

Misconceptions	Facts
Our data isn't valuable.	All data is valuable.
Cybersecurity is a technology issue.	Cybersecurity is best approached with a mix of employee training; clear, accepted policies and procedures and implementation of current technologies.
Cybersecurity requires a huge financial investment	Many efforts to protect your data require little or no financial investment.
Cyber breaches are covered by general liability insurance.	Many standard insurance policies do not cover cyber incidents or data breaches. Even Cyber Insurance requires security program
Cyberattacks always come from external actors.	Succinctly put, cyberattacks do not always come from external actors.
Younger people are better at cybersecurity than others.	Age is not directly correlated to better cybersecurity practices.
Compliance with industry standards is sufficient for a security strategy.	Simply complying with industry standards does not equate to a robust cybersecurity strategy for an organization.
Digital and physical security are separate things altogether.	Do not discount the importance of physical security.
New software and devices are secure when I buy them.	Just because something is new, does not mean it is secure.
Outsourcing to a vendor washes your hands of liability during a cyber incident.	You have a legal and ethical responsibility to protect sensitive data.