networks with a mobile phone (desperate times call for desperate measures) to play games like age of empires 3 with friends. Through these fundamental experiences, the critical component was the abstract idea of curiosity and the willingness to learn, understand and apply.

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cyber insights

Based on these fundamentals, during my years working at Zhero Cybersecurity in conjunction with my Software Engineering degree, I have found a passion for Cyber Security and how it revolves around good software engineering went awry. Software development relies heavily on the 7 OSI layers, from sending bits between hardware via a CAT6 cable (hardware layer) to the end user application rendering their artfully constructed HTML (application layer). All 7 of these layers have a distinct potential for vulnerability. This is specifically where, from my experience, working in Zhero Cybersecurity, living in that combined realm of understanding software attack vectors on these layers whilst developing software myself for other projects, takes a distinct point of interest..

Cybersecurity is, as such, a long journey of learning and application. Takeback from this is as such to improve your understanding and effectiveness, you need to cultivate a willingness to expose yourself to the field, which can be applied in diverse ways: watching YouTube videos, doing certifications, working in the industry, taking initiative, and exploring the field.

On 25 September, Izak was a participant in the Cyber London Rt Hon Stephen McPartland round table at City, University of London. The insightful and lively event focused on Stephen's review of cybersecurity as an enabler of economic growth in the UK. Izak was joined by three of Cyber London's other Directors, Prof Raj, Simon Newman and Mark Child.

On 15 October, Izak travelled up to Newcastle for the 7th annual CyberFest hosted by CyberNorth. It was an amazing day of networking and collaboration. Izak is pictured, from left to right, with CyberNorth Director, Danielle Phillips, CyberNorth Brand Communicator, Thea Scott and Hollie Wakefield from CyNam in Cheltenham.

Cyber London and Cynam co-hosted an amazing AI and Cybersecurity Roundtable event at City, University of London, on 21 October. All 5 Cyber London directors were there, fully engaged in discussions about the potential threats posed by AI, areas that should be prioritised for the UK cybersecurity strategy, and how the UK can align with international AI regulations and initiatives.

CRUSH IT CHAOS

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Meet the team

Bennie Rheeder

UK BOOKKEEPER | ACCOUNTANT

Hi Bennie! What made you realise you want to go into the IT industry?

I never thought that I would work in the IT industry. But there was a good opportunity along the way which I couldn't turn down.

What's your most-used productivity tool?

My coffee mug and my calculator.

How would you describe yourself?

I work hard and I like to laugh. I try to keep up with current world affairs. I also love ice cream.

What do you enjoy the most about your role?

Completing my tasks and making sure everything balances.

Do you have any hidden talents or hobbies?

Walking. I used to do long walks – the "10,000 steps a day thing". I would really like to do this again.

What is your favourite movie or TV show?

Whenever I got time, I like to watch the series "Impractical Jokers"

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