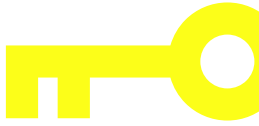
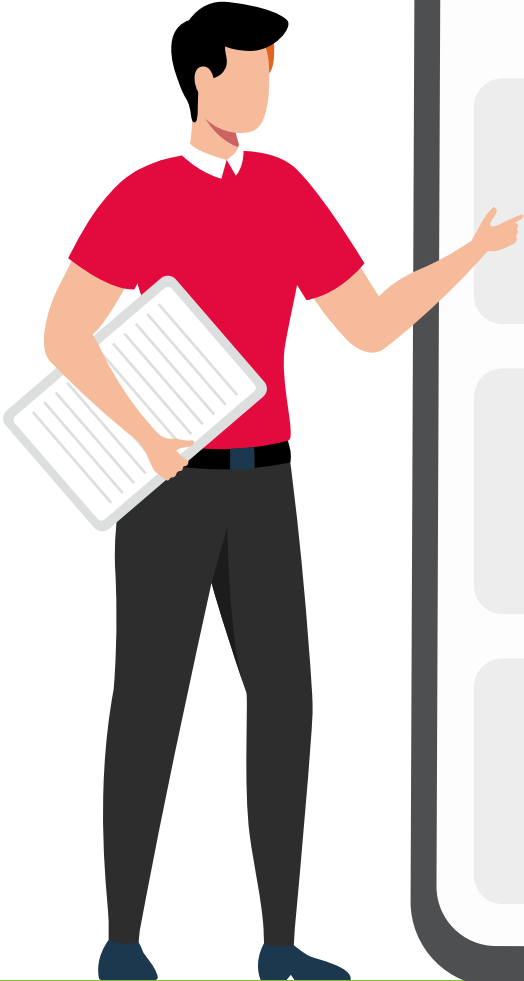


**4 WAYS TO AVOID
CYBERATTACKS THIS
HOLIDAY SEASON.**



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More people spending more time online also means more cybercriminals will be there as well. A cyberattack happens once every 39 seconds and retailers are the most vulnerable. According to the 2020 Trustwave Global Security Reporter, the retail industry is the most targeted sector and has been for the past three years. In 2020, nearly half of all retailers were a victim of a cyberattack. The threat often grows during the busy holiday season. There are some key steps to take to ensure credit card payment security and to protect your website – and your customers – from cyber criminals.

1. Educate your employees

Offer your workers training in cybersecurity, especially those working from home and using their own devices to access your business servers. Criminals are taking advantage of businesses that have not set up security protocols for employees working remotely. New [research](#) shows 28% of people admit to using their personal, unsecured devices for work-related activities instead of their work-issued devices, creating new opportunities for cyberattacks.

So far, that exposure has led to more than one-quarter of businesses paying exorbitant fees from malware infections, ransomware, and breaches.

2. Implement Two-Party Authentication

This is one of the easiest ways to increase security on your site. It can be as simple as requiring customers to provide a unique code that is sent via text or email or using a system like reCAPTCHA. These systems provide an additional layer of protection for the customer and the retailer.

3. Backup your data

Ransomware is the fastest-growing cybercrime against retailers, according to [Cybercrime Magazine](#).

The criminals will hold your most valuable information hostage until you pay a ransom – and even then, there's no guarantee they'll release the data later. That's why experts recommend you back up your data and computer once a week at minimum, preferably once every 24 hours. In fact, all sensitive information must be backed up daily. Invest in an off-site backup system and provide a hard drive or flash drive for employees to save their files. Backups are cheap insurance that allow you to restore your critical

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information, keep your customers and stay in business. They can also provide business identity theft protection.

BACK UP TIP: To help you track your information, set up a consistent system for naming all files. In the event of a breach, all employees can easily access their files and minimize work interruptions.

4. Don't store customer data

A cyber-criminal cannot steal what they do not have. That is the premise behind Red Maple's new Clever Division software. This proprietary software safeguards credit card information by locking-it up in separate vaults. So, a hacker will not have access to the customer's credit card number, thus preventing theft and fraud. It is one of Red Maple's credit card payment security solutions.

Cybercrime is expected to get even worse in the future.

By 2025, cybercrime is projected to cost the world \$10.5 trillion every year or some \$28 billion a day.

Now is the best time for online retailers to take the necessary steps" to prepare for attacks, plan for recovery, and educate their employees to prevent future attacks.

Red Maple can help you take the necessary steps today to protect your customer's valuable information. [Click here](#) and let us help you protect your company from cybercrime.

FAQs



What is the best step to take to protect your online store during the holiday season?

There are several steps we recommend, but one of the easiest and most effective is to add two-party authentication to your e-commerce store.



How will Clever Division help retailers?

Clever Division's patented solution helps add a layer of protection for retailers and their customers. You do not store any credit card information on the site – the numbers are split up and locked up in separate "vaults."



Will Clever Division work for small business?

Yes, Clever Division works for all sizes of companies.

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