

**Fall 2022 COVA CCI**

# **The Impact Of Ethical Hacking with Small Businesses**

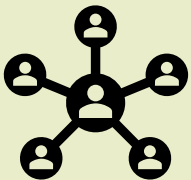
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**Fall 2022 COVA CCI Undergraduate  
Cybersecurity Research Program**

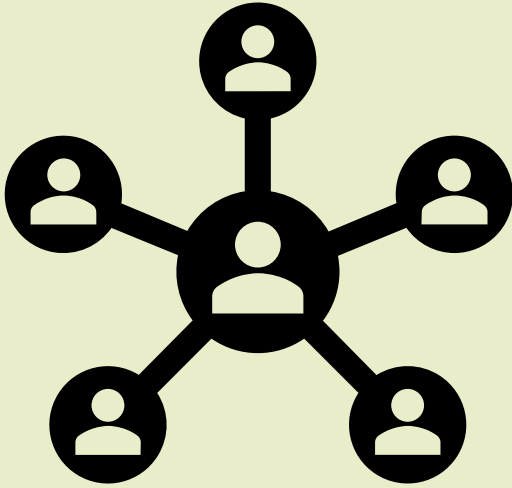


# THE IMPACT

- **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.**
- **According to previous research, businesses face cyberattacks every year, with the rate surpassing 50% last year.**
- **With the rise of cyber-attacks and data breaches, it has become increasingly important for businesses to protect themselves against these threats.**



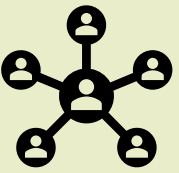
# Ethical & Unethical Hackers



**An 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.**

**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.**





# Why hire an Ethical Hacker?

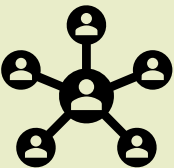


**Ethical hackers, also known as “ White hat hackers” are intellectual experts that are able to build and/or improve an organization's security system.**

**Ethical hackers are able to test your company’s security and mitigate any vulnerabilities that could be exploited by hackers**

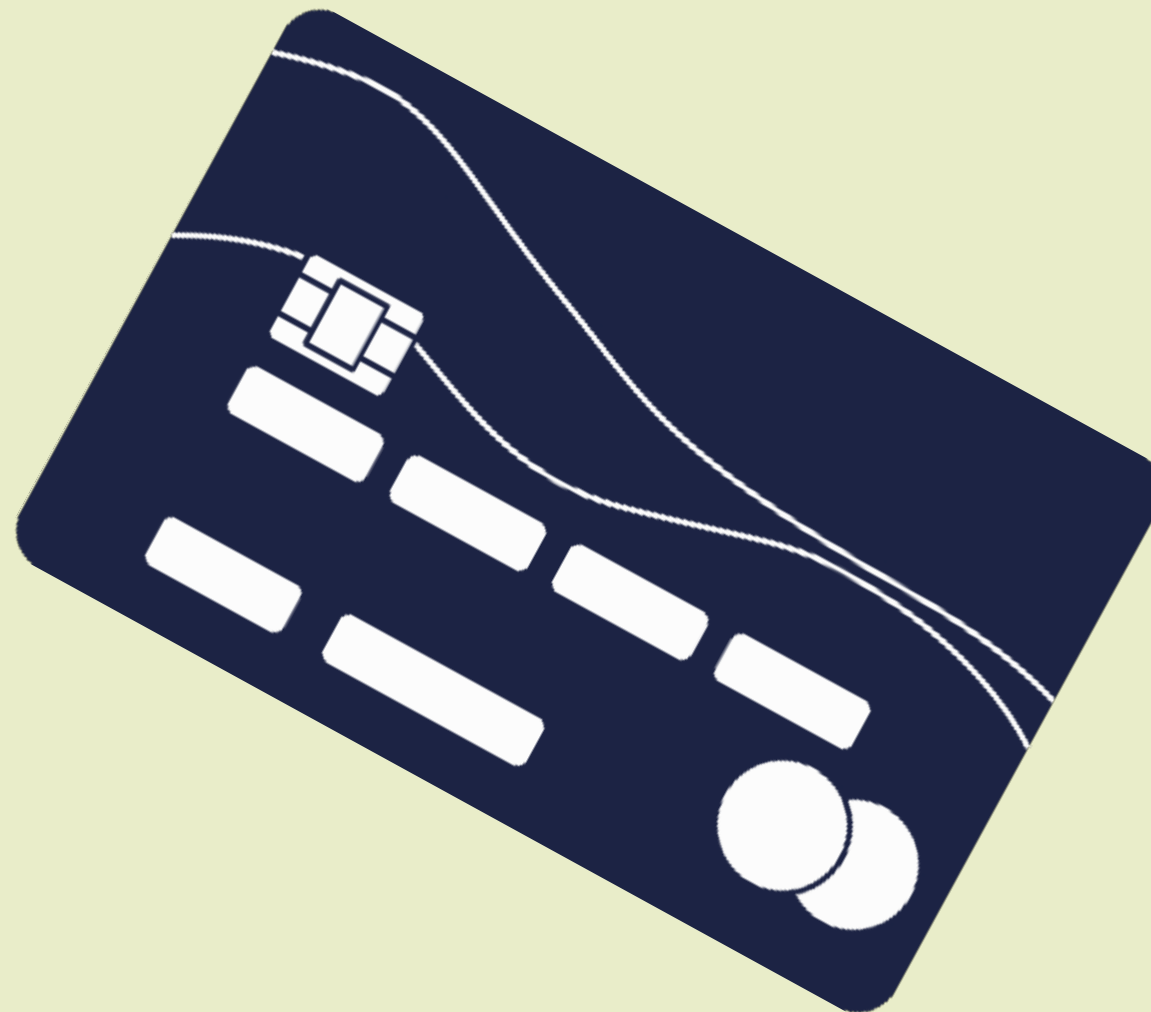
**Ethical hackers are highly skilled professionals that are able to identify and patch weaknesses in computer systems.**

**Ethical hacking companies are able to provide these services and have a strong understanding of what is required to secure computer systems**



# Strategies to Stop Hackers From Attacking Small Businesses

**A hacker is able to understand and verify what ethical hackers have in place for a system and bypass it. 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. They can help businesses improve their security and prevent cyber attacks.**



**thank you**