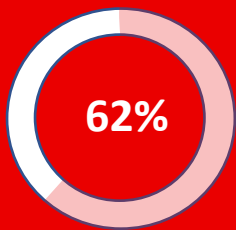




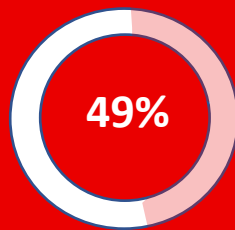
# The impact of a Cyber Attack:

The repercussions of a cyber attack for a small business go well beyond financial burdens...

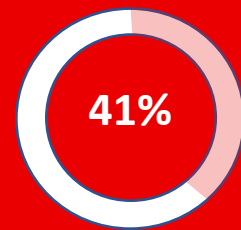
The repercussions of a cyber-attack go far beyond financial burdens, with businesses facing legal, regulatory, and reputational consequences in the aftermath of a breach. Overall costs of an attack continue to outweigh a well-placed investment in preventative security measures, so businesses should be looking to put these in place first to avoid any serious damage.



Breached businesses say phishing attacks are most disruptive



Breached businesses say attacks happen around once a month



UK consumers say they will never return to a business post breach

## THE IMPACT OF A CYBER ATTACK

### REPUTATION

Damage to brand reputation, affecting interest from investors and losing your position against competing businesses.

### REGULATORY

Regulatory fines of up to 4% of annual turnover customer data is misused.

### LEGAL

Legal issues if confidential data and contracts are leaked, and correct steps are not taken following an incident.

### COSTS

Increased costs involved when responding to a breach e.g. cybersecurity investigators, PR and legal support.

### INSURANCE

Increase in insurance premiums in the aftermath of a breach as your business will appear less secure

### CLIENTS

Lost clients and business opportunities and lost revenue, especially if confidential contracts/data is leaked.

## **EMPLOYEES**

Potential loss of employees if contract details and salaries are leaked.

## **DISRUPTION**

Disruption to business activities, causing operational downtime that could affect revenue.

## **STOLEN PROPERTY**

Stolen intellectual property including product designs, company strategies and tech, often stored in the Cloud.

## **MARKET VALUE**

Studies show breached businesses experience a temporary drop of around 3.5% in market value after an incident.

## **WHY DO I NEED CYBER ESSENTIALS**

Cyber Essentials can help companies identify their vulnerabilities and ensure the necessary security policies, processes and controls are implemented. The NCSC has designed Cyber Essentials to be a simple and affordable way for an organisation to lay down these important security foundations, minimising the chance of a data breach or, in cases where a breach does occur, hugely reducing the damage.

**Contact PT Solutions today on 02380 111 844 or email [info@ptslimited.co.uk](mailto:info@ptslimited.co.uk) for more information on Cyber Essentials certification.**

## **About PT Solutions**

At PT Solutions, we deliver IT support in the way that small and medium sized businesses actually need it. We focus on the essential, business-critical services that you really should have and deliver Enterprise-Class Managed Services, Microsoft Cloud Technologies and complete IT Security at a low monthly cost. But what sets us apart is our proactive approach; our system health checks, monitoring and proactive intervention ensure that we identify vulnerabilities and weaknesses then proactively manage them, so they never interfere with the smooth operation of your business.