

# 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.

### MULTI-FACTOR AUTHENTICATION IS ALL ABOUT

# YOU

who **YOU** are

- fingerprint scanners
- voice verification
- facial recognition

what **YOU** know

- security questions
- passwords and passphrases
- PINs

what **YOU** own

- SMS authentication
- application-based authenticators
- hardware tokens

### SOMETHING AS SIMPLE AS 2-STEP VERIFICATION CAN PROTECT **YOU** FROM

## 100%

of automated bots

## 96%

of phishing attacks

## 76%

of targeted attacks

### LIKE MOST THINGS IN LIFE, THE MORE YOUR VERIFICATION INVOLVES **YOU,** THE BETTER.

### TURN MULTI-FACTOR AUTHENTICATION **ON** TO GET STARTED.

Get more tips to protect yourself and your devices at:

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



Communications Security Establishment

Centre de la sécurité des télécommunications

Canada

**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