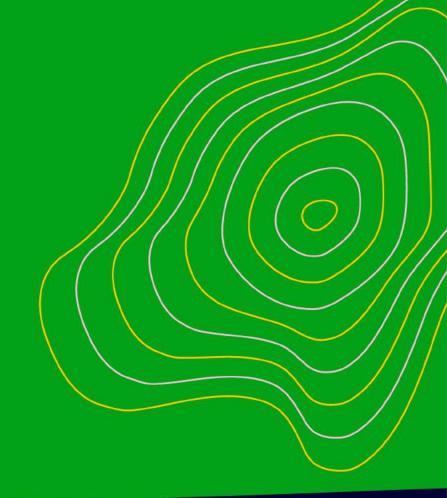
S PROTECTION PART OF YOUR BUSINESS PLAN?





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:

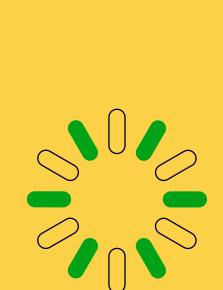
PRODUCT

PRICE

PLACEMENT

PROMOTION

- Packaging
 - Functionality
- Discounts
- Cost
- Distribution Logistics
- Advertising Publicity



BUT DO YOU KNOW ABOUT THE









SAFETY



PRIVACY



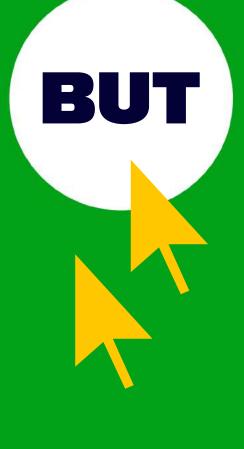
DATA SECURITY

HERE'S WHY PROTECTION **MATTERS TO YOU:**

Canadian businesses reported

incidents in 2019 i

being impacted by cyber security

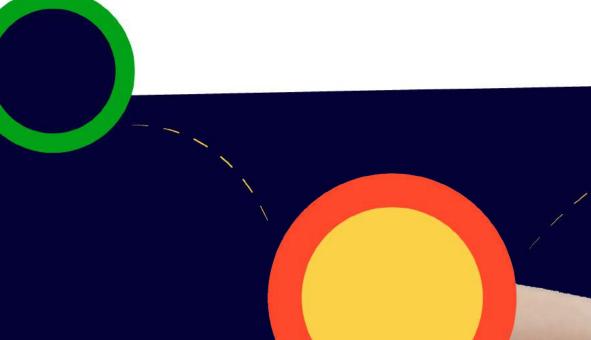


of Canadians say they would

reconsider doing business with anyone who failed to keep their data safe ii

and governments should be "much more transparent" in how they protect and store their personal data "

of Canadians say companies



SECURITY PROTECTING IT CAN HELP YOUR BUSINESS GROW

VALUE THEIR



YOUR CUSTOMERS **BUSINESSES THAT** INVESTIN



PROTECTION CAN SEE THE BENEFITS



TO PRIVACY CONCERNS **INCREASED APPEAL**

FEWER SALES DELAYS DUE





WITH INVESTORS



ADD PROTECTION TO

YOUR MARKETING MIX

GETCŸBERSAFE.CA/SMB

TIPS TO IMPROVE YOUR BUSINESS' CYBER SECURITY AT



Communications Security Establishment

Centre de la sécurité des télécommunications

Canada