

Why Me? Script

We all play a part in protecting critical government information and assets. You may ask – why me? There are millions of people in Canada, so why would I be a target?

Let's first understand the person behind that suspicious message on your phone, malicious link in your email, or voice trying to obtain your login information.

Contrary to what we see in the movies, a hacker isn't someone who sits in a hoodie in a dark room, typing away code until they whisper, "I'm in.". They can be states, groups or individuals with malicious intent to knowingly browse, steal, misuse, change, or intercept information.

Any activity intended to compromise the availability, integrity or confidentiality of information is a threat.

So, what's in it for them? Cyber criminals may be motivated:

- To satisfy curiosity, develop skills or gain notoriety
- To cause damage through blackmail, sabotage or corporate espionage
- To raise attention for an ideology or cause
- For individual or group financial gain
- Or, to obtain an industry or foreign state-sponsored political advantage

You may be an access point to valuable assets. Examples include:

- Intellectual property such as medical research
- Personally identifiable information of members of the public
- Access to payment systems
- Information found in your email or calendar
- Credential access to your organization's information systems and drives

Resulting injury from a successful attack can range from a minor inconvenience to loss of public trust, public safety impacts or loss of life.

We uphold the public's trust by protecting our assets.

Thank you for watching.