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Perth Avenue Housing Co-operative
Cybersecurity Tips
April 23, 2025

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This is how movies depict cybercriminals...

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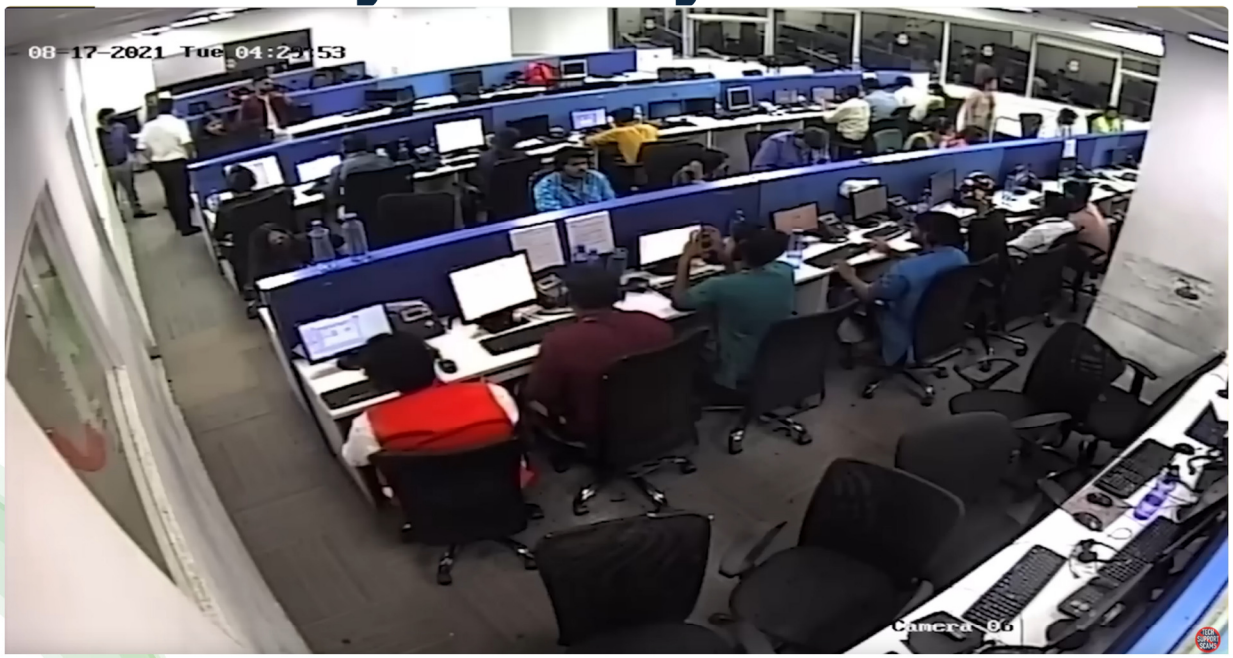
Some of them may actually look like this...



https://www.youtube.com/watch?v=tuVWGIBYVCU
https://www.bbc.com/news/stories-51753362

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It's important to realize that cybercriminals run their operations like a business.

- Automated processes (bots, robo dialers, phishing emails, CRM, etc.)
- Office spaces and shifts
- Attractive wages
- Bonus structures based on financial success (how much is stolen from victims)
- Often based in other countries

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Global Cost of Cybercrime

- **$11 trillion in 2023**
- **$20 trillion in 2026**

Common type of threats

- Phishing
- Ransomware
- Viruses / Malware
- Business Email Compromise (BEC)
- Etc. etc. etc.

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What can you do to try and protect yourself?

1. **Don’t click anything! If you need to click on stuff, pay attention to what you are clicking, and where.**
2. **Use strong passwords! Use different passwords for different websites.**
3. **Use two-factor authentication whenever possible!**
4. **Keep your devices updated!**
5. **Use Endpoint Security software!**

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Email and SMS are very common attack vectors

1. Your bank or credit card company will not send you an email or text telling you that your password has expired, and conveniently provide a link where you can change it.
2. CRA is not going to email you saying they made a mistake on your taxes and will now send you thousands of dollars; all you need to do is provide your banking info.
3. You did not win the lottery.
4. You don’t have a distant family member that died and left millions of dollars that need to be transferred through an obscure account.

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Don’t click anything! If you need to click on stuff, pay attention to what you are clicking, and where.

You cannot hover over links on your mobile phone. Use your computer.

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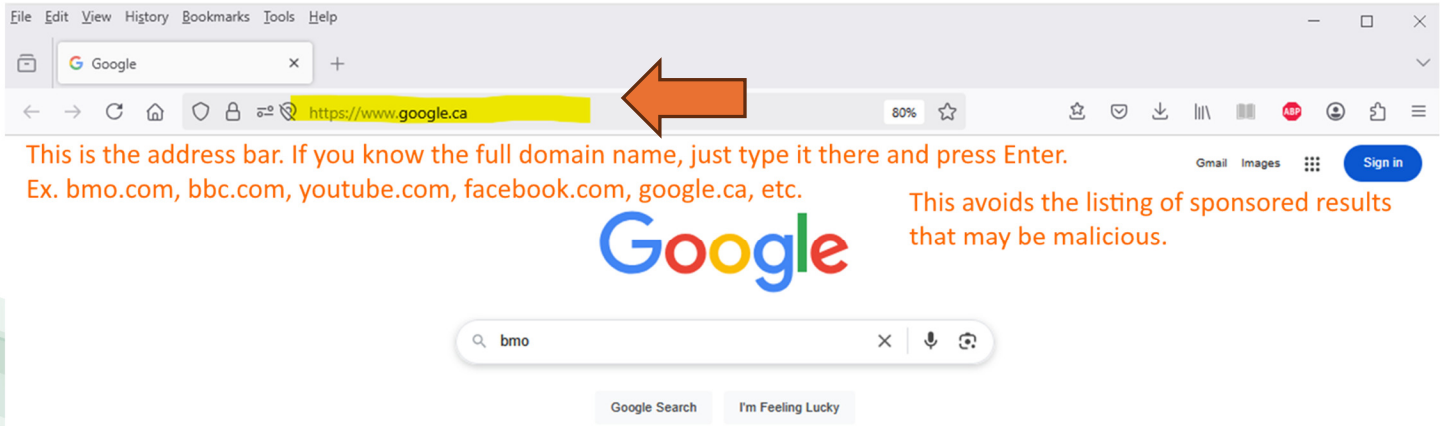

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Spammers often register domains that are very similar to a legitimate domain.
These are called homoglyph and typosquatting attacks.

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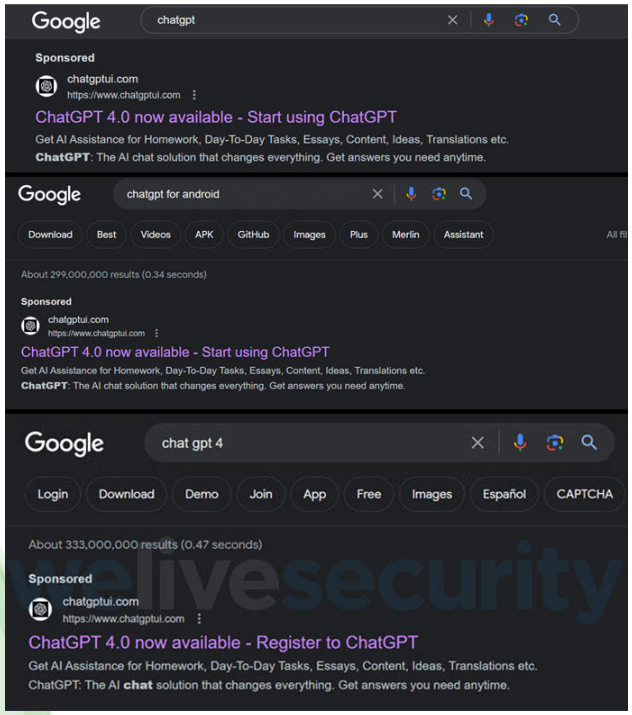

Pay attention to whether it’s a sponsored link or organic link. If it’s a Sponsored link, inspect the address.
In this case it should have been **chatgpt.com** and NOT chatgptui.com.

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Link to the article where the previous two screenshots came from:
https://www.welivesecurity.com/en/cybersecurity/watch-out-traps-lurking-search-results/

Another interesting link: for consumers, the first part of the article is interesting. For businesses, it discusses a particular ESET product that can add an extra layer of security to corporate Microsoft and Google tenants:
https://www.eset.com/blog/new-products/cant-believe-your-eyes-facing-down-deceptive-digital-attacks-with-improved-eset-cloud-office-security-1/

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Use strong passwords! Use different passwords for different websites.

- Password length matters (the longer the better)
- Special characters and numbers increase complexity
- Make it unique

Bad password: P@ssW0rD5, Dogmom92!

Good password: living@Perthfortenyears2015*

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Use two-factor authentication whenever possible!

- With 2FA / MFA enabled, whenever you log in somewhere, a secondary action is required by you to complete the log in. That action can be through an app, a text message, a call, or an email.
- Obviously if you did not log in to Hotmail, don't approve the login in the Microsoft Authenticator app.

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Keep your devices updated!

- Check for device updates regularly (Microsoft, MacOS, iOS, Android).
- Patch systems as soon as possible (nobody likes a restart).
- Microsoft is most vulnerable – they never cared about security, otherwise all these cybersecurity vendors would not exist.
- If you have a home router other than what Bell or Rogers provided (Asus, Netgear, TP-Link, D-Link, etc.) , check for router updates every couple of months. If you have an old router, consider replacing it.

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Use Endpoint Security software!

- Protects against viruses, ransomware, malware, etc.
- Free does not mean good.
- Long track history vs marketing claims.

We recommend ESET!

- Number One Cybersecurity Company in Europe.
- Global footprint.
- 2000+ employees, with more than 50% in R&D.
- 30+ year track record. Machine learning since the 90s.
- Protection for PC, Mac, Android, Linux.
- Zero false positives.
- Low impact on computer.

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Krakow
Sydney
Taunton
Bournemouth
Toronto
Montreal
Iași
Mexico City
Zilina
Brno
Tokyo
Milan
Research and Development Centers
Bratislava
San Diego
Buenos Aires
Singapore
Prague
Kosice
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Sao Paulo
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Sydney
23 offices
13 R&D

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Where to learn more?

- https://www.welivesecurity.com/en/
- https://www.rbcroyalbank.com/en-ca/my-money-matters/money-academy/cyber-security/understanding-cyber-security/cybersecurity-checklist-for-seniors/
- https://www.bmo.com/en-ca/main/personal/security-centre/
- https://www.getcybersafe.gc.ca/en

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How to contact Sophia Group?

Email:
contact@sophiagroup.ca

Mention Perth in the subject line.

Website:
https://www.sophiagroup.ca

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