



Welcome
BACCF 2021 Webinar - The Hidden Virtual
Enemy: Cybersecurity Update



Brazilian-American
Chamber of Commerce of Florida
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About the Speakers



Otavio Carneiro
Partner, Corporate
Akerman LLP



Christy S. Hawkins
Associate, Litigation
Akerman LLP



Akira Eguti
Co-Founder and CEO
HiveCore LLC

About the Speakers



Otavio Carneiro
Partner, Corporate
Akerman LLP

Otavio Carneiro focuses on outbound investment in Brazil and Latin America and inbound investment from Brazil in the United States.

He has assisted many clients in transactional and regulatory work in various sectors. He concentrates his practice on cross-border, domestic corporate and financing transactions, including acquisitions, divestitures, joint ventures, corporate reorganizations, and loan transactions.

Otavio also regularly provides regulatory and contractual legal advice and risk matrix analysis to major Asian, European, and U.S. players concerning public and private bids for Brazil's existing or potential activities.

About the Speakers



Christy S. Hawkins
Associate, Litigation
Akerman LLP

Christy Hawkins (CIPP/US, CIPP/E, CIPM, FIP, PLS) focuses her practice on privacy, cybersecurity, and incident response.

She advises clients on state, federal, and international data security and privacy issues, including compliance and risk management for organizations of all sizes and in various market sectors.

She conducts risk assessments and prepares key documentation to enhance and support privacy and cybersecurity programs of all sizes and maturity levels.

About the Speakers



Akira Eguti
Co-Founder and CEO
HiveCore LLC

Over the past 15 years, Akira has helped hundreds of organizations identify and understand cybersecurity risks to make better and more proactive business decisions.

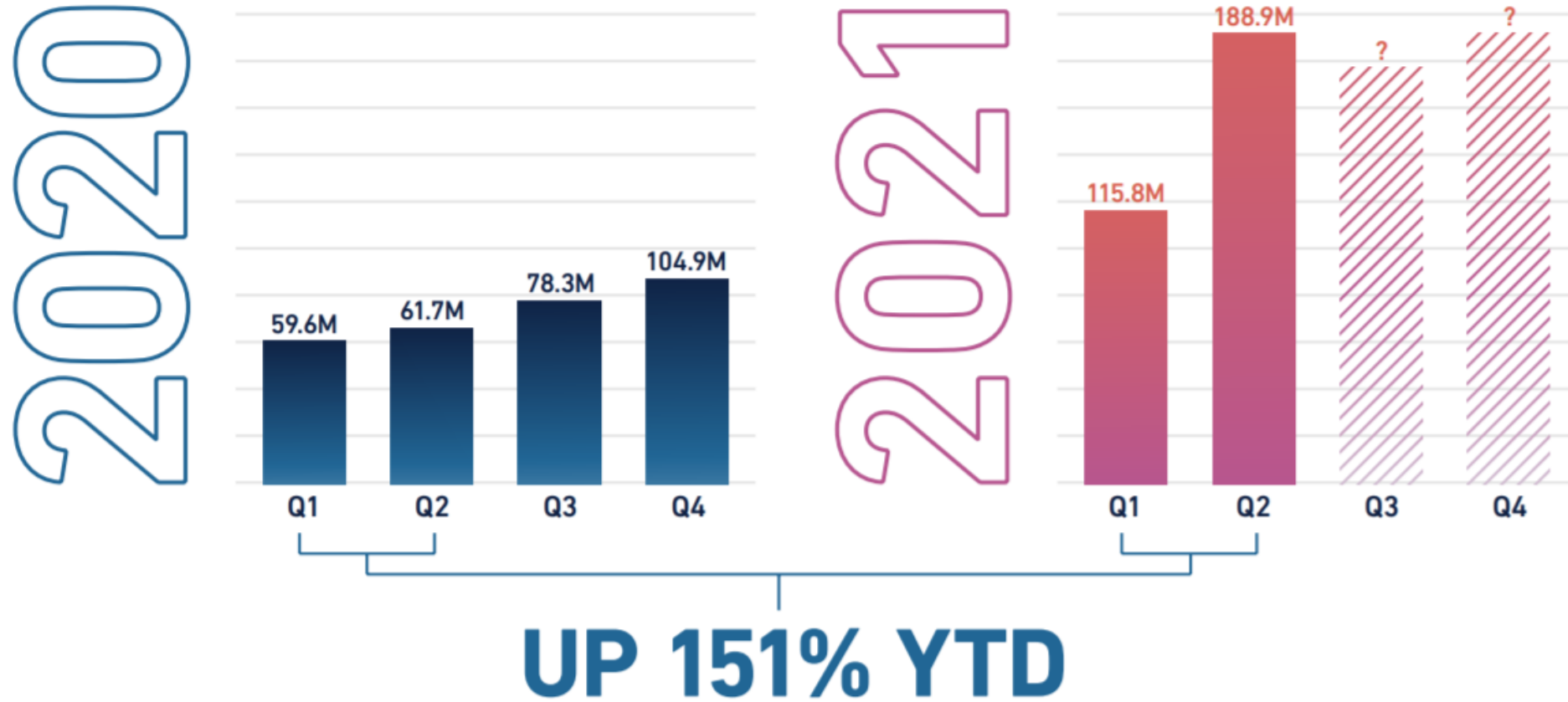
He frequently speaks on cybersecurity topics at various events and training across the country.

Additionally, he regularly hosts educational webinars as he firmly believes the more knowledgeable and educated we all are when it comes to cybersecurity, the more risk we reduce as a whole.

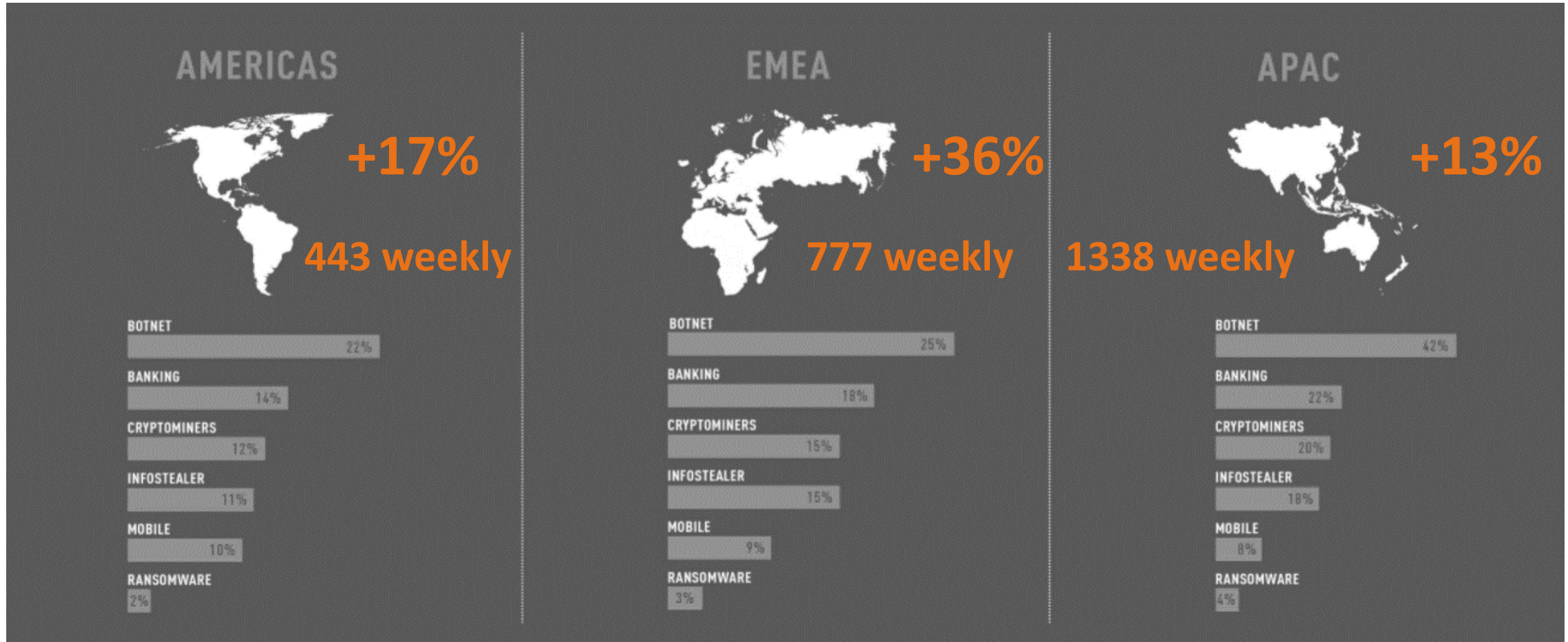
Agenda

- Cyber attack trends and landscape;
- The importance of incident response plans and preparation;
- Notable cyber attacks in 2020-2021;
- Ways to prepare for and protect against cyber attacks;
- Making the business case for cybersecurity spending;

Cyber Attacks Trends and Landscape

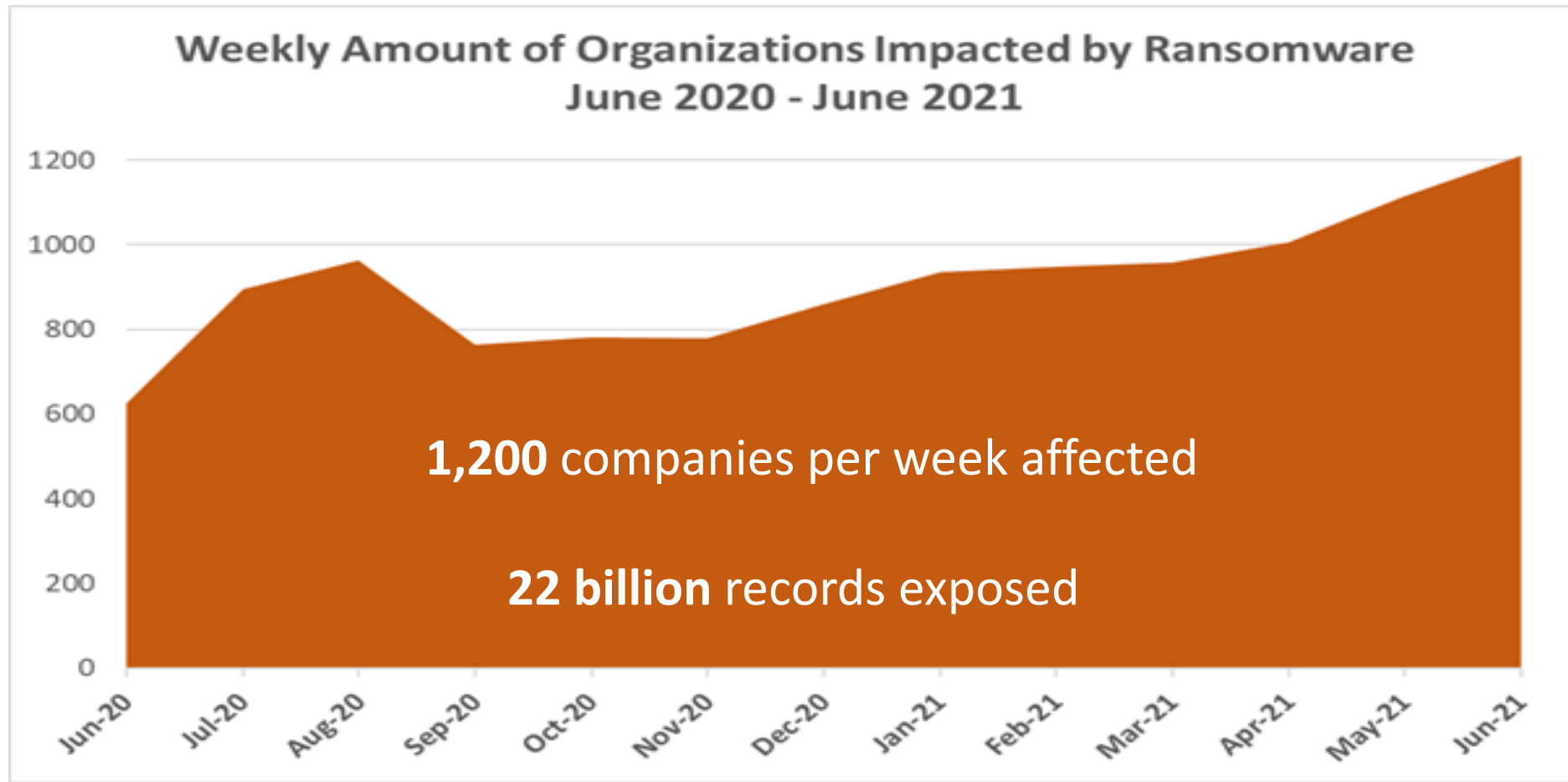


Cyber Attacks Trends and Landscape



2021 Threat Intelligence Report - Checkpoint

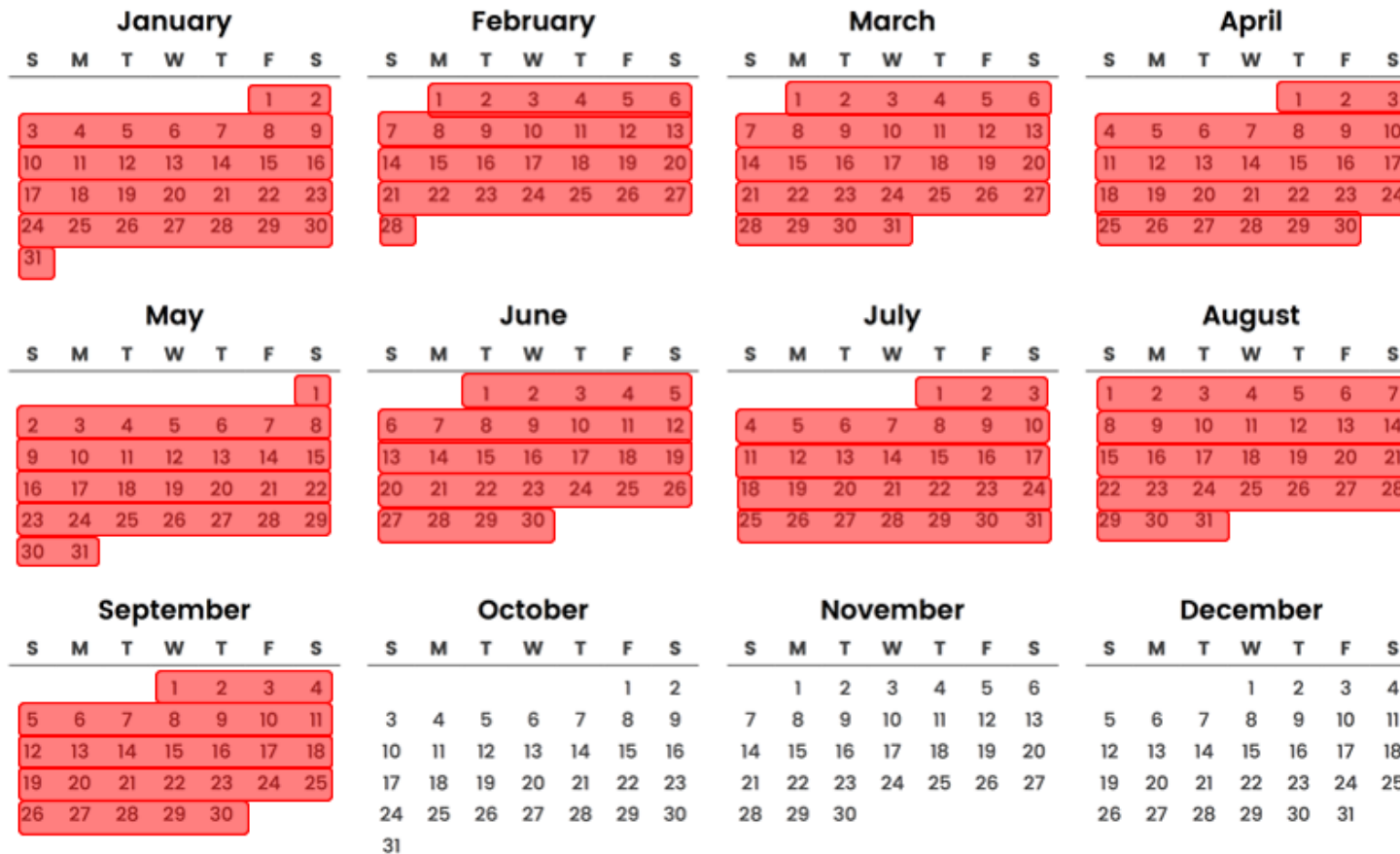
Cyber Attacks Trends and Landscape



2021 Threat Intelligence Report - Checkpoint

Cost of a Data Breach

Average Time to Identify and Contain Data Breach: **280 days**

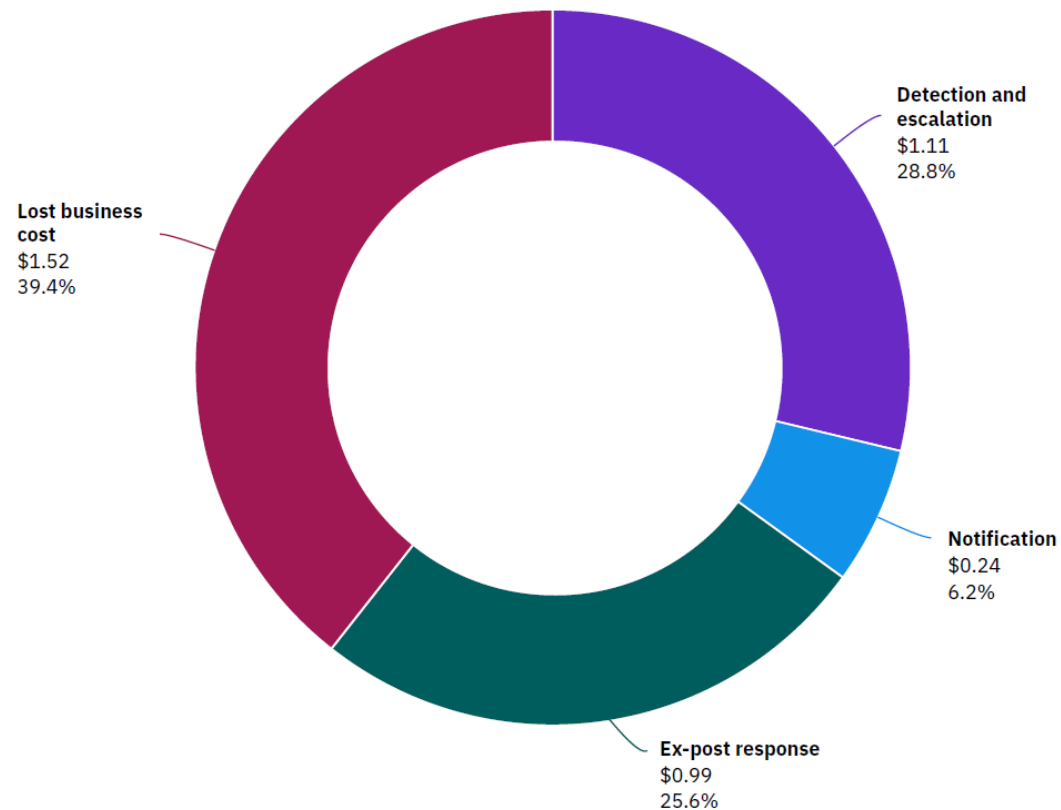


IBM Cost of a Data Breach Report, 2020

Cost of a Data Breach

Data breach average total cost divided into four categories

Measured in US\$ millions

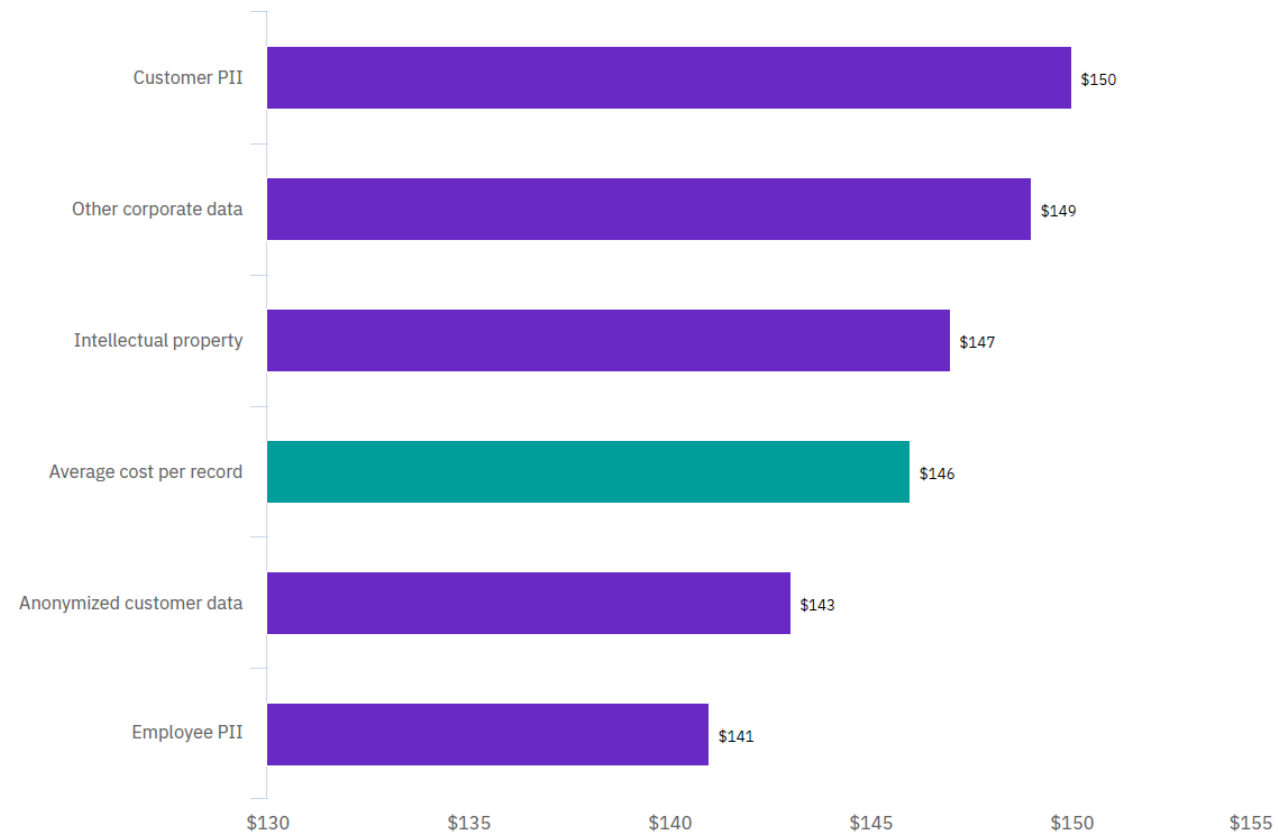


IBM Cost of a Data Breach Report, 2020

Cost of a Data Breach

Average cost per record by type of data compromised

Measured in US\$

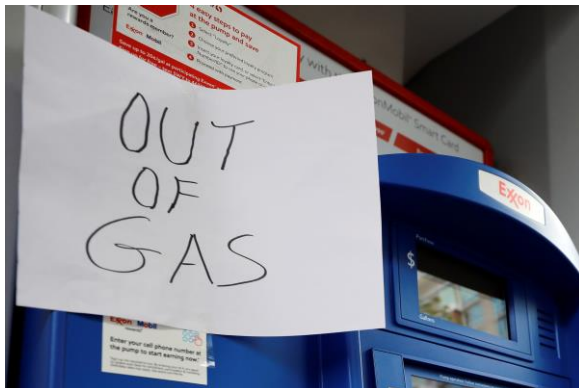
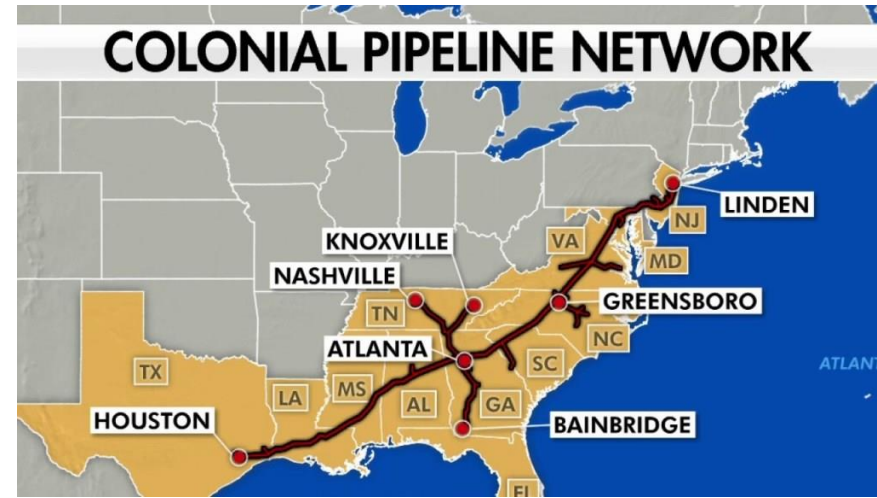


IBM Cost of a Data Breach Report, 2020

Notable Cyber Attacks in 2020-2021



Notable Cyber Attacks in 2020-2021



5,500 miles of pipelines shutdown

+2% over gasoline price

+1% over heating oil price

\$4.4 M in ransom payment

Notable Cyber Attacks in 2020-2021

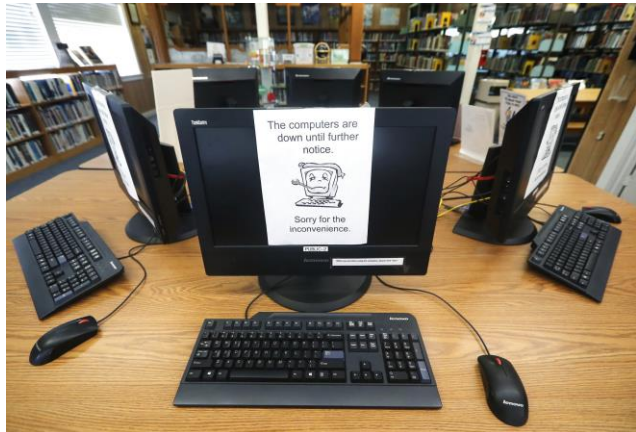


18,000 companies and government agencies affected

Senators Push for Changes in Wake of SolarWinds Attack

Intelligence Hearing Focuses on Need for Federal Breach Notification Law, Fixing 'Blind Spots'

Notable Cyber Attacks in 2020-2021



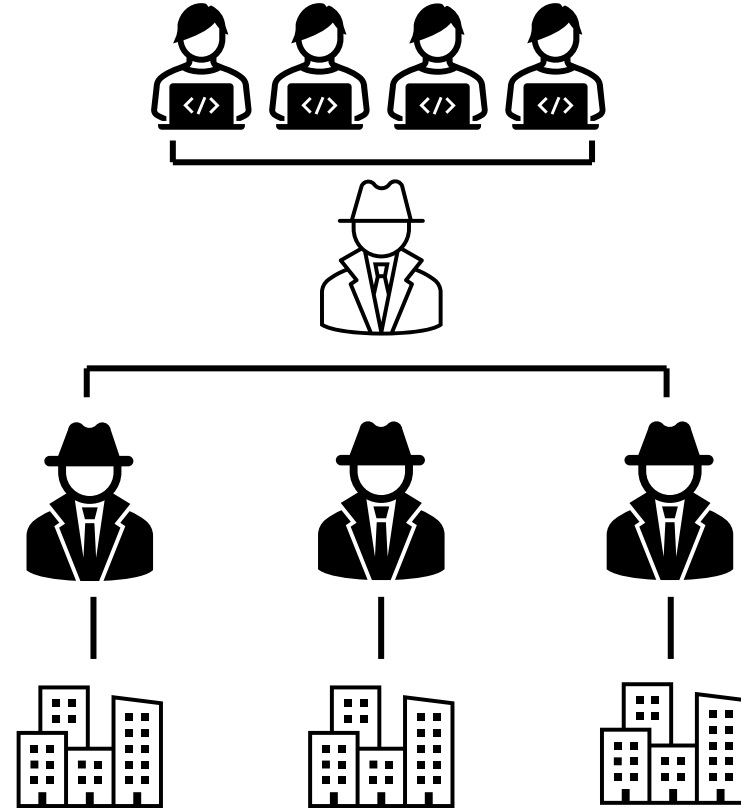
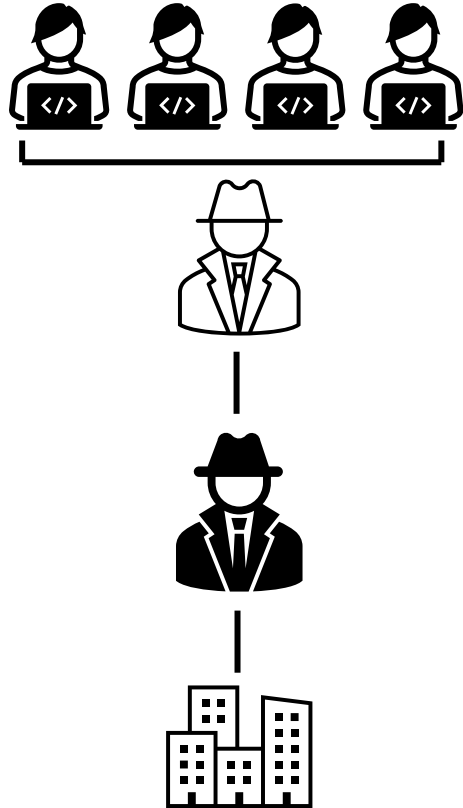
1,000 business affected in 17 countries

Notable Cyber Attacks in 2020-2021



Who will be the next???

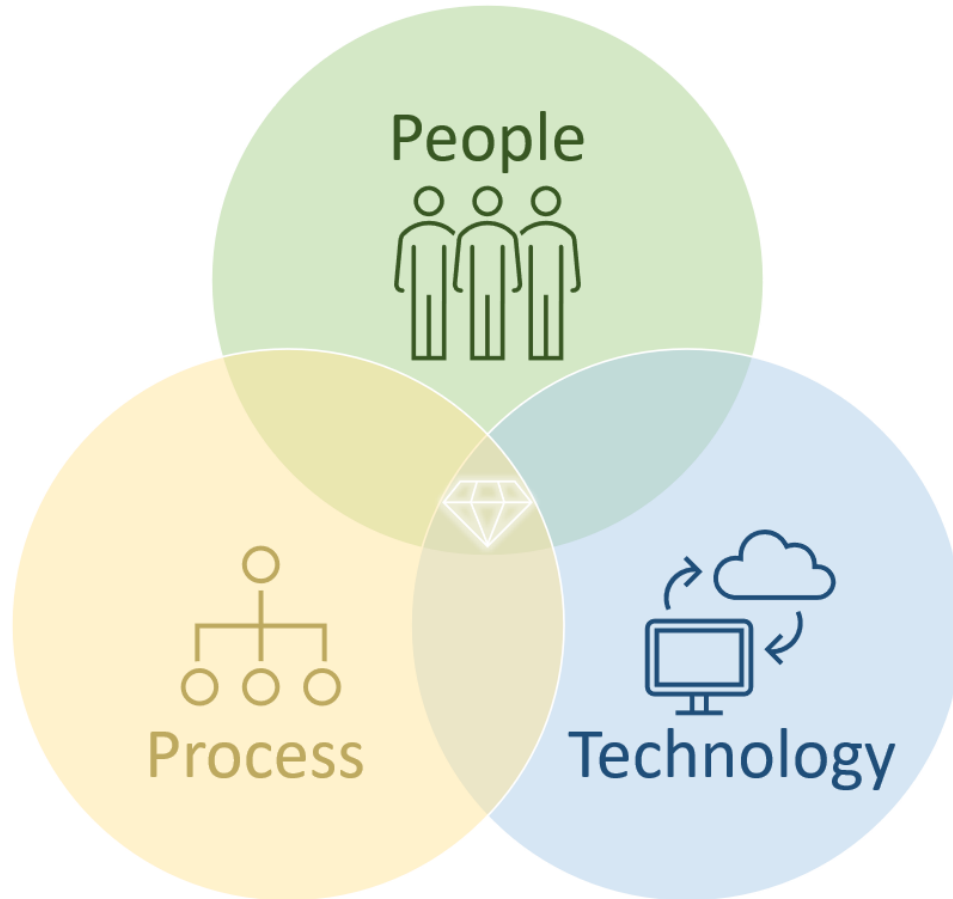
Ransomware as a Service



Incident Response Plans and Preparation

- Plan and Prepare Before an Incident Happens
- Practice Makes ~~Perfect~~ Prepared
- What to Test
 - Functionality
 - Coverage
 - Gaps
 - Roles and Responsibilities
 - Qualifications/Availability
 - Detail Level
- Assign Responsibilities
- Outside Support
- Compliance

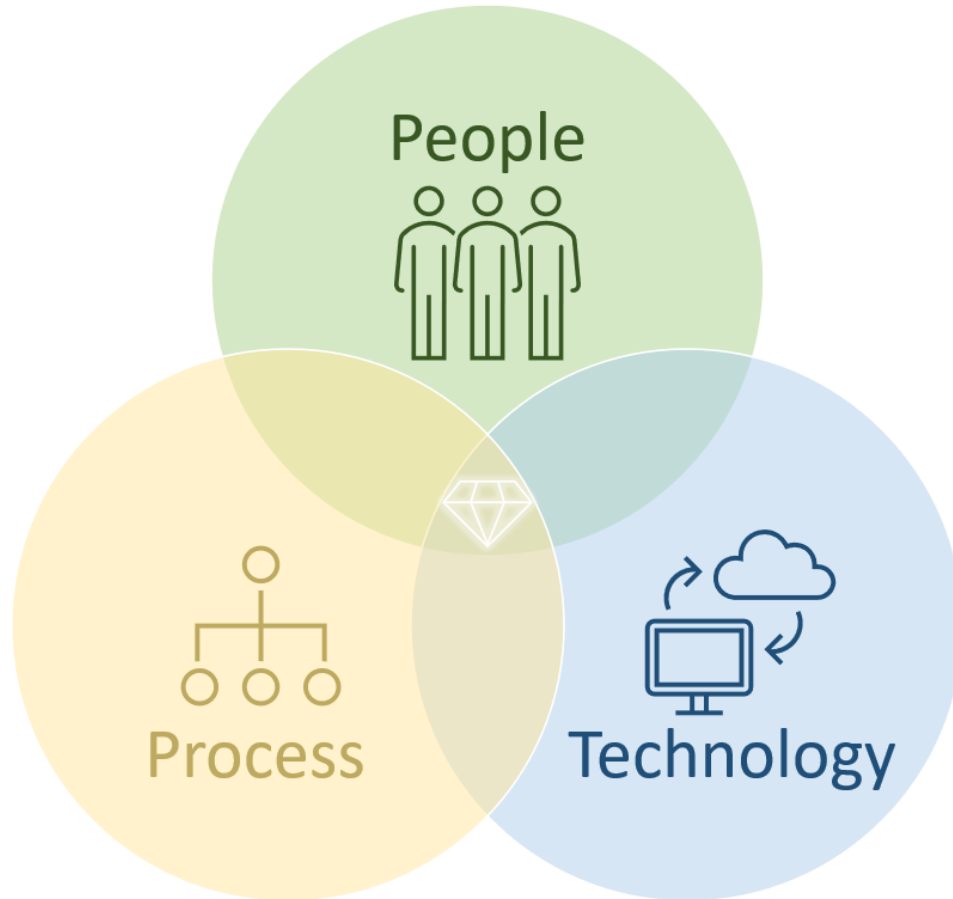
Ways to Prepare for and Protect Against Cyber Attacks



- A comprehensive plan
- The right people in place
- The right tools to protect you

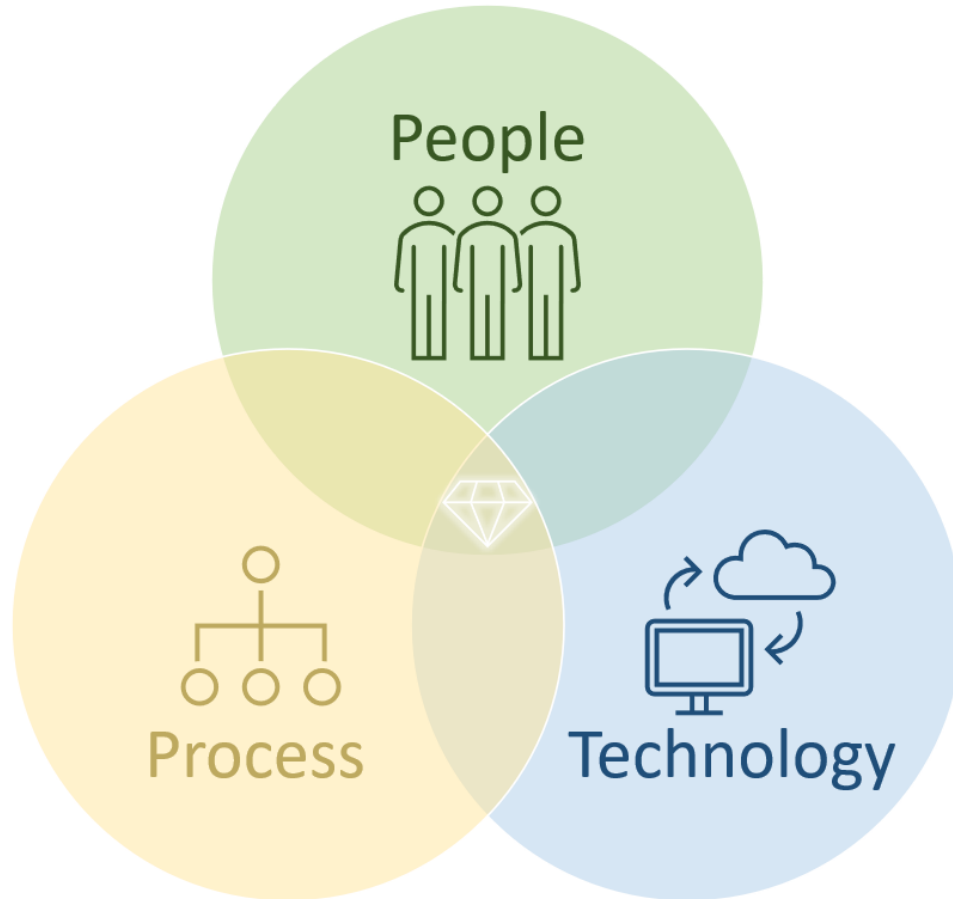
There's no silver bullet...

Ways to Prepare for and Protect Against Cyber Attacks



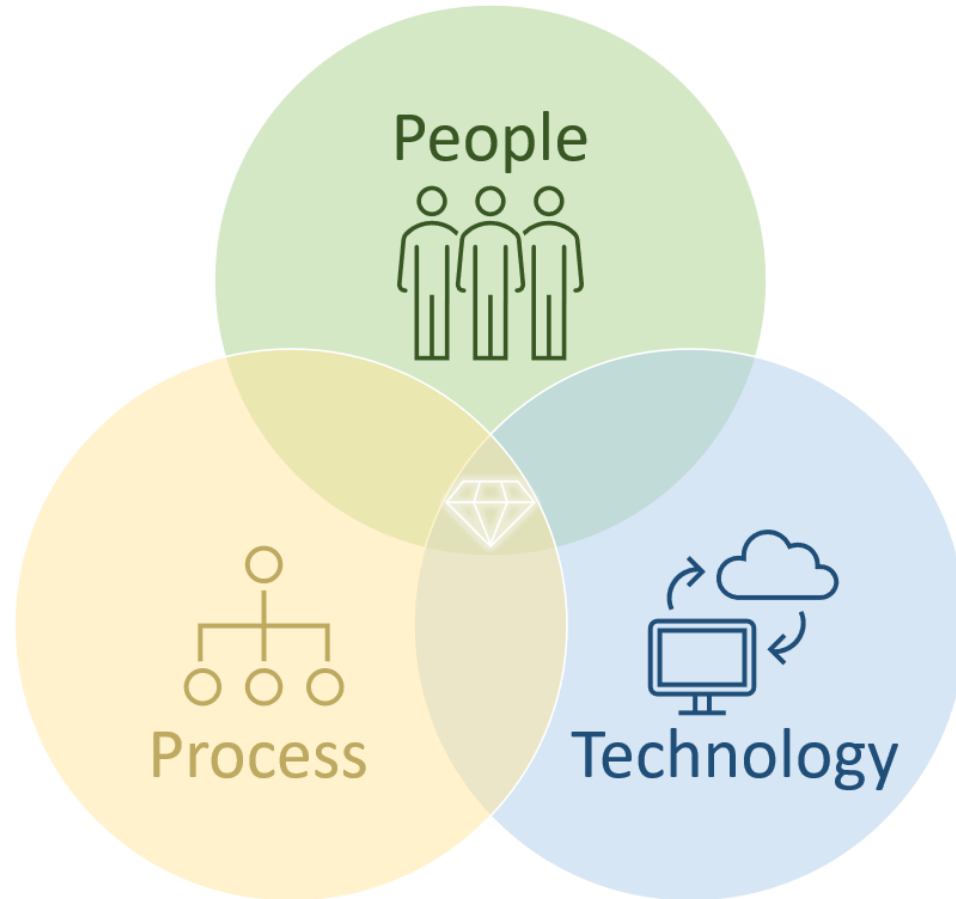
- A comprehensive plan
 - Data Inventory
 - Insurance
 - Incident Response Plan
 - Privacy and Security by Design
 - Internal Policies and Procedures
 - Business continuity plan
 - Disaster Recovery plan

Ways to Prepare for and Protect Against Cyber Attacks



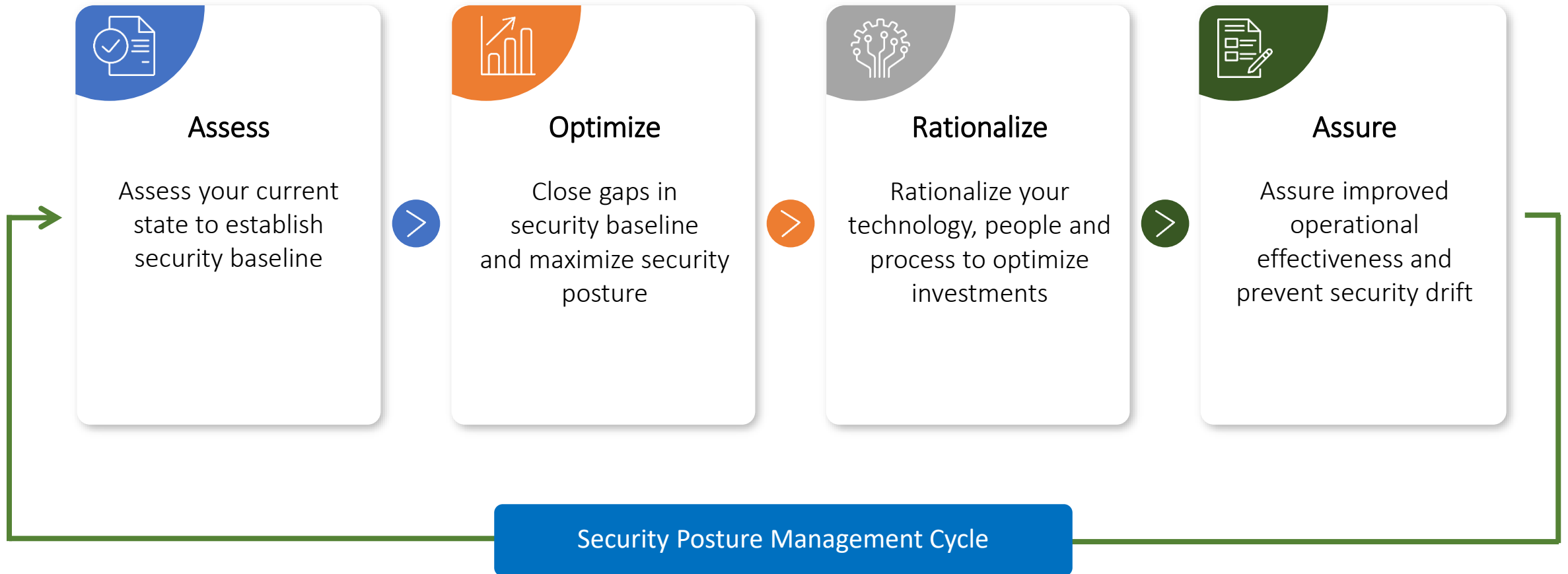
- The right people in place
 - Get board-level support
 - Increase agility
 - Upskill the teams

Ways to Prepare for and Protect Against Cyber Attacks



- The right tools to protect you
 - Strengthen remote work security
 - Use more automation
 - Secure the cloud

Ways to Prepare for and Protect Against Cyber Attacks



Making the Business Case for Cybersecurity Spending



- First... Get the board involvement
 - Skip the tech talk
 - Create the awareness
 - Present the business value (Security, Privacy and Competitive Advantage)
 - Determine measures of success
- Refer back to average breach costs
 - Be realist and transparent
 - Compare to investments in prevention
- Recommend External/Independent Assessments
 - To know exactly where you are



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THANK YOU!

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