

A decorative graphic on the left side of the slide consisting of several nested, right-pointing chevrons. The chevrons are colored in a gradient from yellow to orange, with the outermost being a bright orange and the innermost being a pale yellow.

CYBERSECURITY MADE SIMPLE



AGENDA

01 Protecting Your Information

02 Cyber-attacks

03 Securing Your Accounts

04 Protecting Your Family

05 Q&A



KEEPING YOUR INFORMATION SAFE

We are committed to protecting your data



Recurring trainings

Personal relationship

Secure financial tools

Dedicated cyber staff

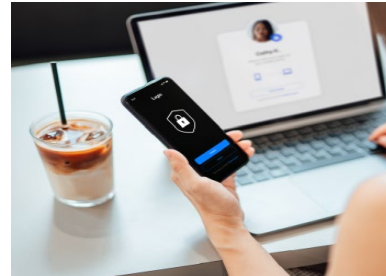
Cyber insurance

State of the art facilities

LPL'S CYBER FRAUD GUARANTEE

This language is posted on the cybersecurity page on lpl.com

“LPL will reimburse you for 100% of realized losses in your impacted LPL accounts, which were incurred directly as a result of unauthorized access to an LPL system.”



WHO IS BEHIND CYBER ATTACKS?

HACKTIVISM



Hackers use computer networks to advance social and political causes

CRIME



Cybercriminals use social engineering to steal personal information and extort victims for financial gain.

INSIDER



Trusted insiders steal proprietary information for personal or financial reasons.

ESPIONAGE



Nation-state actors steal state secrets and other proprietary information from private companies.

TERRORISM



State and nation-state terrorists create fear and impact our safety by attacking critical computer systems.

WARFARE



Nation-state actors sabotage military and critical infrastructure systems to gain advantage in the event of war.

SOCIAL ENGINEERING ATTACKS

These attacks are designed to take advantage of human emotions



- 1 Phishing** – suspicious emails sent to large groups of individuals. The goal is to get the recipient to click a link or open attachments.
- 2 Ransomware** – this malware or virus is often deployed after a link is clicked or attachment is opened in a phishing email.
- 3 Scams** – Bad actors create realistic scams to trick unsuspecting individuals into exposing personal, financial, or corporate information.
- 4 Email Impersonations** – An LPL client's email is compromised and the bad actor does keyword searches to locate sensitive information.

DON'T FALL FOR ENTICING EMAILS

Identifying phishing red flags

--Original Message--

From: John Doe<RaffleCommittee@Gmail.com>

Sent: Thursday October 18, 2022

To: Security Mailbox<Security.Mailbox@lpl.com>

Subject: WINNER! Gift Cards Must Be Claimed Now!

Dear Customer,

Congratulations! YOU ARE A WINNER! You have been randomly selected for the shorts survey you completed.

Click below now for your free gift card.

<http://Facebook.com/SurveyWinner>

Thanks,

Market Research

How to Identify a Phish

- **Unknown senders**
- **Urgent attention grabbing subject**
- **Generic greetings**
- **Spelling and grammatical errors**
- **Suspicious links and attachments**
- **Vague or generic signature**

ADDITIONAL PHISHING ATTACKS



Always think before you click!

BEWARE OF SCAMS



**Gift Card
scams**



**Disaster
scams**



**Tech Support
scams**



**Holiday
scams**

RANSOMWARE DILEMMA

Should you pay the ransom?



- **Don't pay the ransom**

FBI recommendation is not to pay.

- **Cant trust criminals**

Don't want to fund terrorism or terrorist groups.

- **Regularly back-up data**

If incident occurs, clean malware and restore data from secure back-up.

BACKING UP DATA

These convenient options allow you to store data in a secondary place

1

Cloud storage



2

External hard drive



3

Encrypted USB drive



PROTECT YOUR PASSWORDS

The keys to your kingdom

What is included in a strong password?

- Uppercase and lowercase letters
- Special characters
- Numbers
- 15+ characters

Password managers

- Convenient way to manage complex passwords on multiple platforms
- Store strong passwords in a secure vault
- Great alternative to reusing passwords



IS YOUR PASSWORD STRONG ENOUGH?

How long would it take hackers to compromise your password?

Number of Characters	Numbers Only	Lowercase Letters	Upper and Lowercase Letters	Numbers, Upper and Lowercase Letters	Numbers, Upper and Lowercase Letters, Symbols
4	Instantly	Instantly	Instantly	Instantly	Instantly
5	Instantly	Instantly	Instantly	Instantly	Instantly
6	Instantly	Instantly	Instantly	Instantly	Instantly
7	Instantly	Instantly	2 secs	7 secs	31 secs
8	Instantly	Instantly	2 mins	7 mins	39 mins
9	Instantly	10 secs	1 hour	7 hours	2 days
10	Instantly	4 mins	3 days	3 weeks	5 months
11	Instantly	2 hours	5 months	3 years	34 years
12	2 secs	2 days	24 years	200 years	3k years
13	19 secs	2 months	1k years	12k years	202k years
14	3 mins	4 years	64k years	750k years	16m years
15	32 mins	100 years	3m years	46m years	1bn years
16	5 hours	3k years	173m years	3bn years	92bn years
17	2 days	69k years	9bn years	179bn years	7tn years
18	3 weeks	2m years	467bn years	11tn years	438tn years

MULTI-FACTOR AUTHENTICATION (MFA)

Use multi-factor authentication to add an additional layer of security to your accounts.

What is MFA?

MFA is an authentication method that requires you to complete two methods of verification to gain access to an application.



SOCIAL MEDIA – YOUR IDENTITY IN CYBERSPACE

Misuse of social media can lead to increased risks from cyber threats.

1

Protect your account

- Use strong passwords
- Limit sharing locations



2

What you post online, stays online

- Would you want your family members or future employer to see this?
- Don't post any personal information



3

Know your friends

- Connect with only people you know
- Don't post any personal information



STAY SAFE WITH THESE MOBILE DEVICE TIPS

Mobile devices can be found in nearly every American's pocket. How safe is your device?



Update
software
regularly

Only install
known and
trusted apps
from official
app stores



Google Play



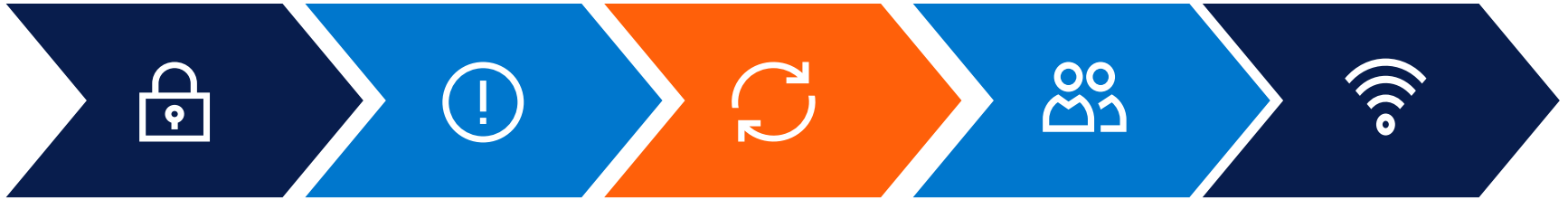
Use mobile
security
software

Turn on user
authentication
and use
strong
passwords



TRAVELING SAFE

Always value security over convenience



Stay vigilant

Enable MFA

**Use a portable
charger**

**Learn about
local scams**

**Avoid public Wi-
Fi**

PROTECTING YOUR IDENTITY

Make keeping your personal information safe a priority.



PROTECTING YOUR FAMILY

The use of technology to harass, threaten, embarrass, or target a person is called cyberbullying.



CALL TO ACTION

We challenge you to make a change based off the information you just learned

1. LPL is committed to supporting your advisor and protecting your information.
2. Social engineering attacks take advantage of your emotions
3. Don't click on links or open attachments from unknown sources.
4. Value security over convenience when traveling.
5. Protect your accounts and protect your family.

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Not FDIC or NCUA/NCUSIF Insured | No Bank or Credit Union Guarantee |
May Lose Value | Not Guaranteed by Any Government Agency | Not a
Bank/Credit Union Deposit



THANK YOU