



CYBERSECURITY IS NOT ALL THE SAME

BY JAY BORDEN

Cybersecurity is a broad term covering many things, antimalware, user training, alerts, MFA, and incident response plans are some of them.

Let's look at one aspect of cybersecurity, advance warning. After a cyber incident time is of the essence. The longer it takes to respond, the more damage can be done.

Almost everyone has heard of the Darkweb where illegal and stolen information is offered for sale. But not many know there are four levels to the Darkweb. Each deeper level is available to fewer people than the last level. The vast majority of Darkweb scans look only at the top level and possibly the second level. Many cybersecurity firms, even those that offer good protections, can only see the top one or two levels.

Many also believe that the cybercriminals that steal credentials or penetrate systems are the ones who do the damage. Not really. The ones who gain the initial foothold into an organization or family are very protective of their identity and information. The ones operating at this level, the fourth and deepest level of the Darkweb keep the information to themselves for a period of time. Then they share the information only with their closest allies, ones who they know and trust. Information and access is held by this small group for months or longer. It then gets shared more broadly on the second and finally the top level.

It is the first and second levels that are available to broad audiences of attackers. But the compromised information typically takes 18 -24 months to go from the fourth level to the first level. Holding the information for their use and that of known allies is the competitive advantage of the most accomplished hackers. By the time information is seen on the top two levels of the Darkweb and available to anyone who can pay for it, the compromise has been in your systems for over a year.

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Gaining access to the information on the third and fourth levels is very difficult. Cybercriminals operating at that level are accomplished and very protective. It takes time to build trust with the hackers at that level and to maintain it.

Then the vast quantities of information, 31+ billion recaptured passwords, 32+ billion email addresses, and 900+ million malware records, needs to be analyzed, converted to a useful format, and duplicates removed for it to be useful.

Now, what if you can know when your information is first taken and put on the deepest two levels of the Darkweb? That would give you 18-24 months to resecure your systems and update and protect against major cyber incidents.

That is what One Brightly Cyber provides. That crucial advance notice. We also provide much more. A cyber risk score, similar to a credit score, that indicates your level of cyber risk. Your cyber risk score will be compared to the average score of other firms in your industry, so you know where you stand.

To help keep you safer, we provide step by step instructions on how to reduce those risks.

If a cyberattack is successful, we are there 24/7 to help. Not with scripts or generic information, but with one-on-one help by real US-based advocates. Our founders created the cyber incident resolution category over 20 years ago. Since then, our advocates have helped resolve thousands of cyber incidents.

All this is offered at a very reasonable price. Visit our website or contact us to learn how our unique advantages can become your unique advantages to increase your cyber protections.

Welcome to peace of mind.

To learn all the ways we can help make your company and family safer, visit onebrightlycyber.com, contact OneBrightlyCyber at info@onebrightlycyber.com, or call (888) 773-1920.