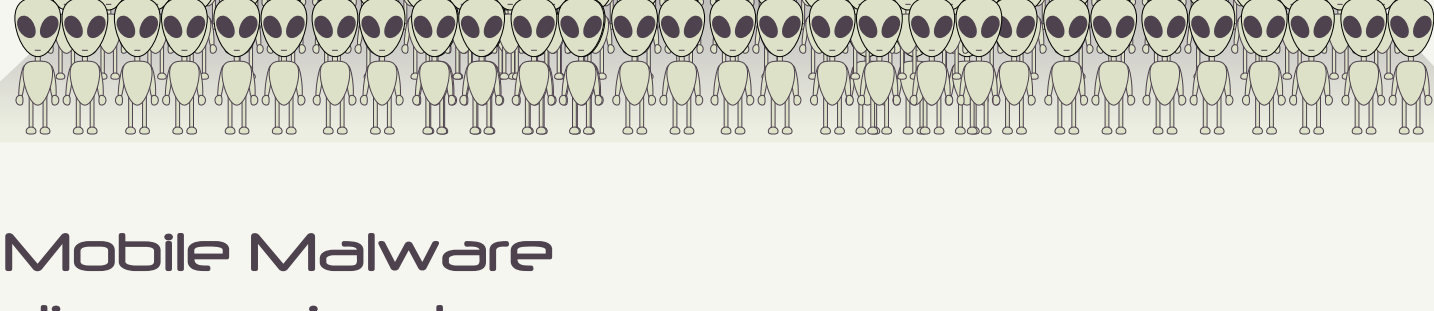


# Digital Attacks!

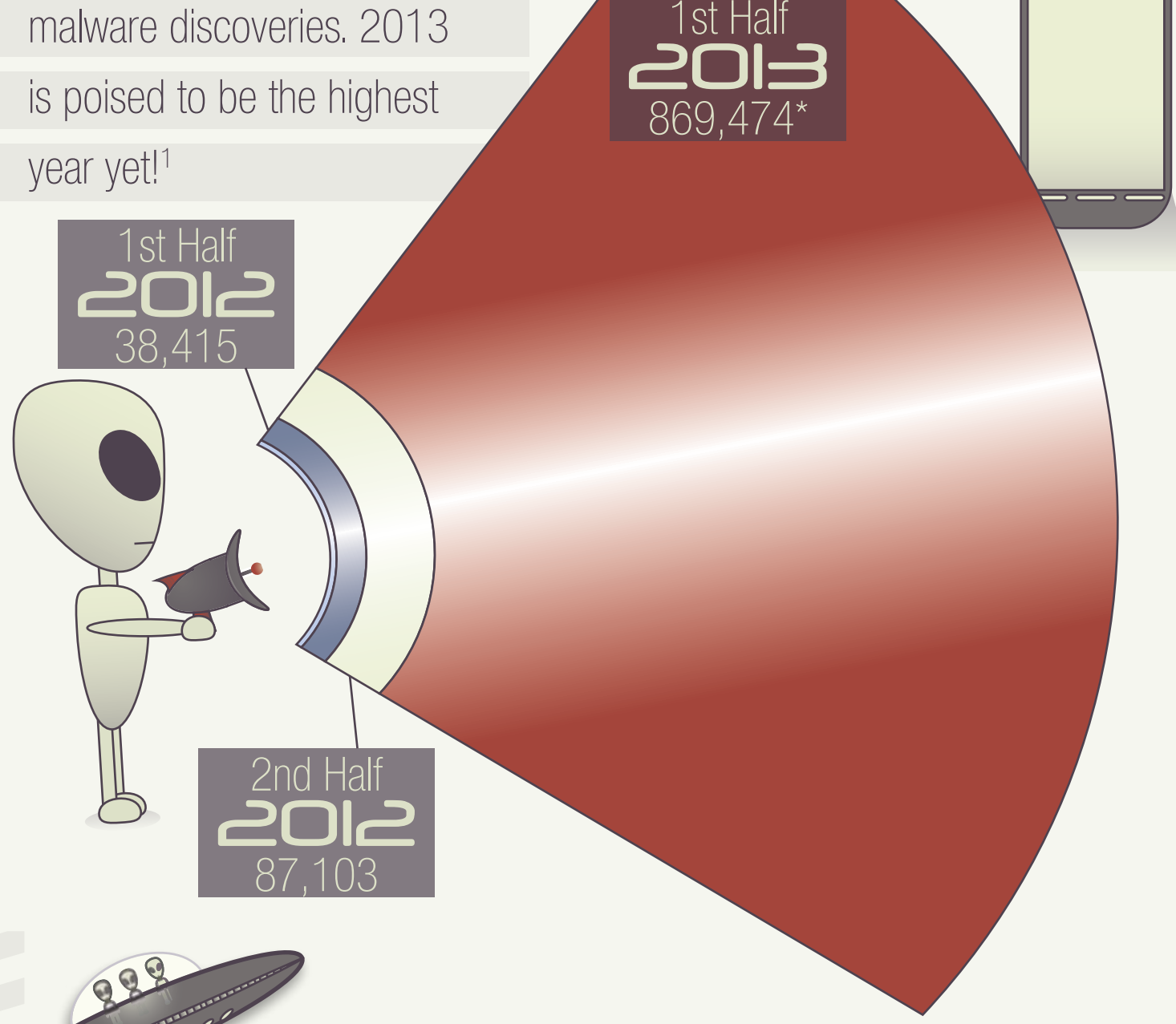
How the advent of mobile smart devices and Mobile Malware invasion has changed conventional thinking about mobile device security.

## The Invasion Begins...

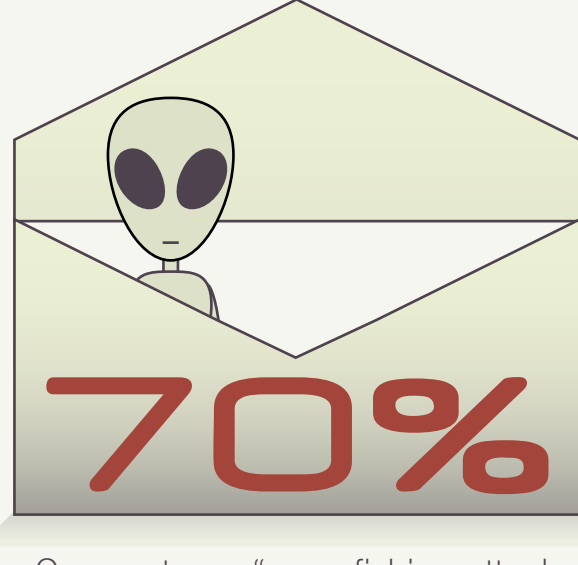


### Mobile Malware discoveries, by year:

The last three years have seen staggering growth in mobile malware discoveries. 2013 is poised to be the highest year yet!<sup>1</sup>



**56%**  
increase in the amount of e-mail attacks.<sup>2</sup>



**70%**  
Open rate on "spearfishing attack" emails, targeted at users based on social media activity.<sup>2</sup>

### Simple attacks growing, becoming more sophisticated.

Social engineering uses common information you post on social networks to create more personalized phishing email to increase click through rates. Attacks have become commonplace. Using data gathered through social media makes victims more susceptible to falling victim to an attack!

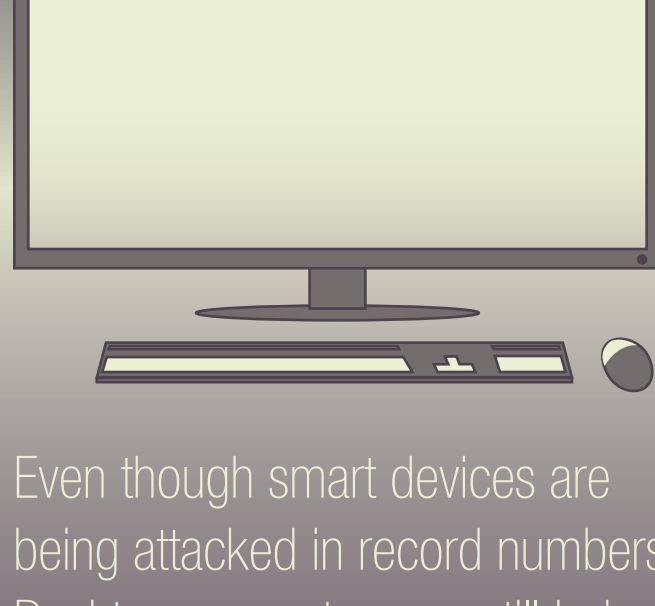
## The Digital Battlefield

### The Situation Seems Hopeless...

Attacks on social media and personal data are relentless. Check out just some of the examples below to see what has happened in Q1 2013 alone!

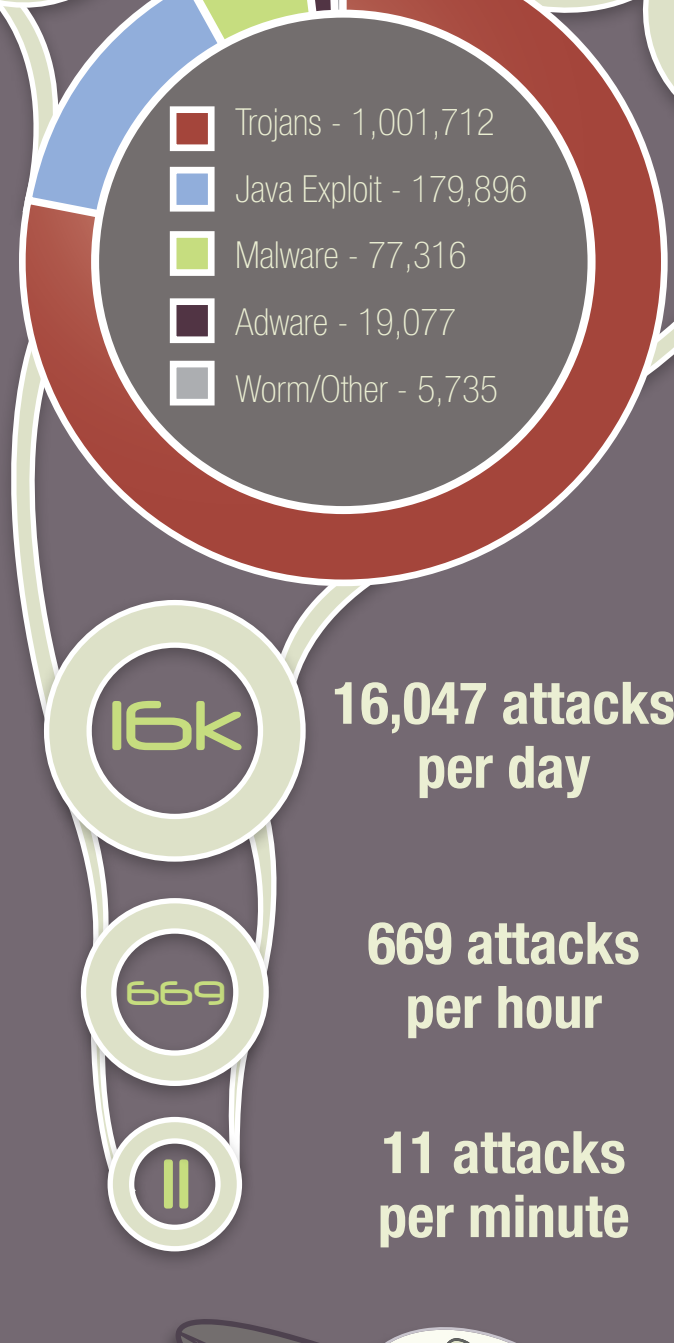


### Desktop Security Still A Battleground.



Even though smart devices are being attacked in record numbers, Desktop computers are still being attacked at astounding rates!<sup>3</sup>

### Q1 2013



### What is the Enemy Looking For?

Digital invaders are looking to steal your personal information. Finances, contacts, SMS text messages, passwords and anything else they can get their slimy appendages on.



## Turning the Tide...

### Hope is not lost... Fight back with preparation!

Taking simple preventative measures including OS updates can stop up to 96% of cyberattacks.<sup>4</sup>



### AV/Malware Protection

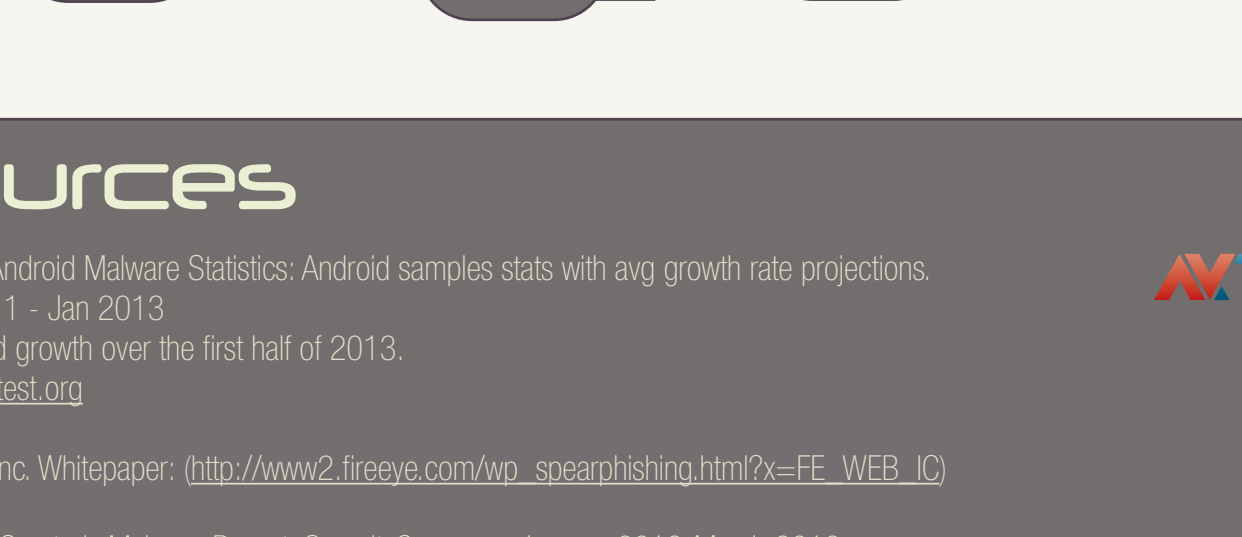
Anti-virus & Malware Protection is now just as important for smartphones as it is for desktop computers! Coupling it with powerful anti-theft features to lock, locate, message or wipe a stolen device protects you from electronic and physical threats.

### File Protection

They want your data... so protecting your files, photos and contacts is crucial. Use secure cloud tech to keep your information and mobile lifestyle away from the front line of this battle.

### Password Security

Keeping your password secret is important. Using complex and unique passwords shields your identity from nasty invader probes.



## Sources

1: AV-Test Android Malware Statistics: Android samples stats with avg growth rate projections. June 2011 - Jan 2013  
\*Projected growth over the first half of 2013.  
[www.av-test.org](http://www.av-test.org)

2: FireEye, Inc. Whitepaper: ([http://www2.fireeye.com/wp\\_spearfishing.html?x=FE\\_WEB\\_IC](http://www2.fireeye.com/wp_spearfishing.html?x=FE_WEB_IC))

3: Desktop Quarterly Malware Report: SecurityCoverage, January 2013-March 2013

4: 2011 Data Breach Investigations Report: ([http://www.verizonenterprise.com/resources/reports/rp\\_data-breach-investigations-report-2011\\_en\\_xq.pdf](http://www.verizonenterprise.com/resources/reports/rp_data-breach-investigations-report-2011_en_xq.pdf))