



Expert advice for

Introduction

The internet has become a valuable, if not essential, tool for many UK businesses, and whether you use a PC to simply email your customers or to run your whole business online, the benefits are huge. With those benefits come dangers, however, and it is vital that businesses of all sizes are aware of the risks and know what to do to protect themselves.

Criminals are increasingly using sophisticated methods to attack PCs via the internet – potentially putting not only your business, but also your customers at risk. And without dedicated IT staff, small and micro businesses can be particularly vulnerable.

By taking some simple measures, it is easy to make sure your business and your customers are protected – and you don't need to be an IT expert to do it!

GetSafeOnline.org has easy-to-follow advice that will help you make sure your business is safe and stays that way. By visiting www.getsafeonline.org on a regular basis, you can stay up-to-date with the latest information and advice; ensuring that you maximise the benefits of the internet for your business and minimise the risks.

Tony Neate, Managing Director, GetSafeOnline.org

Did you know?

Just over **4 million** micro businesses exist in the UK – 4,212,925 *

This equates to roughly **95%** of UK businesses overall.

77% of micro businesses rely solely on their PC for the running of their business.

60% of micro businesses could not operate successfully without their PC.

44% of micro businesses surveyed have been a victim of cyber crime which include internet scams, identity fraud, phishing and data theft.

Almost a **fifth** (19%) said they lost revenue as a result of downtime, the average figure cited as **£1,540** – which equates to £750 million in estimated losses across the UK micro business population.

*Source DTI 2005. A micro business is defined as fewer than 10 employees.

All other statistics are from GetSafeOnline.org micro business survey conducted by Vanson Bourne, May 2007.

Expert advice for small and micro businesses

GetSafeOnline.org is a joint initiative between HM Government, the Serious Organised Crime Agency (SOCA) and leading businesses, which aims to help individuals and small businesses protect themselves against internet security risks.

The GetSafeOnline.org website contains simple, reliable and practical security advice on a broad range of topics, from how to install anti-virus software, to writing business security plans and stopping spyware.

The information is constantly updated to ensure that it is the only place to go for up-to-date, unbiased advice and information about internet security.

Take control before someone else does

The first step to protecting your business from online threats is to protect your PCs by doing a 'SAFE' check:

- S = Spyware**
Run an anti-spyware programme
- A = Anti-virus**
Get anti-virus protection
- F = Firewall**
Have a firewall and make sure it's switched on
- E = Ensure**
Ensure your operating system is updated

Visit www.getsafeonline.org to learn more about each of these checks.

