

MULTI-FACTOR AUTHENTICATION

makes cyber security all about **you**

Passwords and passphrases are important security measures, but they're not the only ones. **Multi-factor authentication (MFA)** is an extra layer of security catered to **you**, so only you can access private information and accounts.



1 IN 3

Canadians use multi-factor authentication

...BUT

Who cares about them?

We're talking about **you.**



When it comes to cyber security, it's good to be full of **yourself.**

Something as simple as 2-step verification can protect **you** from:

100%

of automated bots

96%

of phishing attacks

76%

of targeted attacks

multi-factor authentication is all about

you

who you are

what you know

what you own

- fingerprint scanners
- voice verification
- facial recognition
- security questions
- passwords and passphrases
- PINs
- SMS authentication
- application-based authenticators
- hardware tokens

Like most things in life, the more verification involves **you**, the better.

Turn multi-factor authentication **on** to get started.



Sources: Survey of Internet Users Regarding Cyber Security, Public Safety Canada, 2018. New research: How effective is basic account hygiene at preventing hijacking, Google Security Blog, 2019

Get more tips to secure your accounts and devices at