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# LET'S TALK **BUSINESS**

Business Support Guides

## **GUIDE FOUR**

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The Importance of Anti-Virus and  
Cyber Protection



## Why cyber protection matters

Cyber security is critical for every organisation, regardless of size. Malware, ransomware, phishing and other cyber threats evolve daily, making robust protection more important than ever. Failing to safeguard your systems not only risks downtime and financial loss but can also lead to breaches of UK data protection law, including the UK GDPR and Data Protection Act 2018.

A stark reminder of the damage caused by inadequate cyber defences came in 2017, when the NHS was severely disrupted by the WannaCry ransomware attack. This highlighted how quickly malicious software can paralyse essential services and put sensitive data at risk.

## How attacks happen

- Phishing emails that trick users into clicking links or downloading attachments.
- Malicious adverts and compromised websites that install harmful software.
- Unverified apps and software downloaded outside of official stores.
- Weak or unpatched systems that leave vulnerabilities open to exploitation.

## The business impact

- Interruption to day-to-day operations.
- Permanent data loss or theft.
- Reputational damage and loss of customer trust.
- Financial penalties for non-compliance with data protection laws.

## Best practice: protecting your business

- Deploy a business-grade firewall to secure internet connections.
- Ensure all devices (computers, servers, smartphones, tablets) have up-to-date anti-virus and endpoint protection software.
- Regularly update operating systems and applications with the latest security patches.
- Use anti-malware and intrusion detection tools where possible.
- Train employees to recognise and avoid phishing, suspicious links, and unsafe downloads.
- Establish and enforce cyber security policies covering acceptable use, password management, and incident reporting.
- Back up critical data securely and test recovery procedures regularly.

A modest investment in cyber protection can save your organisation from significant financial and reputational damage. In today's threat landscape, prevention is always cheaper – and safer – than cure.

For further guidance, visit the UK National Cyber Security Centre (NCSC) at [www.ncsc.gov.uk](http://www.ncsc.gov.uk).

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