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# CYBER-ATTACKS

## What is Cyber Attack?

Cyber attacks are malicious attacks achieved via way of means of net frauds or criminals. Cyber attack is achieved with the negative intent of destroying precious statistics or disrupting the operations finished at the network. The perception of such assaults may be to show touchy statistics, delete statistics or call for ransom.

## Impact of Cyber Attack on your business?

A successful cyber attack can cause serious damage to your business. This can affect your bottom line, as well as your business' reputation and consumer confidence. The impact of a security breach can be divided into five categories: financial losses, reputational damage, Loss of productivity, Business continuity problems and legal liability.

## Common types of Cyber Attacks

Data breaches arise each minute and unknown threats and vulnerabilities constantly pose a hazard for a commercial enterprise. To live protected, it's far constantly higher to understand and recognize the kinds of threats or vulnerabilities that a commercial enterprise can revel inplace of later elevating questions about how the attackers were given in.


**Malware:** Malware "Malicious Software" is advanced through a cyber-attacker with the reason of invading the target's laptop and taking a few or complete control. Usually, Malware can infect the gadget or community with the preliminary accidental and unknowing assist from a human and retain to self-mirror automatically. Once protection is breached and the Malware is withinside the gadget, it could do extreme damage.

**Man-In-Tha-Middle Attack:** These attacks appear with relaying or changing the conversation channels. This may be conversation among businesses and cloud server or over unsecured networks.

**Zero- Day Exploit:** Zero-day may be a computer code security flaw that is thought to the software developers. Attackers attempt to exploit a vulnerability before a patch or answer is enforced to capture the system with known weaknesses.

**Denial-of-Service (DOS):** If you flood a website with more traffic than it was designed to manage, the server will become overburdened, making it nearly difficult for the website to serve its content to users.

These DoS assaults are sometimes carried out by a large number of machines at the same time. A Distributed Denial-of-Service Attack is the name for this type of attack (DDoS). This form of assault can be even more difficult to defeat because the attacker can appear from a variety of IP addresses throughout the world at the same time, making it much more difficult for network administrators to pinpoint the source of the attack.

**Phishing:** Phishing refers to identity theft or deceptive communication activities carried out by attackers who appear to come from a credible source such as hidden emails, messages and legitimate websites. Through phishing, attackers attempt to recover sensitive information, user details, credit card numbers, or fraudulent attempts.

**SQL Injection:** This is injecting a nefarious code or statements into SQL queries or a database server to extract facts from the database or to take a records unload of the entire database.

**Cross-Site Scripting:** XSS attacks occur when a web application sends a malicious code in the form of a side script to another user, pulling the access controls from the site at the same origin.

**Business email Compromise (BEC):** A BEC attack occurs when an attacker targets specific person, often an employee with the authority to authorise financial transactions, to dupe them into moving money into an account controlled by the attacker.

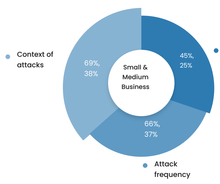
To be effective, BEC assaults generally need strategy and investigation. Any knowledge about the target organization's executives, workers, customers, business partners, and future business partners, for example, would aid the attacker in convincing the employee to hand up the cash.

34% said finance-related employees are the most frequent victims of spear-phishing attempts and 43% of organizations have experienced a security incident in the last 12 months.*Source: Msspalert

## Cyber Attack for Business Statistics

Cyber attacks were ranked the fifth highest risk in 2020 and have become the new normal in both the public and private sectors. This unstable enterprise maintains to develop in 2021, as IoT cyber attacks on my own are predicted to double with the aid of using 2025.

Additionally, the World Economic Forum 2020 Global Risk Report says the detection (or prosecution) rate is 0.05% in the United States.




Cyber attacks on all companies, but particularly small and medium-sized businesses become more and more frequent, targeted and complex.

According to the Accenture Cost of Cybercrime study, 43% of cyber attacks target small businesses, but only 14% are prepared to defend themselves.

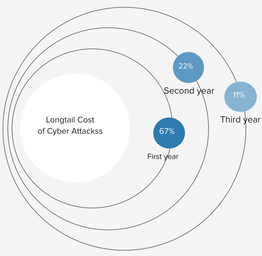
Small businesses find it difficult to defend themselves because of this. Ponemon Institute State of Cyber Security Report Small and Medium Businesses Around the World Report Recent Experiences of Cyber Attacks.

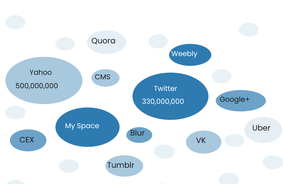
## Cost of Cyber Attack

The costs of a data breach can span months or years and include significant expenses that businesses are not aware of or do not anticipate in their planning.

These costs include lost data, business interruptions, lost revenue due to system downtime, notification costs, or even damage to a brand's reputation. In the following image, we describe the impacts a business may face from year one to year three.

Source*: https://www.embroker.com/



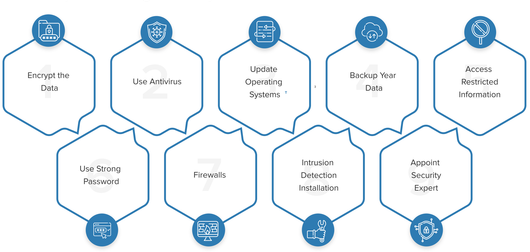




## Some of the World's largest data breaches.

Cyber attacks have become a recurring theme every year and we often hear about data breaches. Here's a visualization of some of the world's biggest data breaches that have occurred in recent years.

Source*: https://blog.ecosystm360.com/

## Protect yourself against Cyber Attacks




## SKILLMINE CYBER SECURITY TEAM


Skillmine
Technology • Consulting • Services

India | KSA | UK | USA

#46/4, Novel Tech park, Kudlu Gate, Bangalore Karnataka-560 068

+91 9920663515

www.Skill-mine.com

info@Skill-mine.com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