



Prevent Cyberattacks: Protection Framework for the Business Community

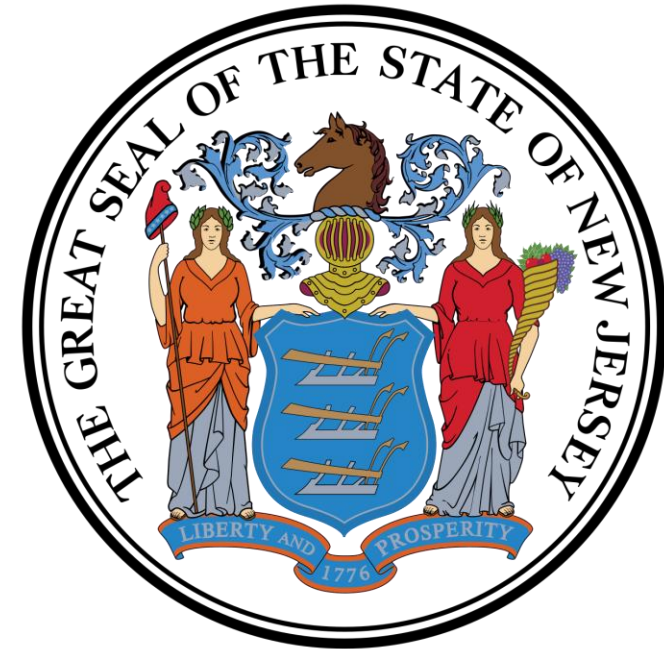
Dr. Lauren Zyriek, Assistant Secretary of State, New Jersey Department of State

July 14, 2026

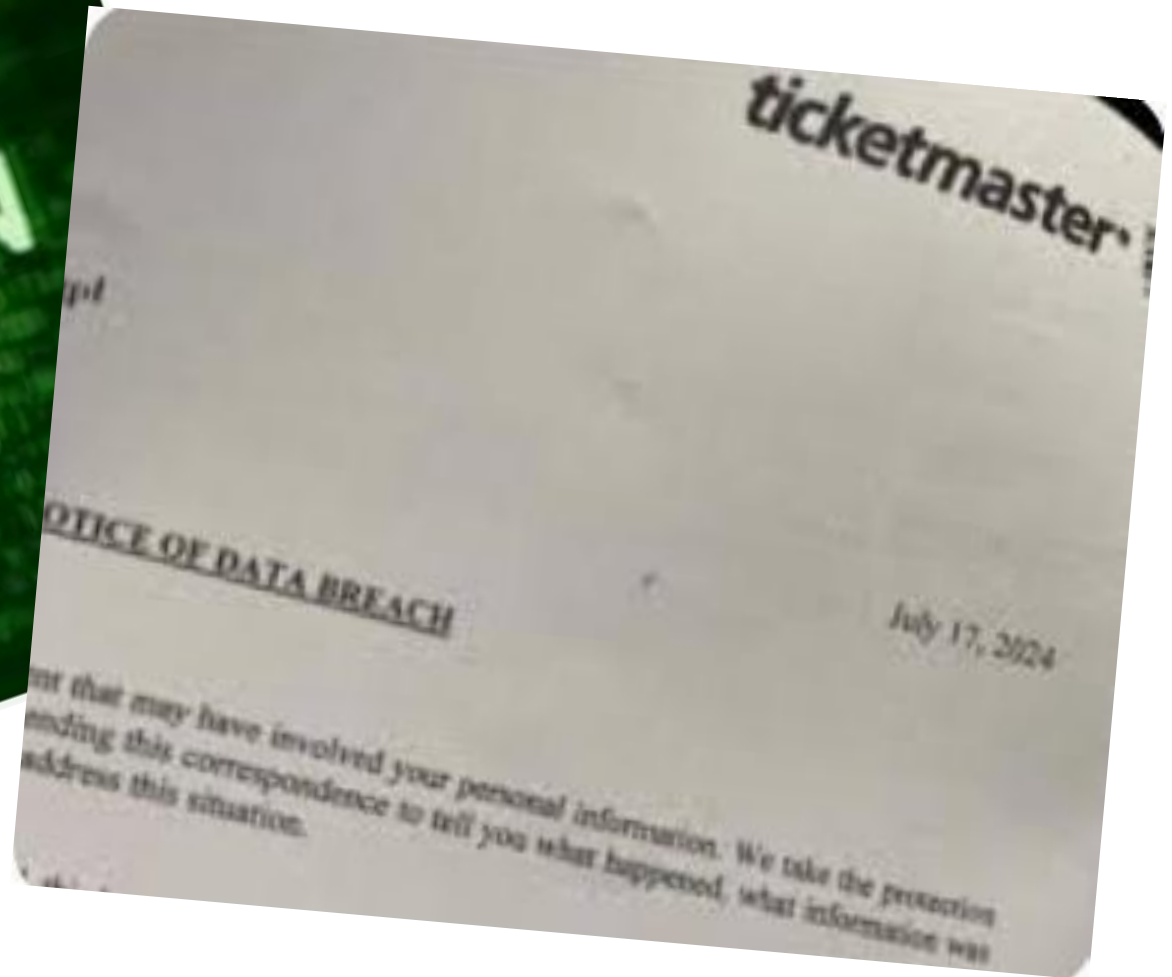
Greetings!



Lt. Governor Dr. Dale G. Caldwell
& Secretary of State



PROBLEM:



PROBLEM:



Operations & Downtime:

Lost productivity; Closures

Reputation:

Brand damage; erode customer trust; media coverage; future business/clients

Customer Trust:

Hesitant to stay as client or newly engage with firm

Money: Repairs, possible penalties; Recovery expenses

Entire Business: Damaged relationships, Loss of critical data and Being at a standstill



About the NJ Business Action Center

Provides no-cost, confidential, reliable assistance

1. Office of Business Advocacy – Project management for businesses
2. Office of Export Promotion – Expand beyond U.S. borders
3. Office of Small Business Advocacy – Connects businesses to resources in and out of state government through 1-800# and LiveChat
4. Office of Planning Advocacy – Coordinates statewide planning
5. Business Enhancement Services – Downtown Revitalization support
6. Cannabis Training Academy – Educates entrepreneurs in this new industry

Supportive services at every stage of business, regardless of size or industry, provided for thousands of businesses each year

Cybersecurity Framework

Is a framework to navigate where you are today and where you need to go next

Is a structure for practical, easy-to-follow steps to build or enhance your cybersecurity

“Six Steps to Cybersecurity Safety,” is a Playbook with dedicated guidance, checklists and templates to build your cybersecurity program one play at a time

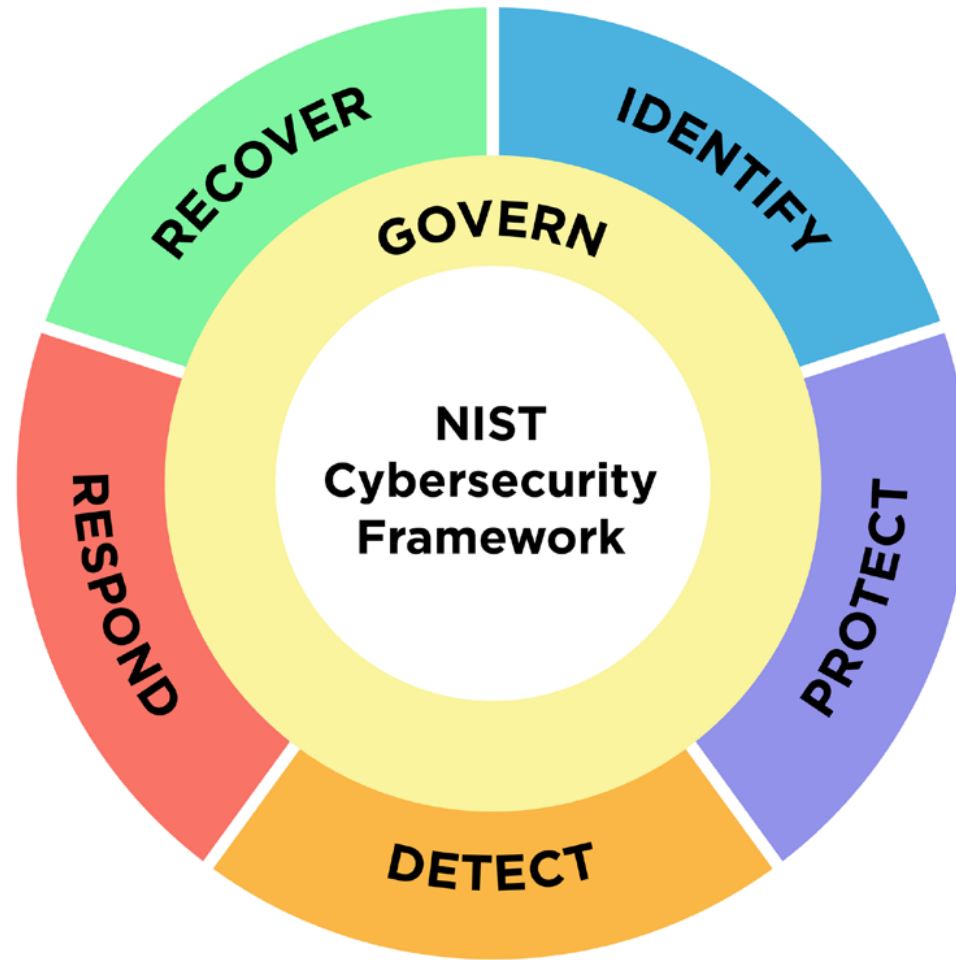


Guided by National Standards:

NIST – National Institute of Standards and Technology

- Housed in the U.S. Department of Commerce
- Provides security, privacy and compliance to both federal agencies and private industry through policies and frameworks.
- NIST Cybersecurity Framework (CSF) 2.0 is designed to help businesses of all sizes identify, understand and manage cybersecurity risks.
- Each step builds logically on the last – goal is to build up your program step by step, over time.

Guided by National Standards:



Six Steps to Protect Your Business Against a Cyberattack

1 Governance

2 Identify

3 Protect

4 Detect

5 Respond

6 Recover



Don't wait for a crisis...

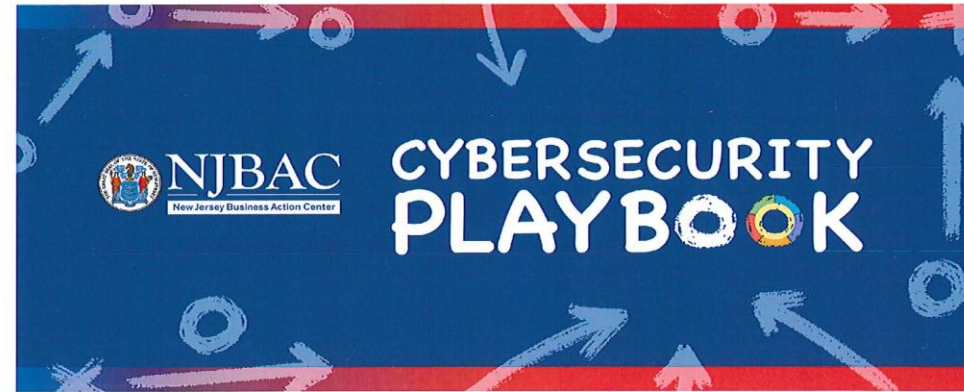
- | | |
|--|--|
| - Ransomware attack locks files | Only a clean backup can bring your data back |
| - Data breach – exposes customer or employee data | Notify authorities, employees and customers |
| - Website hack | E-commerce, stops sales; cost to rebuild if site not backed up |
| - Insider mistakes or human error: a wrong click, files deleted accidentally | Requires a clean backup |
| - Equipment failure – hardware or physical damage | Stops your business and requires offsite backup |

Get Your Cyber Playbook HERE



NJBAC
New Jersey Business Action Center

CY
PL



Cyber threats strike fast.

Learn six easy steps every small business must take to prevent attacks — plus the critical plays that protect your people, data, and operations.

Scan to view Playbook



NJBAC

New Jersey
Business
Action Center

Thank You!

Dr. Lauren Zyriek, Assistant Secretary of State
Lauren.Zyriek@sos.nj.gov

