

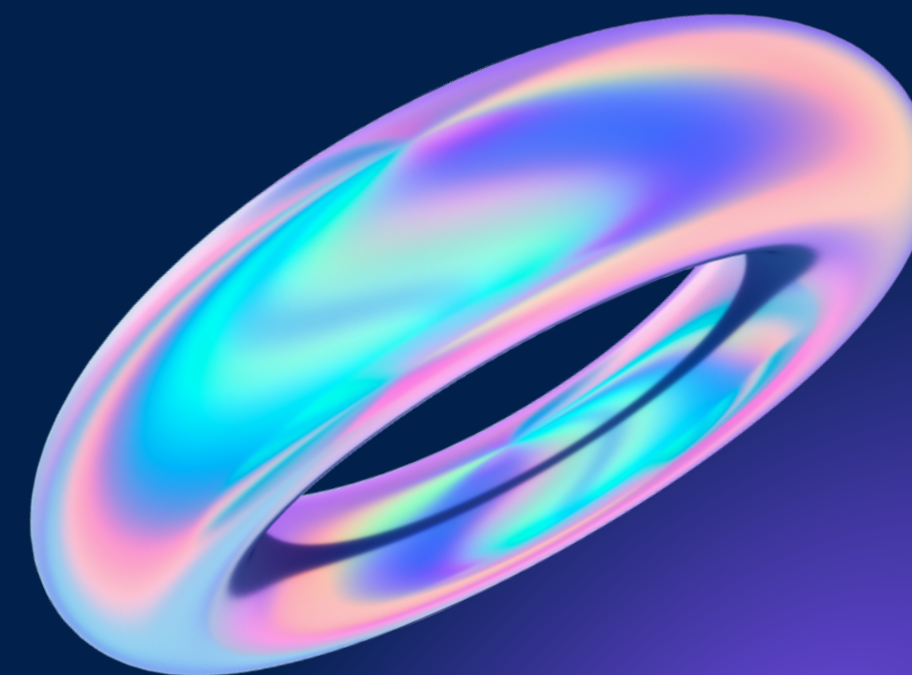


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Data Security Essentials

Protecting Your
Digital Footprint



Why is Data



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Security Important?

- Protecting personal and professional information
- Guarding against data breaches and cyber-attacks
- Maintaining trust with clients and customers





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Encrypting Your Data

- Full-Disk Encryption: Locking down entire drives (e.g., BitLocker, FileVault)
- Secure Communication: End-to-end encrypted messaging (e.g., Signal, WhatsApp)
- Encrypt Sensitive Files: Tools like 7-Zip and VeraCrypt for added protection

Fortifying with Firewalls



- Always Enabled: Use built-in or third-party solutions
- Regular Updates: Stay protected against the latest threats
- Configure Rules: Permit only necessary communications; block the rest



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Power of Strong Passwords

- Strength Matters: Combine letters (both cases), numbers, and symbols
- Avoid Common Choices: Stay away from easily guessable passwords
- Password Managers: Securely store and manage credentials (e.g., LastPass, 1Password)
- Two-Factor Authentication (2FA): An extra layer of protection





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Backing Up: Your Safety Net

- Regularity: Automated backups to never miss out
- Multiple Storage Spots: Combine local and cloud solutions
- Test for Reliability: Periodic restoration checks
- Encrypt Backups: Secure stored data, especially off-site or in the cloud



The Multi- Layered Approach



- No single solution: Combine multiple security measures
- Stay Updated: Regularly review and adjust to new threats
- Be Proactive: Anticipate potential vulnerabilities and act



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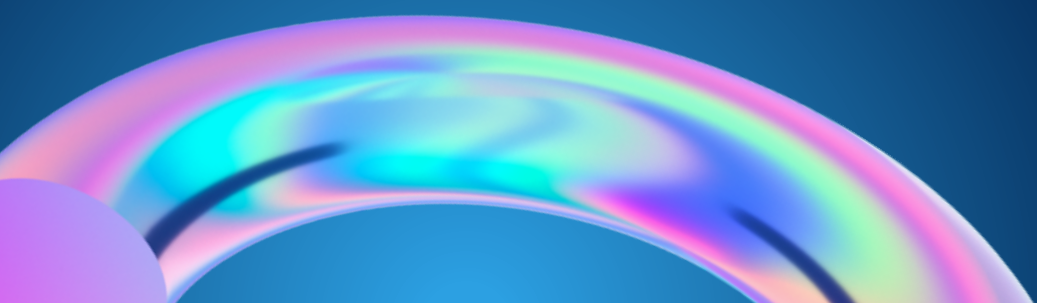


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VPNs: Safeguarding Data Transfers

Secure data transfers over public networks. Hides IP address, ensuring anonymity. Great for accessing geographically restricted content.



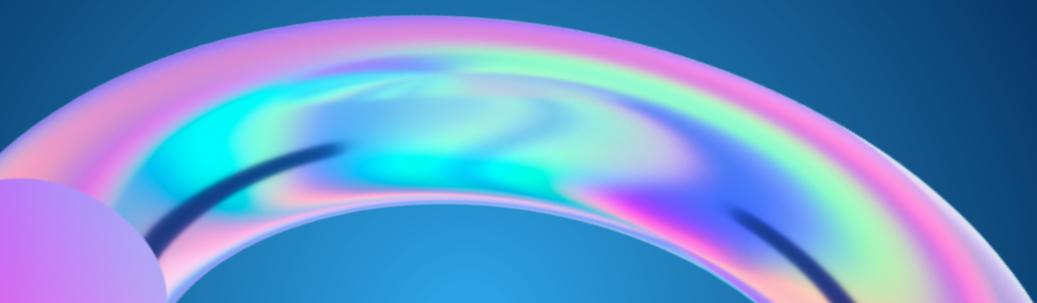


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Physical Measures: Protecting Hardware



Lock computers and devices when unattended. Secure server rooms & data centers with biometrics or access cards. Use webcam covers and disable microphones when not in use.





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Phishing Awareness



Recognize suspicious emails & links. Never share passwords or sensitive information unsolicited. Use security tools to detect & block phishing attempts.

Examples of Fake Domains¹

Original domain	Doppelganger domain
netlix.com	netffix.com
kaspersky.com	kapersky.com
uralairlines.ru	uralairilnes.ru
cofense.com	confense.com



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Thank you

