

FCC CHAIRMAN GENACHOWSKI ANNOUNCES *SMALL BIZ CYBER PLANNER* – A NEW ONLINE RESOURCE TO EMPOWER SMALL BUSINESSES WITH CYBERSECURITY PLANS

As part of National Cybersecurity Month, FCC Chairman Genachowski joined Department of Homeland Security, U.S. Chamber of Commerce and several corporate executives to unveil a new FCC online tool— the Small Biz Cyber Planner. The planner is an easy-to-use, free online tool that will create a customized planning guide to help small businesses protect themselves from cybersecurity threats. At the event, Symantec and The National Cyber Security Alliance (NCSA) announced the results of a new survey finding only 52% of small businesses have a cybersecurity plan or strategy. The event builds on the Chairman's recent efforts to help small businesses and consumers gain broadband access and maximize the benefits of high-speed Internet in secure and reliable ways, including the Chairman's proposal to reform the Universal Service Fund to expand the benefits of broadband to millions of unserved small businesses and American consumers in every part of the country.

FCC, DHS and Private Sector Partners Announce New *Small Biz Cyber Planner*

- **In November, the FCC and its public and private sector partners will launch the *Small Biz Cyber Planner*,** a new online tool to help businesses customize and create cyber security plans. This tool is being developed as part of a collaboration with government experts and private IT and security companies, including DHS, NCSA, The U.S. Chamber of Commerce, The Chertoff Group, Symantec, Sophos, Visa, The Identity Theft Council, ADP and others.
- **The *Small Biz Cyber Planner* online tool** will enable any small business to create a customized guide tailored to its cybersecurity needs by answering a few basic questions. By using this tool and implementing the planning guide, businesses can protect themselves, their information, and their customers from cyber-threats.
- **Symantec/NCSA announced results of a survey, finding only 52% of small businesses have a plan in place to keep their businesses cyber-secure.** The survey also found 77% of small businesses do not have a formal Internet security policy for employees.
- **In May 2011, Chairman Genachowski convened the *Cybersecurity Roundtable: Protecting Small Businesses with leading industry executives and government experts in cybersecurity and information technology.*** The FCC also released a Small Business Cybersecurity Tip Sheet to help small businesses understand basic cybersecurity precautions. Find the FCC tip sheet at www.fcc.gov/cyberforsmallbiz.

Broadband Brings Great Benefits for Small Businesses

- **American small businesses are key drivers of innovation, economic growth and job creation.** Small businesses employ more than half of all private sector workers, and they have generated about two-thirds of net new jobs over the past 15 years. And small businesses drive innovation, producing 13 times more patents per employee than large firms.
- **Broadband and information technology is increasingly important to the success of our economy, to jobs and to the future of small business.** Broadband connectivity and online business tools are powerful factors in small businesses reaching new markets, increasing productivity and efficiency, and generating economic growth. A recent study found that having a broadband connection makes a \$200,000 a year difference in median annual revenues for businesses.¹
- **The Symantec/NCSA study released today found that two-thirds (67%) of U.S. small businesses have become more dependent on the Internet in the last year.**²

Small Businesses Need to Protect Against Growing Cybersecurity Threats

- **According to a Symantec/NCSA study released today, only 52% of small businesses have a cybersecurity plan or strategic approach, 77% do not have written formal Internet policies and 49% don't have informal policies.**³
- **According to this study, 40% of companies do not have a plan if their business suffered a data breach or loss** such as loss of customer or employee information, credit or debit card information, or loss of intellectual property⁴
- **As larger companies do more to secure their technology systems, less-secure small businesses are becoming easier targets for cybercriminals.** American small businesses lose billions to cyber attacks annually and 74% of

¹ Connected Nation Study, 2011.

² Symantec/NCSA Small Business Cybersecurity Survey, October, 2011.

³ Id.

⁴ Id..

small and medium businesses report being affected by cyber attacks in 2009-2010. The average cost of these attacks for business, per incident, was \$188,242.⁵

- **Small businesses often struggle to protect confidential data**, with 42% of small and medium businesses surveyed reporting the loss of confidential or private data in the past 12 months and 40% experiencing direct financial costs as a result.⁶
- **Small businesses often do not back-up their data**, with 47% reporting that they do not ever back up their data.⁷

⁵ Symantec Global SMB Information Protection Survey, June, 2010

⁶ Id.

⁷ Id.