



Cybersecurity and your small business



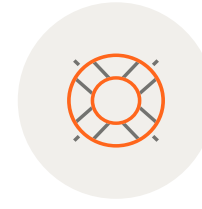
+98% of Canadian Businesses are SMBs¹



After a cyberattack, 25% of small businesses filed for bankruptcy²



60% of small business owners do not have a cyberattack prevention plan³



25% of small business owners don't know where to start when it comes to cybersecurity⁴

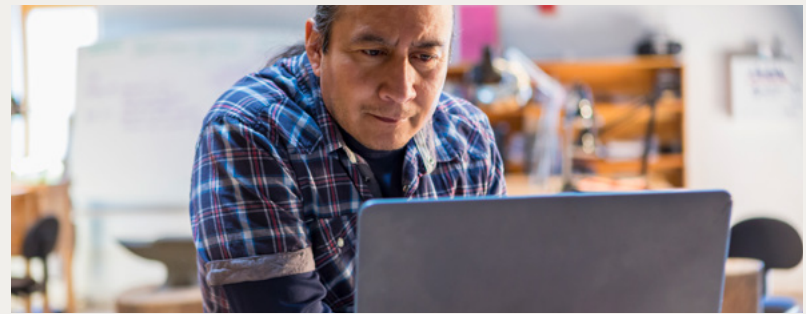
Free resources to get you started



Cyber Readiness Institute

Expert cybersecurity advice synthesized into an easy-to-understand and practical program designed for small and medium-sized businesses.

[Learn more](#)



Global Cyber Alliance

Accessibly designed toolkit for small and medium-sized businesses providing free and effective tools to reduce cyber risk.

[Learn more](#)

Technologies to consider when accepting e-commerce payments



EMV® 3DS

Identity verification is the biggest challenge for Canadian e-commerce merchants.⁵

→ **Optimize digital payment security without sacrificing the customer experience.**



Tokenization

Network Tokenization provides EMVCo compliant encryption of payment credentials and drives life-cycle benefits to merchants that can increase authorization rates.

→ **Boost your transaction approval rates and benefit from enhanced security by replacing sensitive card information with tokens.**

For more information, please contact your payment service provider.

Accelerate your business with Mastercard technology



Ethoca

Research shows that ~25% of unrecognized transactions could be prevented with more details.⁷

→ **With Ethoca, fighting online credit card fraud and eliminating chargebacks are just the start.**



RiskRecon

56% of organizations suffered a security breach caused by a third party.⁶

→ **Understand and act on your enterprise cybersecurity health by continuously discovering and assessing your and your vendors' digital footprints. Access your free cyber assessment [today](#).**

Visit our [Business Resource Centre](#) to learn more.

Sources:

1. Government of Canada, "Key Small Business Statistics", January 2019.

2. Zogby Analytics survey commissioned by National Cyber Security Alliance (NCSA), October 2019

3. Keeper Security, Inc., "2019 SMB Cyberthreat Study", 2019

4. Keeper Security's 2019 SMB Cyberthreat Study, July 2019

5. True Cost of Fraud Retail Study, 2020

6. Cyber Readiness Institute home page, accessed November 25, 2020

7. Ethoca press release, "Mastercard Delivers Greater Transparency...", September 2020