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The Impact of Ethical Hacking within Small Businesses

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I. Introduction

The Internet has brought about a new way for businesses to reach their customers. With the help of social media, websites, and email marketing, small businesses have gained a lot of new customers. However, these new online customers have also opened up their businesses to a whole new world of cyber crime. Cyber crime is the illegal use of computers and networks to cause damage or steal information. This type of crime affects small businesses as well as large corporations. Small businesses often find themselves at a disadvantage because they don't have the resources to hire an ethical hacker or cyber security team. This is where ethical hackers come in and help these small businesses. Businesses are constantly being targeted by hackers looking to steal information. With the rise of cyber-attacks and data breaches, it has become increasingly important for businesses to protect themselves against these threats. It is not always easy to identify the signs of a hacker, so it is important to have ethical hackers on staff who can help identify malicious activity before it becomes a problem.

Small businesses have specific steps to take to ensure their information is protected. According to previous research, businesses face cyberattacks every year, with the rate surpassing 50% last year. Ethical hackers are necessary for small businesses because they understand hackers and their processes and see them as appropriate to prevent security breaches. Lack of administrative security and staff shortages make it easy for hackers to access your data. Cyber-attacks are very common, but their security weaknesses make it easy for hackers to break in and compromise the computer systems and networks of small businesses.

Ethical hackers are needed because small businesses are attractive targets for cybercriminals. According to a recent study, “Accounts of CEOs and CFOs are almost twice as likely to be taken over compared to average employees. Once they have access, cybercriminals use these high-value accounts to gather intelligence or launch attacks within an organization”. “The information world is moving towards Cloud where Virtualization and IT outsourcing are major trends. This transition has increased the level of threats and therefore the demand of ethical hackers & Security Analyst Required.” Hackers are able to obtain information not only from the business cloud but also any personal accounts such as the CEO’s and CFO’s information, account details, and employee data etc. In today's century, CEOs and CFOs are almost twice as likely to be hacked.

II. Ethical & Unethical Hackers

Ethical hackers, also known as “White hat hackers” are intellectual experts that are able to build and/or improve an organization's security system. Ethical hackers use their skills to test how secure a network system is. Their sole purpose is to find the issue and help improve your security system. While an unethical hacker, also known as a “Black hat hacker” is someone with advanced knowledge who intends to attack a computer system or network. A black hat hacker always has malicious intent towards their target, in an attempt to gain unauthorized access to a network. nine times out of ten their intent is of monetary value, or data.

III. Why hire an Ethical Hacker?

Many businesses fail at having proper safeguards because they don't have an ethical hacker on site that is able to test these safeguards to make sure they are secure. “Many

companies fear they are unable to fully understand the implemented strategies and purpose, which could lead to following the wrong procedure, resulting in unintended consequences.”

Business owners are not the only ones who fail to understand the need for ethical hackers. The same can be said for the companies they do business with.

Business owners fail to understand that hackers are not only looking to steal information and money, but they are also looking for vulnerabilities in their system. This means that hackers could be using your business as a way to gain access to other businesses that they are targeting. If you want to keep your business safe, it is important that you hire an ethical hacker who will make sure your system is secure and your data is protected. The truth is that hackers are always coming up with new ways to steal data and keep it for themselves. A lot of hackers can even get access to your company's network without you even knowing. It is important for business owners to understand the importance of hiring an ethical hacker because they can help prevent your company from getting hacked. It is very important to understand that targeted hacking and data breaches happen all the time. Small businesses already have a target on their back, taking the time to learn about these things could save them a lot of money.

IV. Strategies to Stop Hackers From Attacking Small Businesses

In-order to decrease and eventually prevent hackers from attacking smaller companies and eventually larger companies, is to build a system that can withstand these breaches. The solution being ethical hackers. Ethical hackers are able to understand what strategies hackers use and use this advantage as a defense mechanism to stop a hacker from breaching their system. A hacker is able to understand and verify what ethical hackers have in place for a system and bypass it. “A well-rounded approach which merges offensive measures and defensive strategies

is key to robust, effective cybersecurity” By understanding the different strategies that hackers use , ethical hackers are able to take strategies from different approaches and build a system that works for a small businesses security system. Ethical hackers have a lot to offer businesses. They can help businesses improve their security and prevent cyber attacks. They can also help businesses become more efficient by finding ways to make their processes more streamlined. Ethical hackers are able to find vulnerabilities in a company's computer systems, but they are also able to fix them.

V. Work- Cited

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