How Kim Khardashian and Jimmy Kimmel Make Your Personal Information Vulnerable

If you have ever clicked on Jimmy Kimmel to see more about upcoming guests, to check out the latest version of his "feud" with Matt Damon or to check out a skit that's gone viral, you unknowingly and automatically increased your chances of a cyber attack by 19%. In 2014, Jimmy Kimmel was the most "used" celebrity for hacking your personal account and creating a portal for your information to be used by cyber thieves.

According to security analyst Jamie Woodruff, the fact that Kim Khardashian uses WordPress as the platform for her official fan website, KimKhardashian.com, makes fans who are accessing the site more vulnerable because WordPress is considered an easily hackable platform.

So with the prevalence of "personal use" by employees, what can you do to keep your company's information safe?

The most comprehensive way to address cyber security within your organizations, given that employees will access personal information on site, is to take a multiple step approach:

- Planning -- Take a step back and look at all of the portals where data can be vulnerable and where staff may be less careful about their actions. This information can be compiled to determine first and subsequent steps.
- Training -- Once the most vulnerable areas and behaviors have been identified, the next crucial step is to put training into place to help individuals where they are inadvertently creating "break points" in their cyber behavior. There are a number of ways to approach training, but a multi-pronged version tends to be the most effective.
- Reinforcement -- In order to make training "stick", it needs to be reinforced. It is one thing to provide education and training; it is another thing to make sure people continue to use the tools they've been given to keep data secure.

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3 Information Trends that Dominated 2015

As cyber attacks become more prevalent and cyber thieves more sophisticated, there have been areas of particular vulnerability for organizations. Expect that these issues will continue and there will be more areas of vulnerability to be aware of, and prepared for, as we roll into 2016.

1. Threats from Third Party Suppliers: A range of valuable and sensitive information is often shared with suppliers, and when that information is shared, direct control is lost. This leads to an increased risk of its confidentiality, integrity or availability being compromised.

2. The bring-your-own (BYO) trend is here to stay whether organizations like it or not, according to Steve Durbin, managing director of the Information Security Forum (ISF). Durbin says few organizations have developed good policy guidelines to cope. Again, this will continue to be an issue and training AND reinforcement will be required to keep both individuals' and companies' information safe.

3. People: "Many organizations recognize people as their biggest asset, yet many still fail to recognize the need to secure 'the human element' of information security. In essence, people should be an organization's strongest control," says Durbin. What this means is that companies that want to have the greatest success in deterring cyber theft will need to take a two pronged approach: technology and training.

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