



## A Cyber Attack on your Business—Are you Ready?

If you store personal information in your network, travel with laptops and smartphones, or process credit card transactions, your company is at risk.

No matter the size of the business, all companies are at risk for a cyber attack. Now more than ever, 24/7 attention is needed to keep your data, and your customer's data safe. The ten steps below, including a company continuity plan can go a long way to keep you safe, and when a breach does occur, get your business back up and running faster.



### 1. ROBUST BACKUP

More than just copying files to a second drive, create a complete "mirror" backup of your systems and use additional **CLOUD** backups [Finding the Best Backup Option for Your Small Business Data\\*](#)



### 2. EMPLOYEE POLICY PLAN

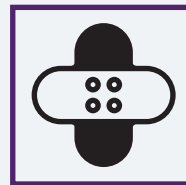
Establish policies and procedures for:

1. Laptop, tablet and phone handling
2. Creation of passwords
3. Delete old employee accounts



### 3. MANAGE PASSWORDS

1. Safeguard passwords in protected software or Cloud
2. Use different passwords  
Can't remember? Use phrases
3. **Don't save passwords in browsers**



### 4. PATCHES / UPDATES

1. Keep web browsers and software current with security updates
2. Equip your computers with antivirus software and antispysware and update regularly



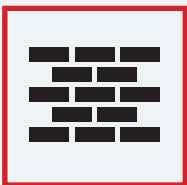
### 5. BUSINESS CONTINUITY PLAN

Make a plan in case of attack to keep your business running. Is your data available off-site or in the cloud? What people are in charge of which tasks?



### 6. KNOW YOUR DATA

1. Know where your important data is stored
2. Invest in data loss protection software
3. Test backup recovery systems



### 7. FIREWALL

Make sure your firewalls change as your data grows



### 8. EMAIL PRACTICE

Do not click on unknown email links or download unknown attachments



### 8. DEVICES

Train employees on secure use of mobile devices that leave the company. [10 Ways to Keep Your Mobile Devices More Secure\\*](#)



### 10. DATA DISPOSAL

1. Shred all important paper documents rather than using a trash bin
2. Destroy old computer devices and drives

[44 percent of small businesses reported being the victim of a cyber attack,](#)

with an average cost of approximately \$9,000 per attack

Report fraud to the Federal Trade Commission at [www.onguardonline.gov/file-complaint](http://www.onguardonline.gov/file-complaint)



**CFR Rinkens** provides global door-to-door shipping solutions for any cargo. They are known for their expertise in classic car and new vehicle transportation, and have vast experience in commercial freight and oversized cargo. The main operation is in the City of Paramount with locations and warehouse operations in Northern California and Miami, and in Europe. Firm has over 70 local employees and over 140 employees companywide.

**The Challenge.** Like other firms in the logistics and transportation industry, the company was facing significant cost increases and looking for solutions to address critical challenges. A priority was identifying options over renewing the lease at the Paramount site or move out of the area. If a major move was on plan, then firm would need to allow adequate time and resources to run parallel operations. If the lease would not be renewed, the local operation was at risk. The company's management was interested in a wide range of resources including access to capital, permitting, insurance, labor supply and employee training.

**The LAEDC BAP team and Barbara Levine, Senior District Manager, provided integral assistance and direct referrals:**

- [LAEDC introduction and connection to resources](#); reviewed 2017 business programs and incentives, conducted a needs assessment and developed an action plan based on company's directives
- Rate review and [Energy Efficiency services by Southern California Edison](#)
- Introduced no cost services offered by local [America's Job Center of California](#) and presented employee training options and workforce programs
- Introduced insurance broker to review risk management program including Workers Comp, Property Casualty, etc.
- Introduced [LA County Community Development Commission programs](#), as well as local bankers

**Over 70 Jobs Saved in the City of Paramount**

**The Results:**

The resources and referrals introduced by the LAEDC and partner organizations provided the company valuable information they otherwise did not have. The newfound awareness of programs, services and ability to connect with local entities served the company well and was part of executive management's decision to renew the Paramount property's lease. As a result, over 70 jobs were saved.

"Barbara was very proactive in providing helpful connections."

Dave Calvert, Controller, CFR Rinkens LLC

**ALL OF THESE SERVICES WERE PROVIDED AT NO COST.**

**Are You Ready? (continued)**  
Some businesses require professional consulting to implement a cohesive cyber security program. Criminal organizations are constantly evolving their hacking capabilities and using sophisticated teams to gain access to corporate systems.

To help ensure your current cyber defenses are effectively protecting your company's data and networks, we invite you to learn more about how to defend and recover from cyber attacks at the [LAEDC's Webinar on November 15th - How to Defend and Recover from Cyber Attacks](#) with [Kroll](#) as a featured speaker.

**The Department of Homeland Security has toolkits for individuals and businesses.**

**Stop. Think. Connect DHS Small Business Resources.**  
[Fill in your company information and get started](#)

\*Information cited and available from the [Small Business Administration \(SBA\)](#); Dave Seibert and Microsoft, Disaster Recovery: [From Cyberattacks to Natural Disasters](#); [S.C.O.R.E Webinars](#); [Kroll](#); The [Department of Homeland Security](#)

**The LAEDC Business Assistance Program (BAP) Regional Economic Development RED Team is ready to assist your business.**

The award-winning LAEDC BAP RED Team can help connect your business to human resources and other enterprise-related support services. [Offered at no cost, this is in addition to other valuable services](#) such as permit assistance and access to financing.



**The LA COUNTY Workforce Development Board (WDB) and the Los Angeles County Economic Development Corporation (LAEDC)**

*Partnering for business.*

Welcome to our twenty-eighth issue of *LA County Business Connect*. Our newsletter is a service offered by the LA County WDB and the LAEDC to provide valuable tools to support and grow your business. One call, one click, can put you in touch with people who know where and how to get things done.

Just a few ways we can help:

- Resources for hiring and training employees
- Identify incentives and resources that can save you money
- Assist with access to financing
- Provide existing workers with new skills to help you compete
- Best of all, LAEDC services are **FREE!**

**Call the LAEDC today and let us connect you to resources to help your business thrive!**

Visit [www.laedc.org/our-services/business-assistance-layoff-aversion/](http://www.laedc.org/our-services/business-assistance-layoff-aversion/) or call **888-4-LAEDC-1**

**CONNECT WITH US!**

Put the LA County WDB and the LAEDC to work for you!

Call **888-4-LAEDC-1** Or visit [LAEDC.org/business-assistance](http://LAEDC.org/business-assistance)

