

Educational Content That Protects



CyberSmart

You've Been Hacked: Three Words You Never Want to Hear

A security breach can not only cost you customers, but also millions of dollars in damages if a lawsuit is filed. Just consider Target's \$10 million payout for its 2013 data breach.

Introducing the CyberSmart Security Series

With cyber security threats on the rise, it's no surprise customers list trust and security as their No. 1 priority when seeking a financial institution.

The simple truth is it's much easier and more cost-effective to keep your customers' trust than rebuild it. That's why we created CyberSmart Security.

Educate and Close the Security Holes

Exclusively for banks and credit unions, Truebridge has developed a comprehensive cyber security addition to our content library. These suites of cyber security content are designed for both staff and customers to help you double down on the security measures you already take.

Human Error

In our experience, the majority of banks and credit unions think of cyber security as an inside-out proposition. You have standard measures in place like firewalls, antivirus protection on bank computers, fraud detection systems and website encryption.

But the reality is that the risks of online banking often have less to do with your technology than with the human beings who use it.

In an interview for American Banker, Michael Bruemmer, VP at Experian's Data Breach Resolution group said that after investigations into 3,000 cyber attacks, they found that 80% of breaches begin with human error, as opposed to failure of security technology.

Cyber Security Threats Are on the Rise

With 71% of U.S. adults* banking online, it is absolutely imperative that banks and credit unions protect their information. Online banking is the ultimate triple threat: Consumers love to use it, you love to offer it, and hackers love to breach it.

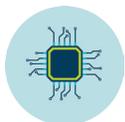


Enhance Your Security with CyberSmart



Avoid Human Error.

Each quarter, Truebridge provides your bank with fully designed emails with links to content that is designed for both staff and customers to help you double down on the security measures you already take.



Cut Down on Security Threats.

CyberSmart Security can help you reinforce existing security measures to protect against fraud, scams and identity theft at all levels.



Enhance Your Security.

CyberSmart content draws customers to your financial education library, where they will find helpful information on cyber security as well as hundreds of other topics.

Help avoid human error and give your financial institution an extra layer of added security with CyberSmart.

Visit truebrige.com/demo for more information today.

