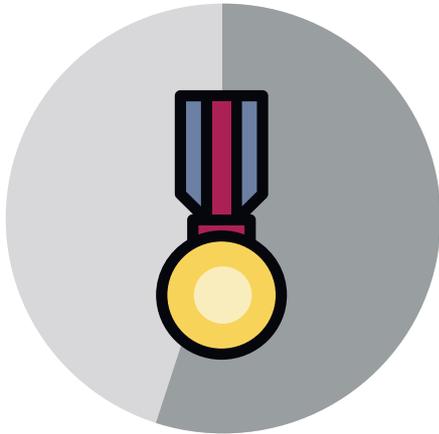# Actions for
Company Leadership

Protect your **reputation**

Because data breaches can potentially cause huge damage to both your company's brand and share price, malware and ransomware are your problem.

(According to a recent IDG report, **a majority of business leaders (57%) consider reputational damage almost as important as potential lost revenue (58%.[1])** – and this is certainly the case with ransomware, where often the

direct payment is only a few hundred dollars.)

They must be dealt with proactively and robustly to establish confidence in the age of the cloud.

Only 25% of companies report having experienced an attack[2] – which means you've probably experienced multiple breaches without even realising it.

As always, be aware that the problem exists, and lead by example.

1 IDG Connect Mixed state of readiness for new cyber security regulations in Europe
2 Sixth annual Databarracks Data Health Check Report

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Secure your assets

**Make it a company priority to guard and secure your assets from these attacks**. Particularly for your cloud systems and applications – whose features make them uniquely vulnerable and uniquely damaging if attacked.

Set the tone for the entire company by acting as a champion for data/app usage, password protection and management policies, and general device usage policies.

Moreover, make sure your security and technology teams are setting in place the kind of user behavior analytics and single sign on technologies that do the 'heavy lifting' of preventing infection.

Skill up your team
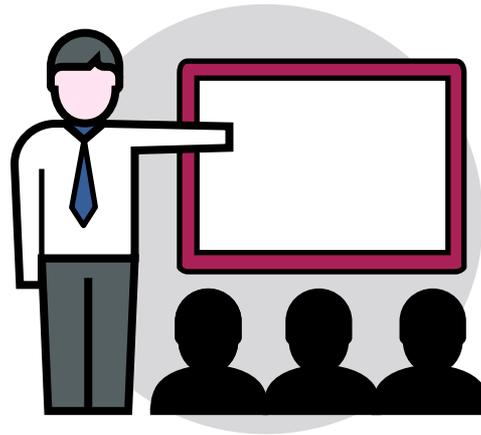
In addition, skill up your team (or onboard partners where appropriate) to reflect the seriousness of the problem.

Skill up your team

OVER
90%

Over 90% of all FTSE companies lack cyber security expertise in their board room.[3] And if this doesn't change, leaders like you are the ones who will end up paying the price.

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3 Accenture Security Tech Vision 2016

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For more information on how we can help your company prepare for the impact of GDPR on your cloud architecture and security, **give us a call on 0800 470 1820** or **email discover@everycloud.co.uk** to arrange a meeting.