



Cybersecurity  
Awareness  
for  
Parents



# Who am I?

Brent Daugherty

40 yrs in Boerne, been in Kerrville for 2 years

1 ½ at KBC

42 years in IT Sales

5+ years of intense focus in CyberSecurity Sales

I live this 60 hours a week

I talk to companies, groups, C-Level everyday

Drugs, Alcohol, and the Internet (prevalent, consistent, persistent)



## Let's talk basic's

- This talk is all about raising the level of awareness
  - Provide a bit of education
  - Learn about a few threats (always escalating)
- 45 minutes is all we have

**Magic Bullet!**



Nothing at All

Nil

Not a Thing

# NOTHING

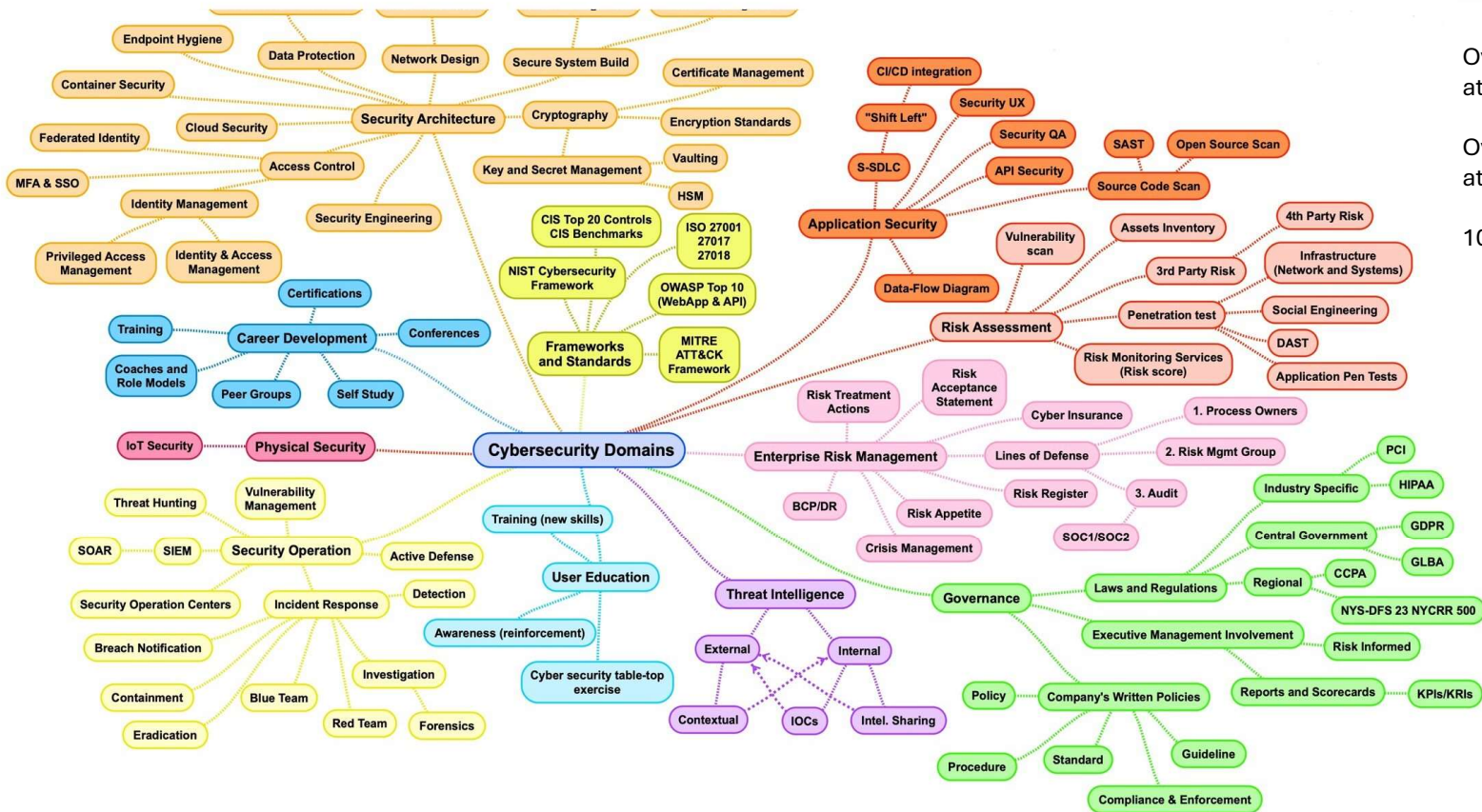
Zilch

Rien

Niente

Nichts

# Provider Cyber Domains Microsoft/Google, Amazon, etc

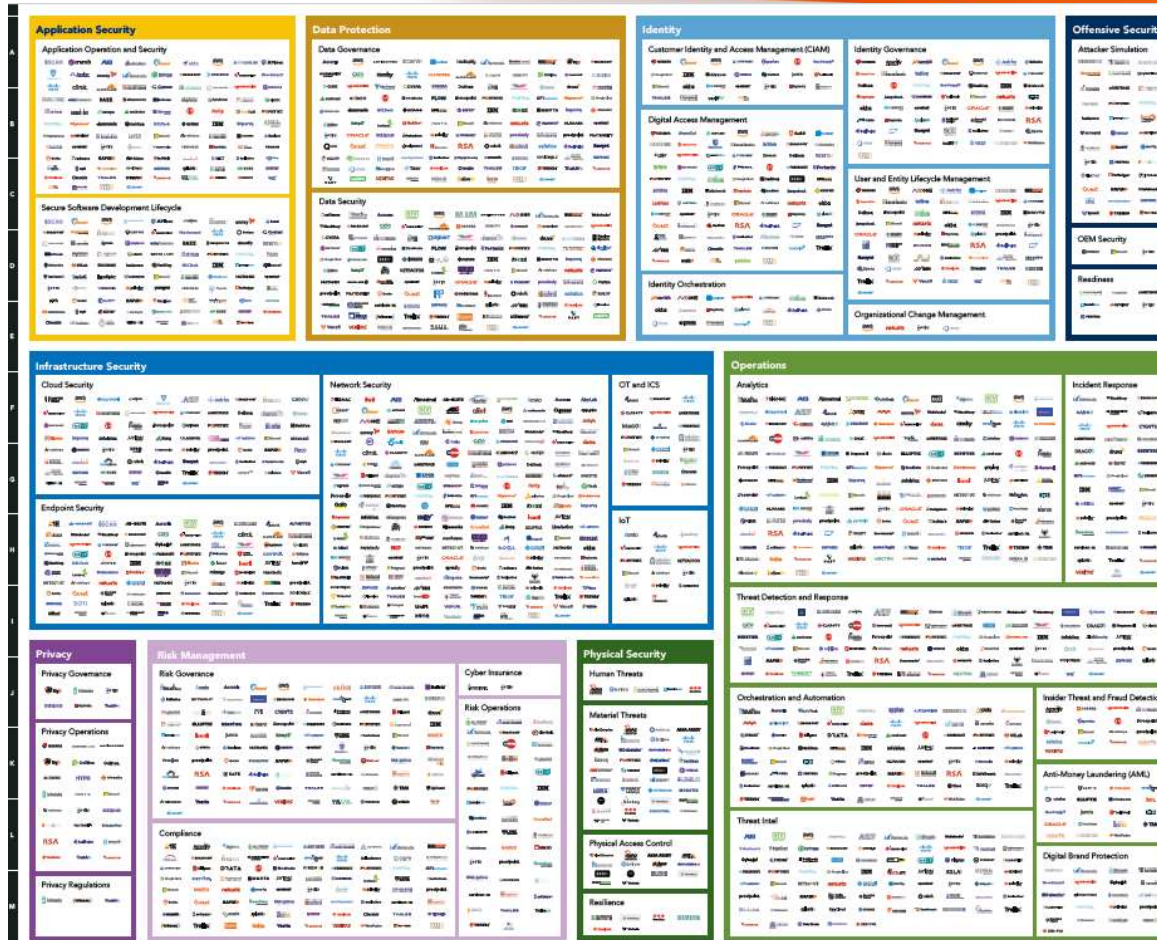


Over 6 Trillion intrusion attempts annually

Over 5 Billion malware attacks per year

100K attempts per second

# The Cybersecurity Landscape is VAST!!



1200 companies and counting



Lets talk Cyber crime  
Bad Actors/Bad Peolple

## Nation States

Compromise and Destroy  
Create Societal Panic  
Rob children of their potential

## Boiler Rooms-Both

## SCAMS

Steal and steal some more  
via exploitation



## How Bad Is it Really?

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In April 2024, a cybercriminal group called USDoD accessed the network of National Public Data, a Florida-based company that collects personal information for background checks and stole unencrypted personal information. The group posted the information on the dark web for sale, claiming it contained information on about 2.7 billion people with 272 million SSN The information included full names, addresses, dates of birth, Social Security numbers, and phone numbers, past addresses, work, cars, etc...

### INFO USED TO VERIFY IDENTITY

on a side note: The FBI recently dismantled a network of 19 million computers infected with malware.

**\*\*Freeze your entire family\*\***

<https://www.cbsnews.com/news/social-security-number-leak-mpd-breach-what-to-know/>





## Information Never Dies

- What goes online stays online-FOREVER
  - Nothing is ever deleted
- What your kids do/say/post online WILL have lifetime consequences

Let me tell you a story of information brokers

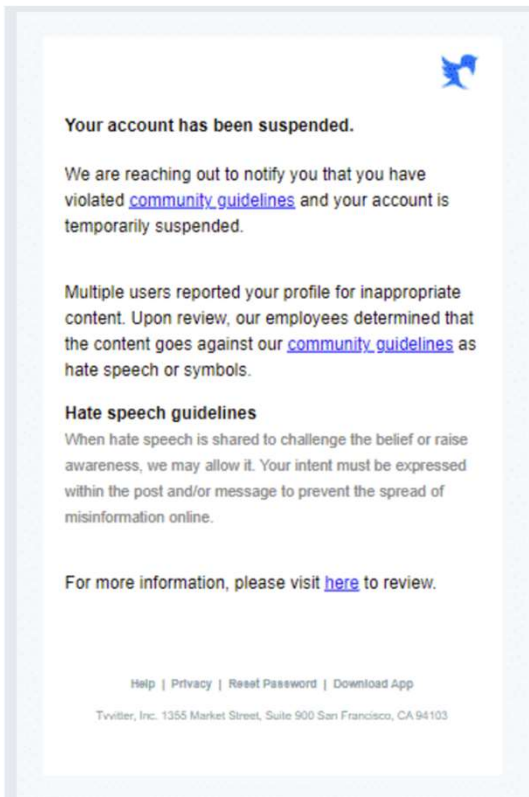


# Assume EVERYTHING is a SCAM (because it is!!)

- no one online is who they say they are
- the goal is always exploitation (Financial or Sexual)

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# Text/E-mail Scam Examples



**From:** WellsFargo - Support\_Online <WellsOnlineBank2@comcast.net> **1**  
**Date:** December 8, 2017 at 2:23:01 PM EST  
**To:** Undisclosed-Recipients;;  
**Subject:** !Alerts! **2**



[wellsfargo.com](http://wellsfargo.com)

## Security Information Regarding Your Account.

We are sorry, **For your protection and security reasons,** your Wells Fargo account has been locked. **2**

Please click on the following link to unlock your account.

Log-in to :<https://www.wellsfargo.com/online-banking/updating> **3**

Thank you for bringing this matter to our attention.

Sincerely,  
Wells Fargo Online Banking Team.

[wellsfargo.com](http://wellsfargo.com) | [Fraud Information Center](#)

The Statistics  
•Phishing is the most common form of cyber crime, with an estimated 3.4 billion spam emails sent every day.

•Google blocks around 100 million phishing emails daily.

•Over 48% of emails sent in 2022 were spam.

•Over a fifth of phishing emails originate from Russia.

•Millennials and Gen-Z internet users are most likely to fall victim to phishing attacks.

•With an average of \$136 lost per phishing attack

<https://aag-it.com/the-latest-phishing-statistics/>



# Lets Talk A.I.

## A WHOLE NEW LEVEL OF SCAM

- Fake websites – 18K per day
- Voice msg
- Video
- redirected/Fake 800#'s

"The bad guys create thousands of accounts simultaneously, in hopes that a few get through."  
Be cautious of sponsored ads, often found at the top of your search-engine results

## Quickest adopting industries

- Scammers
- Adult

Create family  
password



## A.I. Scams Voice/Video

**Assume EVERYTHING is a SCAM  
(because it is!!)**

[https://www.youtube.com/watch?app=desktop&v=pJZYd\\_65xs4](https://www.youtube.com/watch?app=desktop&v=pJZYd_65xs4)

<https://www.youtube.com/watch?v=Y8rLwwMIHdQ>

<https://www.youtube.com/watch?v=q4fAmof75xs>

**Finance worker pays out \$25 million after video call with deepfake 'chief financial officer**

**AI 'deepfake' videos make investment scams harder to spot as Americans lose billions**

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# Online predators

Is it really that bad?

The statistics are alarming.

**One in five children per year receives an unwanted sexual solicitation online.**

One in thirty-three children per year receives an aggressive sexual solicitation.

And perhaps most disturbing, at any given time, 50,000 predators are on the Internet actively seeking out children.

Apr 11, 2024



# Sources of Risk (just a few)

Gaming (any and all)  
Fortnite & PUBG  
Minecraft

Instagram (disappearing texts)

TikTok

Reddit

Snapchat

Twitter (X)

Discord

Twitch

Tumblr

WhatsApp

Chatroulette

Archive.org

thehive

Telegram/WhatsApp

Dark Web

to many adult sites of course

Facebook-don't be silly

AND SO MANY OTHERS

Scary Statistics time:

1. 48% of child kidnapping victims in the US met their captors through social media platforms
2. 89% of online child sexual exploitation occurs in chatrooms
3. 1 in 4 children 6-12 disclose private information online



**So What's The Answer?!?**





# Prevention



# You must have a conversation!

6-11

11-16

18 +



## Parental Tools 6-11

Msafely/Mspy- “Spyware”

Bark, Netnanny, Covenant Eyes, Etc-Monitoring

Cell Phone Companies AT&T, Apple, Samsung, Etc

Brower Options- Microsoft/Google “family”



## Talking Points for 11-16

### How to Start

Begin by opening a conversation and not a lecture.

Ask them questions about what they (think) know

Ask them about their friend's experiences

Ask them if they are concerned -hint, they aren't

Ask them if they are aware of online predatory behavior and that people are the biggest threat to their cybersecurity.

Talk to them about cyberbullying and emotional harm

(the world is bigger than they think)

51% of Girls, 40% of Boys (one risk above them all)

How to recognize fraud to protect their online privacy.

One way to do this is by running through specific scenarios

-Disney



It doesn't stop at any age  
18 and beyond

Making cybersecurity conversations a regular part of your family dynamic.

3 Cs of Security: Communicate, Coordinate and Collaborate

Share experiences with each other



## In Summary

Kids are being actively and aggressively targeted at all ages

You can't hold them back from the internet or the world

Integrate Cyber conversations into family discussions

**Start early and age-appropriate:** Adapt your conversation to their understanding level

**Create a trusting environment:** Encourage them to come to you with any concerns (bullying, inappropriate texts)

**Lead by example:** Demonstrate good online habits yourself

**Discuss privacy settings:** Teach them how to manage privacy on social media platforms.