

# *DID YOU KNOW?*

**75% of industry respondents see Data Theft as the top cyber risk to their firm**  
***-while-***  
**52% of firms surveyed do not believe that they have adequate access controls over their data/applications**

## *CIPPERMAN'S VIEW*

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The investment industry's reluctance to invest in adequate data protection is mind-boggling given the downside data theft presents!

We constantly hear from firms throughout the industry – *“Why would anyone target me and my firm's data? I am too small to be hacked. No one even knows my firm exists. This will never happen to my firm.”*

The reality is that business, monetary, regulatory and reputational risks are not worth avoiding the investment in adequate data protection controls and systems – regardless of the size of your firm.

There are many cost-effective ways to protect your proprietary and client data, and the process is clear cut:

1. You must understand where your data is maintained and stored on your (or a third-party) network.
2. You must work with an reputable IT specialist to design protection controls over that data.
3. You must constantly update those controls for new threats and periodically test them to ensure that they are operating as designed.

If you believed that burglary or home invasion was the number one risk to your family, and you also believed that your locks and home security was not adequate ... wouldn't you upgrade your defense system to protect your family and your home?

Learn more with Cipperman...

Cipperman Compliance Services LLC  
484.588.5521 or [jwowak@cipperman.com](mailto:jwowak@cipperman.com)