

IS PROTECTION PART OF YOUR BUSINESS PLAN?



Promoting your business is an important part of making it successful, but it doesn't end there. Taking simple steps to secure your business against cyber threats can build customer trust and boost your **earnings**.

YOU MAY HAVE HEARD OF THE 4 Ps OF MARKETING:

PRODUCT

- Packaging
- Functionality

PRICE

- Discounts
- Cost

PLACEMENT

- Distribution
- Logistics

PROMOTION

- Advertising
- Publicity

BUT DO YOU KNOW ABOUT THE 5TH P?

PROTECTION



CYBER SAFETY



CUSTOMER PRIVACY



DATA SECURITY

HERE'S WHY PROTECTION MATTERS TO YOU:

1 in 5

BUT

84%

Canadian businesses reported being impacted by cyber security incidents in 2019ⁱ

of Canadians say they would reconsider doing business with anyone who failed to keep their data safeⁱⁱ

94%

of Canadians say **companies** and **governments** should be "much more transparent" in how they protect and store their personal dataⁱⁱ

YOUR CUSTOMERS VALUE THEIR SECURITY

PROTECTING IT CAN HELP YOUR BUSINESS GROW

BUSINESSES THAT INVEST IN PROTECTION CAN SEE THE BENEFITS

> **A COMPETITIVE ADVANTAGE** <

> **FEWER SALES DELAYS DUE TO PRIVACY CONCERNS** <

> **INCREASED APPEAL WITH INVESTORS** <

ADD PROTECTION TO YOUR MARKETING MIX

GET TIPS TO IMPROVE YOUR BUSINESS' CYBER SECURITY AT

[GETCYBERSAFE.CA/SMB](https://getcybersafe.ca/smb)



Communications Security Establishment

Centre de la sécurité des télécommunications

Canada

ⁱ About one-fifth of Canadian businesses were impacted by cyber security incidents in 2019, Statistics Canada, 2020

ⁱⁱ Canadians leery of sharing info after a cyberattack, KPMG, 2020