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Cybersecurity Strategies

Help Protect Your Restaurant in a Digital World

October 1, 2024

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Agenda

- Who is CLA
- Our Digital Practice
- Cybersecurity Threat Landscape
- Cybersecurity for the Restaurant Industry
- Cyber Security – Fireside Chat
- Open Q&A
- How to Connect with Us

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About CLA

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We'll Get You There

You ride the line between business demands and individual needs. But you don't have to balance it all by yourself.

CLA brings balance to get you where you want to go.

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Find support at *every* turn

Benefit from guidance on all aspects of your business.

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CLA’s Digital Practice

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Digital Helps Businesses in Three Ways

Software Integration

In-house products and resale solutions allow businesses to leverage off-the-shelf value.

Data and Automation

Every business relies on data insights to make accurate informed decisions.

Cybersecurity

Evaluating and implementing cyber security improvements for businesses.

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Cybersecurity Basics

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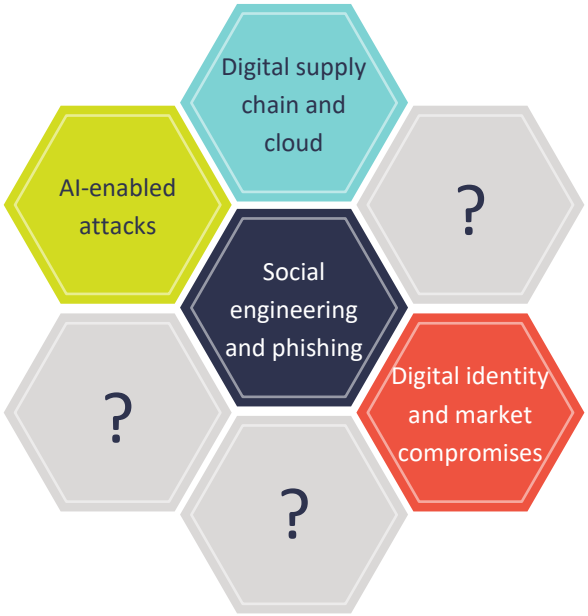
Cybersecurity Threat Landscape

2023 **Top Cybersecurity Threats**

2025 **Anticipated Cybersecurity Threats**



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Cybersecurity Threat Landscape

- Black-market economy to support cyber fraud
  - Business models and specialization
  - Underground marketplace
    - The Dark Web
  - Ransomware-as-a-service
- Most common cyber fraud scenarios we see affecting our clients
  - Diverting payments
  - Ransomware and interference with operations
- To the hackers, we all look the same

They will hit you with any or all of the following:

- Email Spear Phishing Attacks
- Password Guessing and Business Email Account Takeovers
- Payment and Funds Disbursement Transfer Fraud
- Ransomware
- Extortion to avoid breach disclosure

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Breach Analysis – Time to Identify and Contain

204 days to identify a breach

73 days to contain the attack

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Phishing Continues to Be a Top Threat

Credentialed phishing schemes on the rise – indiscriminately target all inboxes

The volume of phishing attacks is orders of magnitude **greater than all other threats**

710 million phishing emails blocked per week

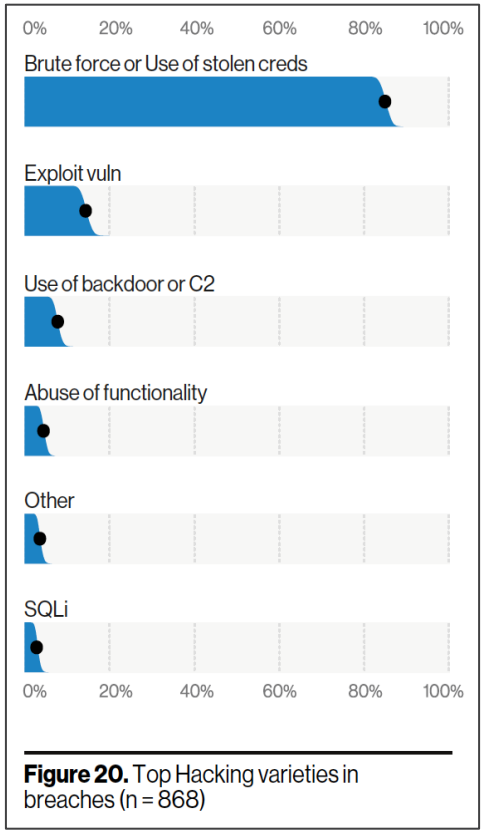

Figure 20. Top Hacking varieties in breaches (n = 868)

- 80% of data breaches involved compromising user credentials
- Simple tools exist to steal and guess credentials

Source: Verizon 2024 Data Breach Investigations Report

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Cybersecurity for the Restaurant Industry

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Why Restaurants Are Targets

- Single target for an attacker to gain access to hundreds or thousands of victims
- Multiple IoT devices increases the threat surface (POS systems, computers, kiosks, video surveillance, etc.)
- Organizations often lack a dedicated in-house IT and/or cybersecurity staff

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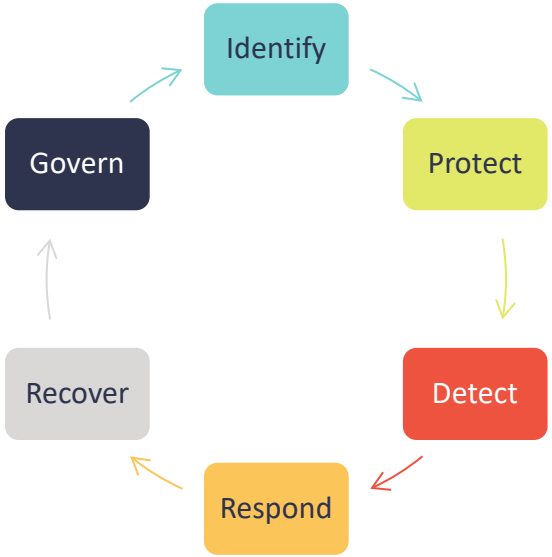
Framework Basics – HACCP for Digital Safety

Utilize a framework utilizing these principles for your organization's digital safety:



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Six Tips to Improve Your Cybersecurity Posture

1. Protect your network
2. Enable multi-factor authentication
3. Train your staff appropriately
4. Implement strong access controls and password management
5. Protect payment card data
6. Make sure to update and patch your POS software

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Cybersecurity Fireside Chat

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Open Q&A

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Thank you!

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