What's Ahead for the NIST Small Business Cybersecurity Program in 2024?

January 10, 2024
2:00 p.m. – 2:45 p.m. EST

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U.S. DEPARTMENT OF COMMERCE

This webinar is being recorded

Submitting Questions

Please use the Q&A window to enter your questions.

1. To open the Q&A panel, click on the ellipses at the bottom of the screen for 'More Panels' and click on Q&A.

2. Type your question in the text box and click Send

Welcoming Remarks

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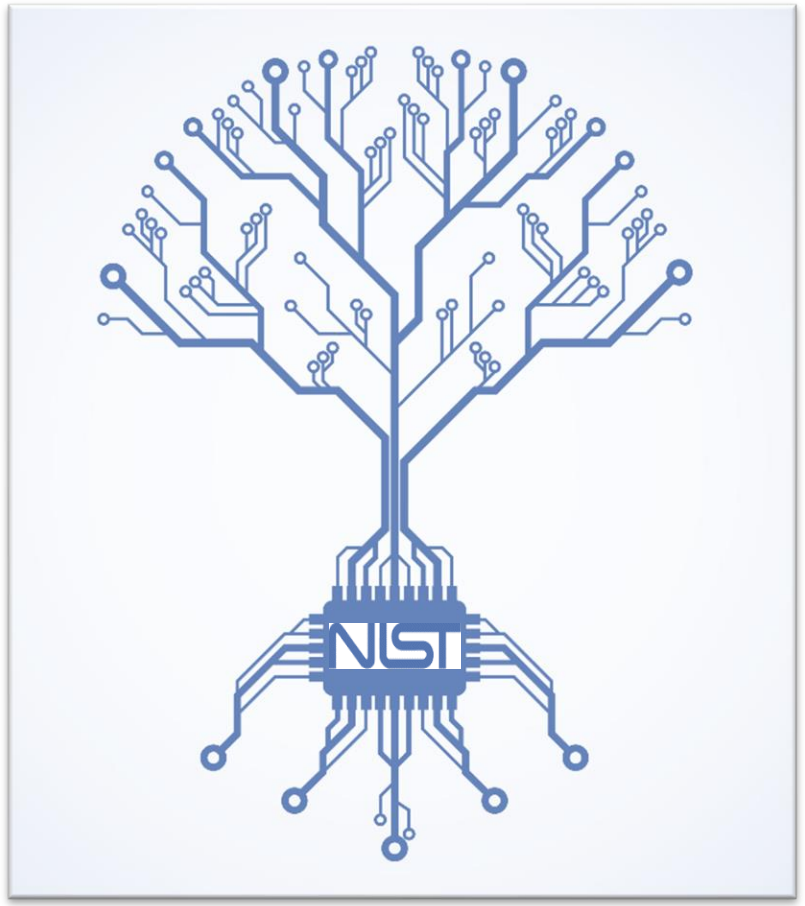
Celebrating 50+ Years in Cybersecurity

We **cultivate trust** by advancing cybersecurity & privacy **standards & guidelines**, **technology**, & **measurement science**.

nist.gov



Helping the Nation's Small Business Community Identify, Assess, Manage, and Reduce their Cybersecurity Risks

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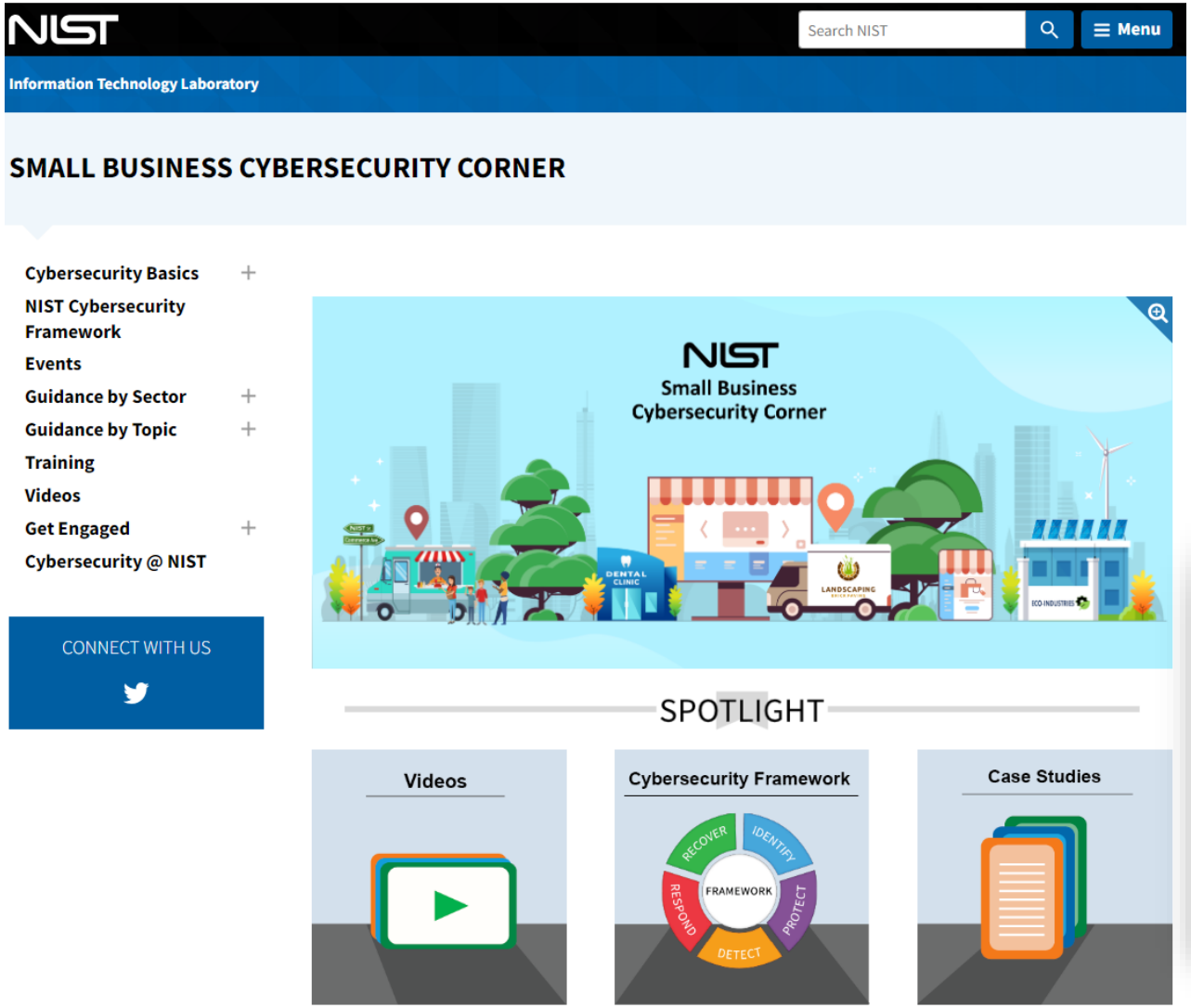

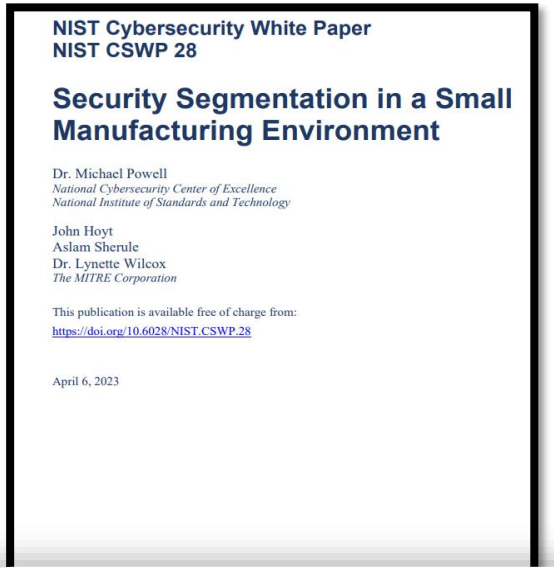

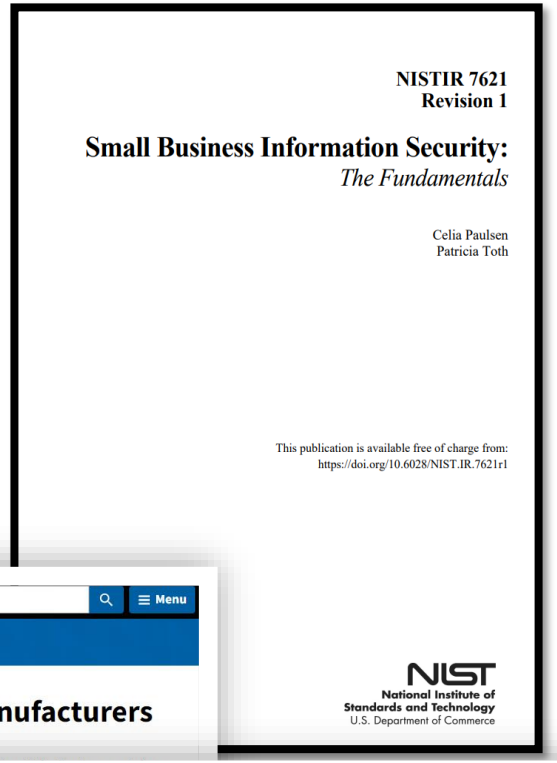

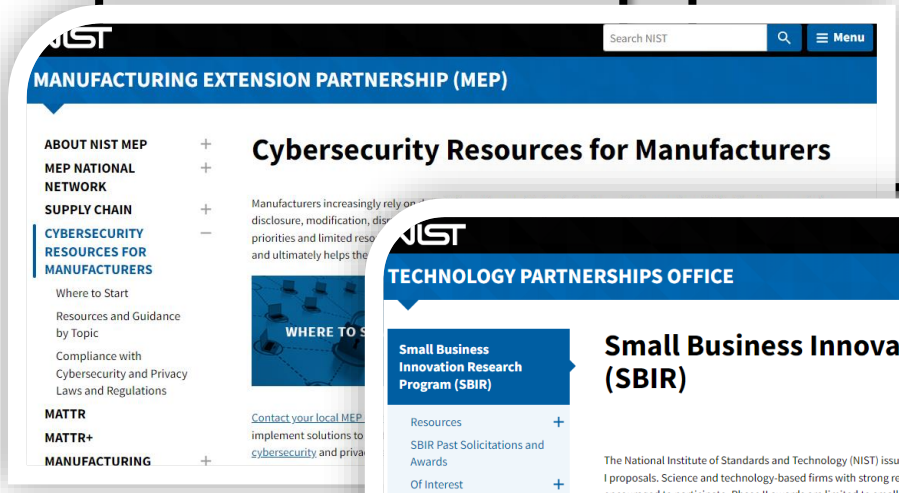

www.nist.gov/itl/smallbusinesscyber

How are we Defining Small Business?

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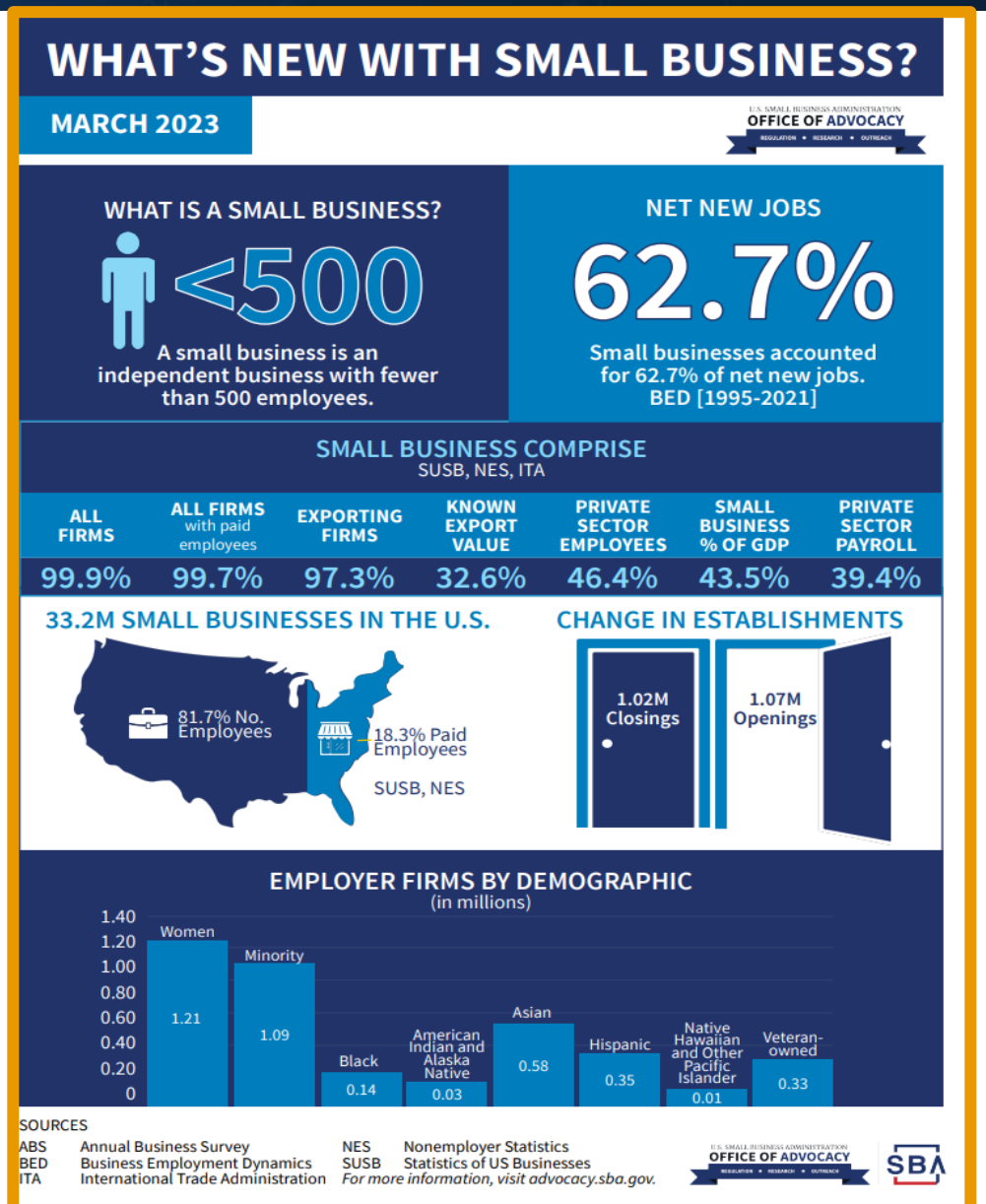
- The U.S. Small Business Administration's Office of Advocacy generally defines a small business as an independent business having fewer than 500 employees.
- **Of 33.2 million small businesses, 27.1 million (81.7%) are run by a single owner and have no employees**.
- For those with employees:
  - In 2020, small firms averaged 11.7 employees. New firms (less than 2 years old) averaged 6 employees, while firms older than 20 years averaged 60 employees.

https://advocacy.sba.gov/2023/03/07/frequently-asked-questions-about-small-business-2023/



Facing the Facts

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- Cybersecurity has become a fundamental risk that must be addressed alongside other business risks.
- Size often doesn’t matter to a threat actor.
- Small businesses can be more agile and innovative in response to cybersecurity risks.
- Most small business owners and employees are not cybersecurity experts.
- There are actionable steps smaller organizations can take to begin managing cybersecurity risks.

Parallel Tracks

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The Fundamentals

Critical and Emerging Technologies

ARTIFICIAL INTELLIGENCE
Transparent, trustworthy AI and machine learning

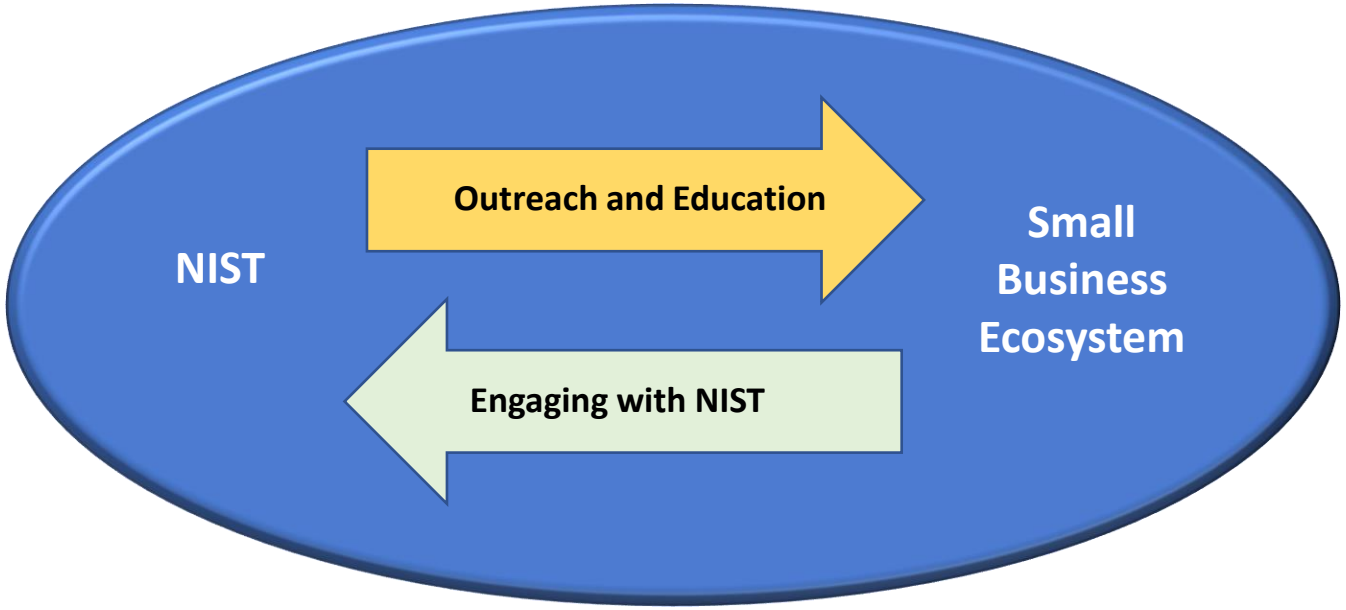
ADVANCED COMMUNICATIONS
(5G and beyond) and wireless technologies

BIOTECHNOLOGY
And engineering biology to impact the health, agricultural, and industrial sectors

ENERGY TECHNOLOGIES
Generation, storage, distribution, and secure, climate-friendly, efficient utilization of energy

CYBERSECURITY AND PRIVACY
To enable the development and deployment of emerging technologies

QUANTUM INFORMATION SCIENCE
Leveraging quantum mechanics for the storage, transmission, manipulation, computing, or measurement of information



Initial Goals for 2024

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Education:

- ✓ Understanding NIST—who we are and how we support U.S. innovation and industrial competitiveness.
- ✓ Working with NIST subject matter experts from across our diverse research portfolio to develop cybersecurity resources, communication materials, and collateral tailored for the SMB community.

Engagement:

- ✓ Deepening/expanding our SMB-focused work and relationships across the federal government.
- ✓ Deepening/expanding NIST's relationship with small business-focused resource partners who are the 'boots-on-the-ground.'
- ✓ Deepening/expanding our work with the SMB community directly.
  - ✓ Getting NIST more involved in SMB-focused events—both attending them, speaking at them, and hosting them.
  - ✓ Creating more opportunities to listen to the SMB community to better understand their needs/challenges.
  - ✓ Highlighting opportunities for the SMB community to get more involved in NIST's work.

What's Coming?

- NIST SMB Cybersecurity COI Sub-Groups
- NIST-hosted SMB events
- Going out into the SMB community to engage
- CSF 2.0 in 2024
- Development of topical fact sheets on key NIST technology/research areas

The NIST Small Business Community of Interest (COI)

Over 7,000 individuals have already joined the full COI!

Convening companies, trade associations, and others who can share business insights, expertise, challenges, and perspectives to guide our work and assist NIST to better meet the cybersecurity needs of small businesses.

Join Here: www.nist.gov/itl/smallbusinesscyber/about-contact-us/subscribe

NIST SMB COI Sub-Groups

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Subgroup	Definition	Meeting Dates	How to Join
SMB Owners/ Operators	This Community of Interest subgroup is a forum for SMB owners and operators to communicate their cybersecurity needs and challenges directly to NIST; gain access to education, information, and resources they can use in their business; and collaborate on projects that will promote stronger cybersecurity resilience across the SMB community. View the COI Charter	February 14, 2024 April 17, 2024 July 17, 2024 October 17, 2024	Email: NIST-SMB-Owners+subscribe@list.nist.gov
SMB Vendors and Resource Partners	This Community of Interest subgroup is a forum for SMB service/product vendors and resource partners (such as SBDCs, SCORE, etc.) to share best practices and resources for SMB outreach, receive technical guidance and education from NIST researchers, and collaborate on projects that will promote stronger cybersecurity resilience across the SMB community. View the COI Charter	February 21, 2024 April 24, 2024 July 24, 2024 October 24, 2024	Email: NIST-SMB-Vendors+subscribe@list.nist.gov

Learn More Here: https://www.nist.gov/itl/smallbusinesscyber/get-engaged

Upcoming Events in 2024

Public Webinars (all 2:00-2:45 ET)

- **March 20:** CSF 2.0 for SMB
- **May 2:** Manufacturing Extension Partnership (MEP) Cybersecurity Services
- **August 15:** Open topic

SMB Owner/Operator COI Subgroup Calls

- February 14, 2024
- April 17, 2024
- July 17, 2024
- October 17, 2024

SMB Vendor/Resource Partner COI Subgroup Calls

- February 21, 2024
- April 24, 2024
- July 24, 2024
- October 24, 2024

Register Here: https://www.nist.gov/itl/smallbusinesscyber/events

Events in January 2024

Out in the Community

- **January 24:** Path to Prosperity Event in Little Rock, AK https://www.usda.gov/path-to-prosperity
- **January 30:** DAF CISO's Blue Cyber “Cybersecurity Resources Lollapalooza” Ten Agencies offer their services to US Small Businesses www.sbir.gov/events
- Have an event you'd like us to participate in? Email: smallbizsecurity@nist.gov

Cybersecurity Framework

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The NIST Cybersecurity Framework (CSF) helps organizations reduce their cybersecurity risks and is widely recognized as foundational to securing organizations & technology.

- CSF 2.0 to be published in 2024.
- Recently, we made SMB-focused resources based on the CSF 2.0 easier to find on the NIST Small Business Cybersecurity Corner website.
- As NIST publishes new SMB resources for the CSF 2.0, they will be housed here.

www.nist.gov/itl/smallbusinesscyber

NIST Small Business Cybersecurity Corner

Your secure business is just around the corner.

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www.nist.gov/itl/smallbusinesscyber

Guidance by Topic

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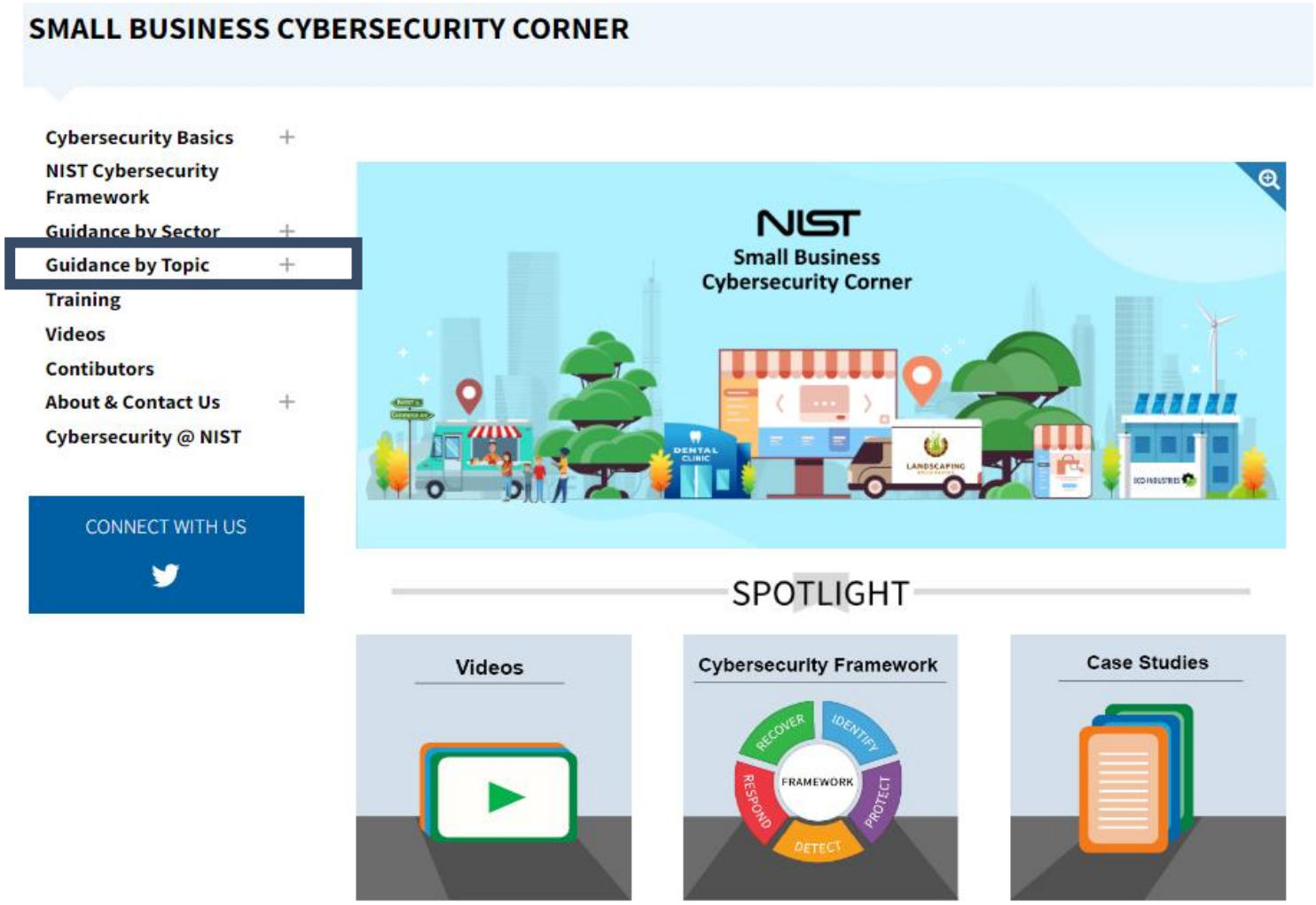

- ✓ All-Purpose Guides
- ✓ Choosing A Vendor/Service Provider
- ✓ Cloud Security
- ✓ Government Contractor Requirements
- ✓ Developing Secure Products
- ✓ Employee Awareness
- ✓ Multi-Factor Authentication
- ✓ Phishing
- ✓ Privacy
- ✓ Protecting Against Scams
- ✓ Ransomware
- ✓ Securing Data and Devices
- ✓ Securing Network Connections
- ✓ Telework

Short Videos

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Phishing

See the Phishing companion PDF here.

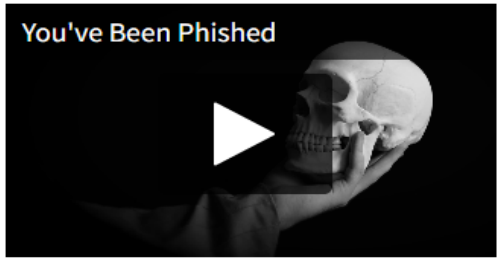
Multi-Factor Authentication

See the Multi-Factor Authentication companion PDF here.

Ransomware

See the Ransomware companion PDF here.

You've Been Phished



NIST research has uncovered one reason, and the findings could help CIOs mount a better defense.

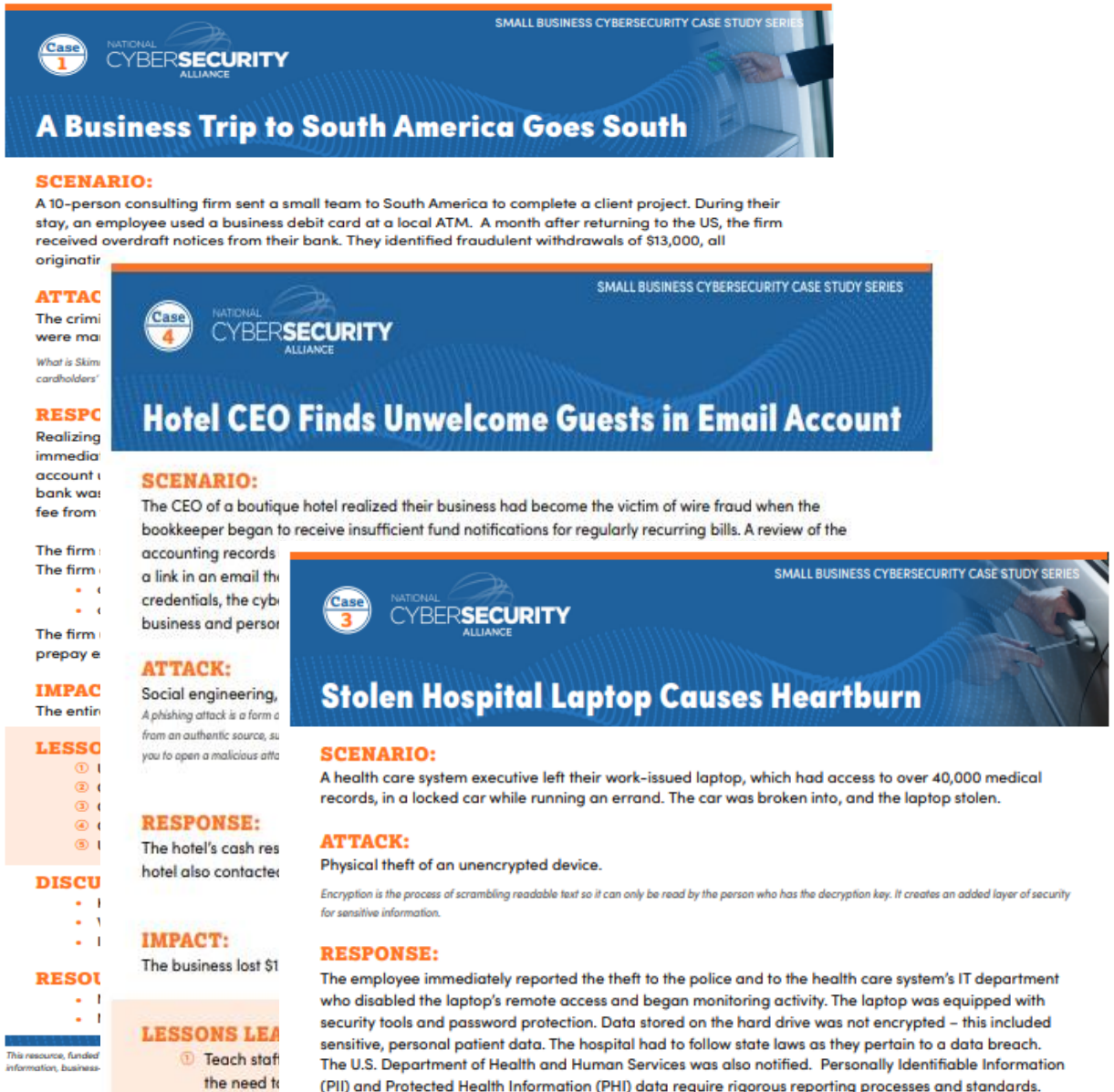
The NIST Privacy Framework

Learn more here.

Short videos that also include a companion PDF handout.

www.nist.gov/itl/smallbusinesscyber/videos

Small Business Case Studies



SMALL BUSINESS CYBERSECURITY CASE STUDY SERIES

Case 1 NATIONAL CYBERSECURITY ALLIANCE

A Business Trip to South America Goes South

SCENARIO:

A 10-person consulting firm sent a small team to South America to complete a client project. During their stay, an employee used a business debit card at a local ATM. A month after returning to the US, the firm received overdraft notices from their bank. They identified fraudulent withdrawals of $13,000, all originatir

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SMALL BUSINESS CYBERSECURITY CASE STUDY SERIES

Case 4 NATIONAL CYBERSECURITY ALLIANCE

Hotel CEO Finds Unwelcome Guests in Email Account

SCENARIO:

The CEO of a boutique hotel realized their business had become the victim of wire fraud when the bookkeeper began to receive insufficient fund notifications for regularly recurring bills. A review of the accounting records a link in an email th credentials, the cyb business and perso

ATTACK:

Social engineering,

A phishing attack is a form o from an authentic source, su you to open a malicious atta

RESPONSE:

The hotel's cash res hotel also contacte

IMPACT:

The business lost $1

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SMALL BUSINESS CYBERSECURITY CASE STUDY SERIES

Case 3 NATIONAL CYBERSECURITY ALLIANCE

Stolen Hospital Laptop Causes Heartburn

SCENARIO:

A health care system executive left their work-issued laptop, which had access to over 40,000 medical records, in a locked car while running an errand. The car was broken into, and the laptop stolen.

ATTACK:

Physical theft of an unencrypted device.

Encryption is the process of scrambling readable text so it can only be read by the person who has the decryption key. It creates an added layer of security for sensitive information.

RESPONSE:

The employee immediately reported the theft to the police and to the health care system's IT department who disabled the laptop's remote access and began monitoring activity. The laptop was equipped with security tools and password protection. Data stored on the hard drive was not encrypted – this included sensitive, personal patient data. The hospital had to follow state laws as they pertain to a data breach. The U.S. Department of Health and Human Services was also notified. Personally Identifiable Information (PII) and Protected Health Information (PHI) data require rigorous reporting processes and standards.

1-page case studies, each including:

- Brief scenario
- Impact to business
- Lessons learned
- Discussion questions
- And related resources

More to come!

www.nist.gov/itl/smallbusinesscyber/cybersecurity-basics/case-study-series

How Can You Participate?

Attend our events: https://www.nist.gov/itl/smallbusinesscyber/events

Become an active participant in one of our COI sub-groups: https://www.nist.gov/itl/smallbusinesscyber/about-contact-us/subscribe

Send questions, comments, project ideas or request a speaker for your event: smallbizsecurity@nist.gov

Submit comments on our publications: csrc.nist.gov/publications/drafts-open-for-comment

Become a collaborator on an NCCoE project: https://www.nccoe.nist.gov/seeking-collaborators

Other NIST SMB Opportunities

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NIST SBIR/STTR Program:

- https://www.nist.gov/tpo/small-business-innovation-research-program-sbir
- https://www.sbir.gov/

NIST Cybersecurity and Privacy Stakeholder Engagement

- https://www.nist.gov/cybersecurity/cybersecurity-privacy-stakeholder-engagement

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Questions?

https://www.nist.gov/itl/smallbusinesscyber

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