

# Fast Facts: Ransomware

No business is too small for a ransomware attack

## Myth:

Ransomware attacks only happen to big businesses

## Fact:

Think again. Size doesn't matter. Ransomware poses a danger to businesses small, medium, and large. Why? Because the more businesses a cybercriminal can get to pay ransom, the more money they make.



## What is ransomware?

It's software.

Cybercriminals trick you into downloading it.

Once in your network, it encrypts your files, locking you out of your own system.

Criminals hold your data and files hostage.

If you pay the ransom, they give you the key to unlock the files.

If you don't... **goodbye data**

**Or worse:** Your data (and your customers') gets sold on the dark web. That can lead to lawsuits, competitors getting the edge on you, or even going out of business.



## Who should worry about ransomware?



Are you a business with at least one employee – even if you're the sole employee?

**Then you should be worried.**

**In fact,** smaller businesses can be extra-attractive targets. Criminals think, "Maybe this small or medium business hasn't had the time or resources to set up a solid defense. Easy pickings."

## How does my system get infected?

Have you ever...opened an email?...downloaded an attachment?...visited a website?

No matter how innocent and legit it looks, any of these could deliver ransomware into your network.



**Email**

Links to malicious websites. Click on the link and infect your system.



**Attachments**

Part of a clever phishing campaign. Download the doc and infect your system.



**Web surfing**

Valid-looking website or address dupes you. Surf the site and infect your system.

## Why is ransomware such a common attack?

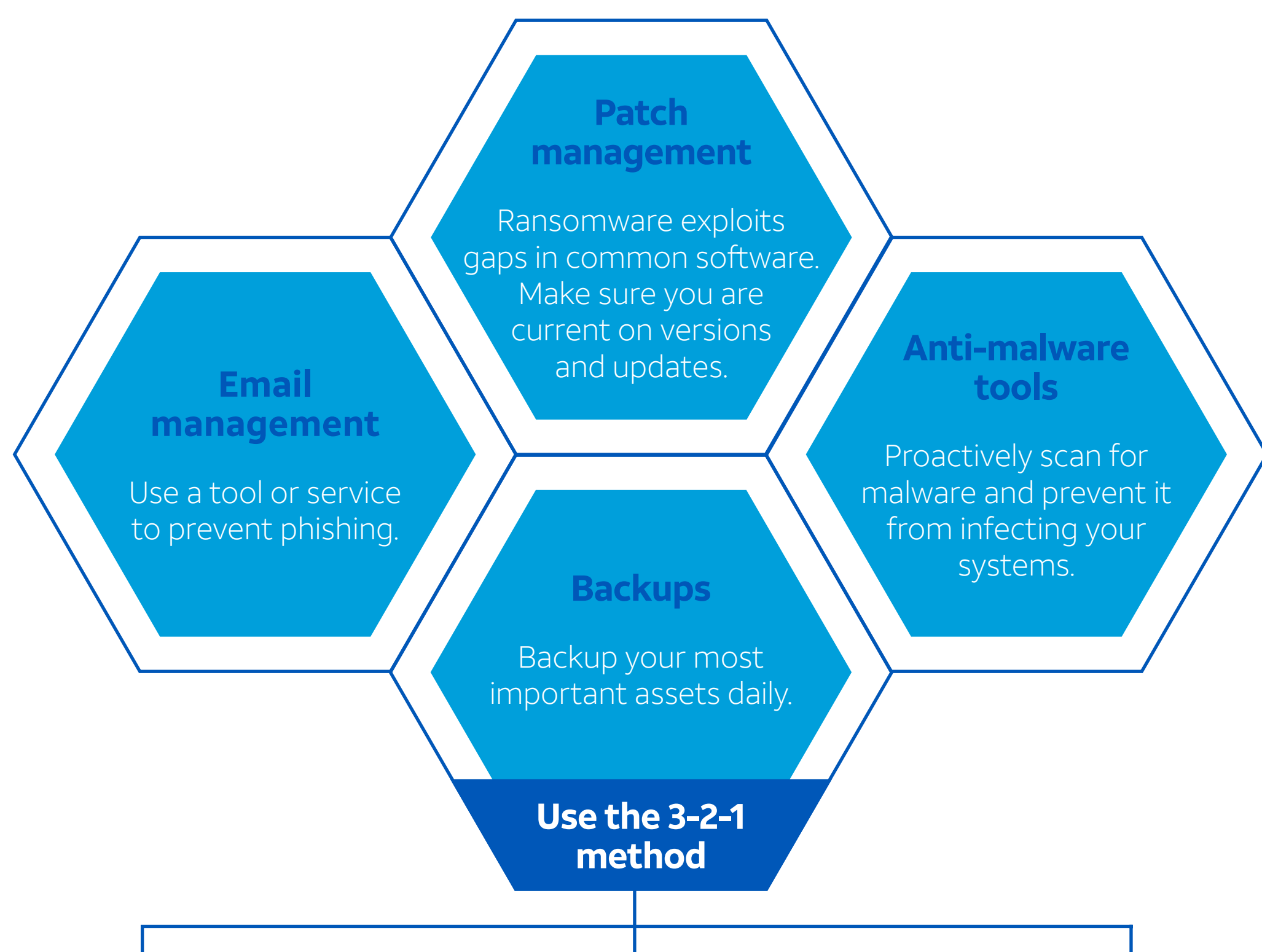
### Simple. It works.

- One click. And they're in.
- Powerful. When your business suddenly stops, revenue stops, and you might be desperate enough to pay whatever it takes to liberate your network.
- ROI. Cybercrime is a business, too. And the criminals want a return on their investment (ROI) – which they can often get.



## How can I protect my business?

Here are some simple ways to protect your business from ransomware attacks.



- 3.** Make three copies of your data: the original + two copies
- 2.** Use two different storage types for the copies
- 1.** Keep one copy offsite – don't put all your eggs in one basket

## AT&T Business can help protect your business from ransomware

Safeguard your digital assets. We can help you design, deploy, and manage a highly secure network, so you can proactively identify areas of cyber risk and take preventive measures to help protect your critical assets.

Visit [cybersecurity.att.com](https://cybersecurity.att.com) to learn more.