

## HOLIDAY SHOPPING GOES MOBILE

### How to Be Cyber Secure

52%

of online shoppers used their phones to make purchases during the 2013 holidays.

(Google and Ipsos MediaCT, 2014)



40%

of online shopping for last year's Black Friday occurred on a mobile device.

(Custora, 2014)

*Mobile and WiFi offer convenience, but can also create threats.*

88%

of people recognize that identity theft is a potential issue when using public WiFi.

(Harris and PRIVATE WiFi, 2014)

39%

of public WiFi users have accessed sensitive information and 25% have logged into their online bank accounts while on public WiFi.

(Harris and PRIVATE WiFi, 2014, National Cyber Security Alliance, 2014)

### 5 TIPS FOR Cyber Secure Shopping

#### 1. Get savvy about WiFi hotspots

Public WiFi is not secure, so when you use it, make sure you have a Virtual Private Network (VPN), like PRIVATE WiFi, installed on your device.

#### 2. When in doubt, throw it out

During the holidays, scammers may send fake emails or posts about account or order problems, or deals that are too good to be true. These are often the ways cybercriminals try to get you to click on links you shouldn't and steal your information or infect your devices.



#### 3. Be two steps ahead

Switch on two-step verification or multi-factor authentication wherever offered to make your accounts more secure.

#### 4. Maintain a clean machine

Keep software up-to-date on all Internet-connected devices (computers, phones, tablets) to reduce risk of infection and malware.

#### 5. Use a better password

Improve your defenses by making passwords that you can remember, are hard to guess, preferably use numbers, capital and lowercase letters and symbols and are different for all accounts.

