



For Immediate Release

Launching early 2019 – 2B Cyber Bright Online Security Awareness Training

"Personal Information is like money, value it and protect it by being Cyber Bright"

Toronto, Ontario, October 23, 2018 - Due to the unprecedented growth and prevalence of cybercrime and identity theft, Zerobit1 Security Planning Consultants Inc.(Toronto, Ontario), and their accredited subject matter experts, are proud to announce the anticipated early 2019 launch of **2B Cyber Bright**, a new eLearning cyber security and identity theft awareness training program aimed to help small business, families and students manage their digital life by learning how to protect their identity and to thwart today's most sophisticated social engineering attacks.

In 2018, 54% of companies experienced one or more successful attacks that compromised their data and/or IT infrastructure, 77% of those attacks utilized exploits of a fileless attack technique. Studies show that a staggering 95% of cyber attacks are caused by human error or behaviour, yet the logical and often missing key component to combat online crime is building a strong human defence through education and prevention training.

2B Cyber Bright online defensive training modules provide subscribers with an up-to-date interactive understanding of the basic types of cyber and identity theft attacks used in social engineering schemes so they are able to recognize, detect and prevent an attack. This training is presented in such a way that the individuals being trained can relate to

both the risk and the protective measures required to defend themselves in a workplace and home environment.

The micro-eLearning educational modules will provide businesses and individuals with a first-hand learning experience on what it is like to be a victim of an attack. "Evidence shows that many cyber and identity theft attacks can be prevented with better people-management protocols" said Terry Hoffman, President and Founder, 2B Cyber Bright.

2B Cyber Bright will also offer Professional Services such as:

- Cyber and Social Media Investigations
- Business Phishing Exercises
- Cyber Policy and Procedure Development
- Business Cyber Security Awareness Campaign Development

Cybersecurity continues to be a growing priority for organizations of all sizes, across all industries. With new threats appearing on a daily basis, and attackers continuously evolving their techniques, it can be extremely difficult to keep up to their sophisticated means of attack.

"As Security consultants working with many businesses, schools and governments, we see a gap in educating the most vulnerable 'the front-line employee'." By launching 2B Cyber Bright, a subscription based online and in-class training, we feel we can help businesses, families and individuals organize their workplace and personal digital/internet habits from cyber criminals," said Terry Hoffman, President 2B Cyber Bright.

2B Cyber Bright is proud to be a partner of STOP. THINK. CONNECT.™, the global online safety awareness and education campaign. We believe that securing the internet is a responsibility we all share, and as a partner, 2B Cyber Bright will help create a culture of online safety, cybersecurity and privacy awareness at work and in the community. Together we strive to educate and share actionable advice that everyone can follow to be safer and more secure online.

About 2B Cyber Bright

2B Cyber Bright Security Awareness training will be available early 2019. Online is completed at your own pace, in-classroom or group training will also be available. Today's Cyber criminals are waiting to find victims... so do not wait to become one! Subscribe now to learn more about courses and availability at www.2BCyberBright.com

About STOP. THINK. CONNECT. ™

STOP. THINK. CONNECT. ™ is the global cybersecurity education and awareness campaign. The campaign was created by an unprecedented coalition of private companies, non-profits and government organizations with leadership provided by the National Cyber Security Alliance (NCSA) and the Anti-Phishing Working Group (APWG). Learn how to get involved at www.stopthinkconnect.org

Contact: Terry Hoffman

Phone: 1-866-380-3338

Email: Terry@2BCyberBright.com

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