

WHAT HAPPENS WHEN YOU GET HACKED

A Timeline of Chaos for SMBs



DAY 1 - LOCKOUT

You're locked out of your systems.

- EMPLOYEES CAN'T ACCESS FILES, EMAIL, OR TOOLS.
- OPERATIONS GRIND TO A HALT.
- PANIC SETS IN.



DAY 2 – DATA LEAK

Your sensitive data is exposed.

- CLIENT INFO, FINANCIALS, AND INTERNAL DOCUMENTS ARE LEAKED.
- YOU MAY NOT EVEN KNOW WHAT'S BEEN TAKEN.
- LEGAL AND COMPLIANCE RISKS EMERGE.



WEEK 1 – REPUTATION HIT

Your brand takes a hit.

- CLIENTS LOSE TRUST.
- NEGATIVE PRESS OR SOCIAL MEDIA BACKLASH.
- COMPETITORS TAKE ADVANTAGE.



RECOVERY COSTS

You pay the price.

- RANSOM PAYMENTS OR DATA RECOVERY FEES.
- LEGAL COUNSEL AND PR CRISIS MANAGEMENT.
- LOST REVENUE AND PRODUCTIVITY



**DON'T WAIT UNTIL IT'S
TOO LATE.**

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