

From our friends at

# KnowBe4

A fun interpretation from our award-winning series, "The Inside Man."



# Cybersecurity Awareness Month at Khromacom\*

Welcome to the official Khromacom Cybersecurity Awareness Month handbook!

Technology is everywhere, helping us out in all aspects of our lives, at work and at home. But as technology evolves, the need for vigilance and awareness also increases. Threats like phishing, social engineering and malware are more common than ever, so we each need to play a part in keeping our networks safe.

I know from personal experience how many major incidents have been narrowly avoided in the past, and I can say from personal experience that even the smallest of actions can have huge and far reaching consequences. Security awareness should be an integral part of every work day, of course, but October is Cybersecurity Awareness Month—the perfect time to ensure you and your teams are security conscious and acting safely.

Cyber risks abound, inside and out. That's why we've prepared an entire kit of free resources to help you keep employees and teammates alike informed, in close collaboration with our partners at KnowBe4. With suggested campaign ideas, world class content and a web-based planner, this kit has what you need to run an engaging security awareness training campaign for an entire month!

Cheers,

IT Security Manager

Mark Shepherd

Khromacom



<sup>\*</sup>The Khromacom name is used as reference to "The Inside Man" series and is completely fictional. We're just having a little fun!

# The Resources

The kit web page gives you access to these resources:

#### For You

- On-Demand Webinar: Reality Hijacked: Deepfakes, GenAI, and the Emergent Threat of Synthetic Media
- Whitepaper: The Role of AI in Email Security
- Web-based Security Awareness Weekly Planner, which organizes all the user-facing assets below into weekly planned themes for use throughout October available at this link:
  - https://www.knowbe4.com/resources/free-cybersecurity-resource-kits/cybersecurity-awareness-month-kit-weekly-training-planner-p

#### For Your Users

Access all courses and content via the links provided until October 31, 2024.

- 2 video modules
  - QR Codes: Safe Scanning (Available in 36 languages)
  - Understanding URLs (Available in 35 languages)
- 7 free interactive training modules
  - o The Inside Man: New Recruits game
  - Safe Web Surfing 10 Minute (Available in 25 languages)
  - An Overview of BEC and CEO Fraud 5 Minute (Available in 10 languages)
  - o Mobile-first Module: AI, Phishing, and Cybersafety (Available in 33 languages)
  - o Links and Attachments: Think Before You Click 10 Minute (Available in 12 languages)
  - o Mobile Device Security 12 Minute (Available in 9 languages)
  - o Make It a Habit & PAB It (Available in 34 languages)
- Watch the full first season (12 episodes) of *The Inside Man*, a streaming-quality educational drama series offered by our partners at KnowBe4. Typically available only to Diamond subscription customers.
- 4 The Inside Man character cards and posters
- 4 cybersecurity and security awareness tip sheets
- 4 Security Hints and Tips newsletters
- 4 posters and digital signage assets perfect for reminders on key concepts

# Messaging Like a Khromacomster for **Cybersecurity Awareness Month**

At Khromacom we make a pretty big deal out of Cybersecurity Awareness Month every October. So big, in fact, that we've built a web-based Security Awareness Planner at this link: https://www.knowbe4.com/resources/free-cybersecurity-resource-kits/cybersecurityawareness-month-kit-weekly-training-planner-p, so you can access all content included in this Cybersecurity Awareness Month Kit all in one place!

We've aligned each piece of content to a general theme to focus on the four weeks of Cybersecurity Awareness Month. Each week we suggest sharing one or more of these content types:

- Video or interactive training module
- Infographic
- Poster
- Awareness tip sheet
- Khromacom employee card

We've offered some suggested themes per week based on the content presented in the planner (explained in more detail below)

- Week 1: Understanding Cyber Threats and Their Impact
- Week 2: Al and Deepfakes
- Week 3: Mobile Device, Travel Security and Remote Workers
- Week 4: Incident Response



# **Security Awareness the Khromacom Way**

Sound cybersecurity principles are Khromacom principles. These principles underpin any good security awareness training program, and form the core around which we've built this training kit. As a Khromacomster tasked with managing security awareness, key concepts you should keep in mind are:

# Treat Your Program Like a Marketing Campaign

To strengthen security, you must focus on changing employee behavior rather than just telling staff what you'd like them to know. Give them the critical information they need, but stay focused on conditioning their security reflexes so your workforce becomes an effective last line of defense. Bringing varied content across multiple channels will go a long way toward achieving this goal. That's why we've packed this kit with enough assets to deploy multiple resources per week throughout Cybersecurity Awareness Month in October.

# **Collaborate With Colleagues in Other Departments**

Use Cybersecurity Awareness Month as an opportunity to involve people and resources from throughout your company, including HR and even marketing, to strengthen your organization-wide security culture. More than just your infosec team has a stake in a strong cybersecurity posture.

# Focus Training on a Few Key Risks

Decide what behaviors you want to shape and then prioritize the top two or three. The themes we've developed per week in Cybersecurity Awareness Month are a perfect starting place to focus on the threats that impact your organization the most and build off for later security awareness initiatives.

While the content in this kit should by no means take the place of a comprehensive security awareness training program, these resources are designed to be easily shared and deployed in ways that will reach your employees in the most impactful way possible.

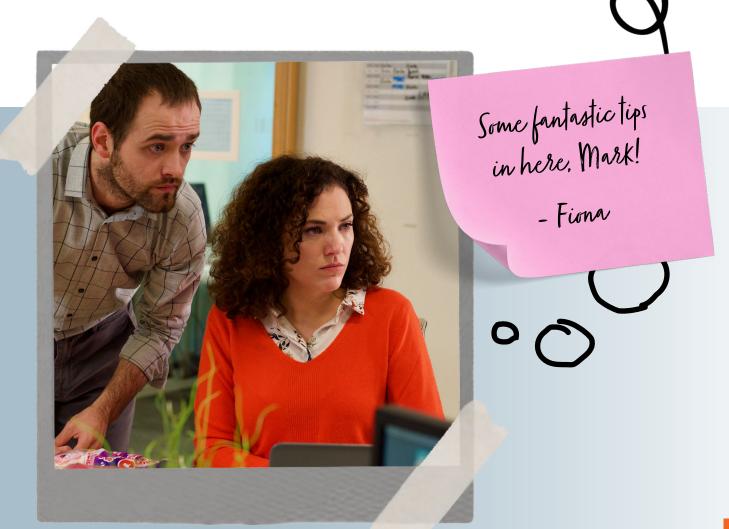
With that said, read on for campaign ideas for sharing these resources and sample email text to get you started!

# **Security Hints and Tips Newsletters**

Thanks to our partnership with KnowBe4, this kit also includes four Security Hints and Tips Newsletters designed to stand on their own as informational emails or even internal blog posts. These can augment or replace the suggested emails we have for each weekly theme. The links and topics for these newsletters are listed below:

- How to Keep Your Organization Safe in and Out of the Office
- The Dangers of Al Art and Deepfakes
- How Secure is Your Mobile Device?
- How to Handle Suspicious Emails

Consider connecting each theme to a "Question of the Week" or "Point to Ponder" to get your employees thinking about the topics and content. One way to proceed would be to feature one of the videos or interactive modules per week via email, while sharing the supporting digital signage and infographics via your internal social media, chat channels (Slack or Microsoft Teams, for example) or intranet; wherever your employees spend the most time.



# Week-by-Week Security Awareness Content

We at Khromacom are nothing if not flexible. Remember all these ideas are just suggestions! You know your organization and people best, so use these assets however you see fit. The beauty of the variety of resources available in our kit is all the different directions you could go to promote cybersecurity best practices throughout the month.

No matter how you build out your Cybersecurity Awareness Month efforts, we suggest an introductory email sent out Oct. 1, or even the last week of September. Here's some sample copy:

**Suggested Subject Line:** Welcome to Cybersecurity Awareness Month 2024!

As Cybersecurity Awareness Month approaches in October, we're rolling out a month's worth of engaging training content to strengthen our organization's defenses against ever-evolving cyber threats.

This year, we're focusing on the educational original drama series "The Inside Man," produced by our partners at KnowBe4. Through episodic videos and engaging scenarios, you'll learn how to identify and thwart even the most sophisticated cyber attacks, fortifying our organization's overall security posture.

[Insert more details on planned activities or themes here. Use the ideas in this User Guide for inspiration!]

If you have any questions, feel free to reach out to [insert contact person].

Stay tuned for more updates as we dive into Cybersecurity Awareness Month. Together, we can become a formidable human defense against cyber threats and ensure the continued protection of our organization's assets and data.

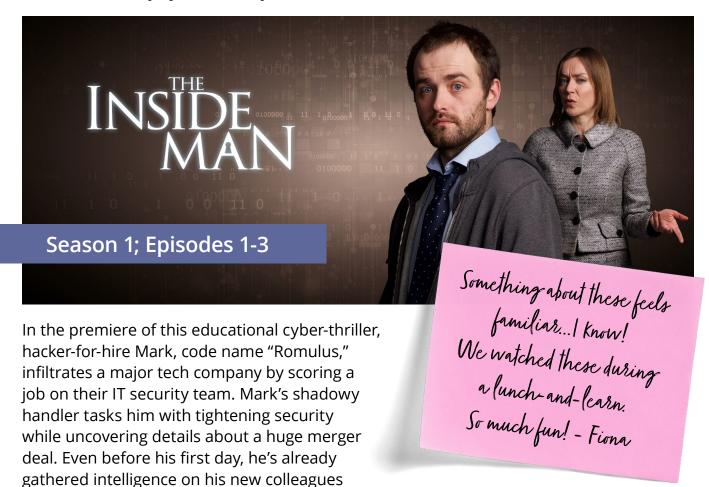
Thanks, and have a cyber secure October!

Below find the contents of each week in detail plus suggested content to feature.

# Week 1 Campaign - Understanding Cyber Threats and Their Impact

The first suggested campaign theme is all about the variety of cyber threats out there and why employee knowledge of them must be as varied as the content in this kit.

#### Here's a summary of the assets for this week:



through their overshared social media. Just when you think you know which side he's on, Mark gets caught attempting corporate espionage—but will that stop him from downloading massive troves of confidential data?

#### Episode 1 Access Link:

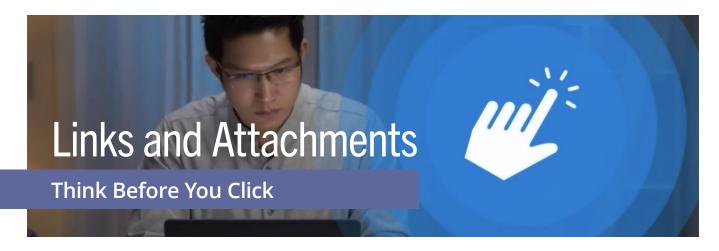
https://training.knowbe4.com/modstore/view/c03441a0-b521-11e9-84bf-123d7cbdf51c

#### Episode 2 Access Link:

https://training.knowbe4.com/modstore/view/c03442f6-b521-11e9-84bf-123d7cbdf51c

#### Episode 3 Access Link:

https://training.knowbe4.com/modstore/view/c0344446-b521-11e9-84bf-123d7cbdf51c



This 10-minute module explains how cybercriminals use links and attachments to target you, what can happen if you click on them, and how you should handle any links or attachments you receive.

Your employees will learn:

- Warning signs of malicious links
- What to do with suspected suspicious emails

#### Access Link:

https://training.knowbe4.com/modstore/view/26c2b346-7e37-44c8-b7b8-dd18ddb02a50



In this game, your users will learn how to differentiate between malicious links and legitimate ones. Then, you will use what you've learned to help your surfer make it safely to shore while dodging common website clones.

Your employees will learn:

- How to tell a good site from bad
- Tricks bad actors use to fool users

#### Access Link:

https://training.knowbe4.com/modstore/view/9b18c7c2-88bb-45f3-840e-0973fb598b1d

### 3 Downloadable Assets/Digital Signage

**Multi-Stage Vishing** - Infographic that explains how multi-stage vishing attacks work, the red flags to look out for and what you can do if you receive a suspicious email

Be An Email Superhero - Poster-style reminder about the importance of email security

**You Are A Target** - Infographic that reminds users of the three types of social engineering: digital, in-person and phone attacks

### Sharing the Content

Here's some sample email copy to use when sharing our suggested featured content for week 1: the first three episodes of *The Inside Man*. Alternatively, we suggest using the **How to Keep Your Organization Safe in and Out of the Office** newsletter this week.

**Suggested Subject Line:** Our Story Begins: Jump Into The Inside Man!

We're kicking off the first week of Cybersecurity Awareness Month with something you might not expect: Let's watch TV at work!

In the premiere of this educational cyber-thriller, hacker-for-hire Mark, code name "Romulus," infiltrates a major tech company by scoring a job on their IT security team.

Mark's shadowy handler tasks him with tightening security while uncovering details about a huge merger deal. Just when you think you know which side he's on, Mark gets caught attempting corporate espionage—but will that stop him from downloading massive troves of confidential data?

Check out the episodes here:

Episode 1:

https://training.knowbe4.com/modstore/view/c03441a0-b521-11e9-84bf-123d7cbdf51c

Episode 2:

https://training.knowbe4.com/modstore/view/c03442f6-b521-11e9-84bf-123d7cbdf51c

Episode 3:

https://training.knowbe4.com/modstore/view/c0344446-b521-11e9-84bf-123d7cbdf51c

Stay tuned next week for the next episodes in our evolving cyber-adventure!

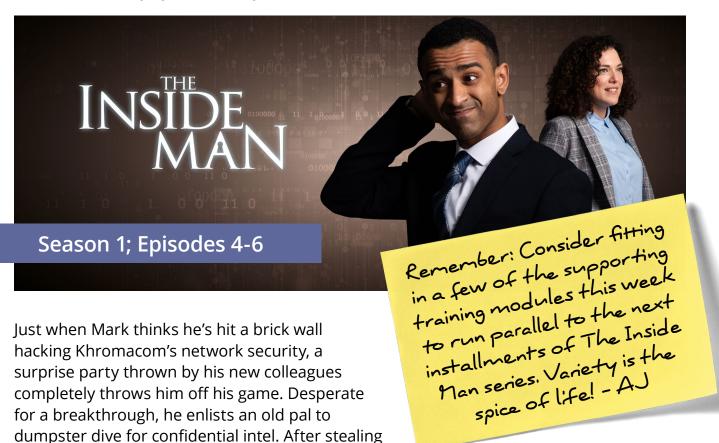
If you have any questions, feel free to reach out to [insert contact person].

# Week 2 Campaign - Al and Deepfakes

The second week's suggested campaign theme focuses on the risks associated with AI and deepfakes. Cybercriminals are diving into AI to make the world more dangerous for the rest of us. From deepfakes to AI-generated phishing emails at scale, this emerging technology has become a powerful weapon in the arsenals of bad actors around the world.

#### Here's a summary of the assets for this week:

a top employee's notebook during a late-night



cleaning crew disguise, Mark faces an awkward encounter trying to sneak it back unnoticed. As Mark's handler piles on the pressure about the high-stakes sting operation, Mark starts questioning the endgame. He's ready to make his big move and upload the data, only to get halted by a very human moment when his boss offers him a full-time job. How will Mark respond with his two worlds colliding?

#### Episode 4 Access Link:

https://training.knowbe4.com/modstore/view/c03446f7-b521-11e9-84bf-123d7cbdf51c

#### Episode 5 Access Link:

https://training.knowbe4.com/modstore/view/c0344856-b521-11e9-84bf-123d7cbdf51c

#### Episode 6 Access Link:

https://training.knowbe4.com/modstore/view/c03449b4-b521-11e9-84bf-123d7cbdf51c



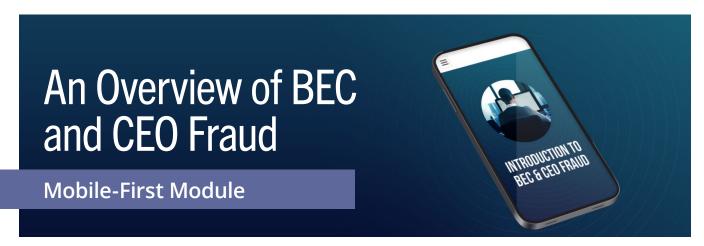
This 5-minute module, designed for use on a mobile device, gives a high-level overview of how cybercriminals can use artificial intelligence (AI) to power cyber attacks and how users can take steps to prevent becoming a victim.

Your employees will learn:

- Warning signs of Al-generated social engineering attacks
- How to say secure while using AI programs

#### Access Link:

https://training.knowbe4.com/modstore/view/db109b76-d8c2-4911-914b-deb8b55cca4f



This 5-minute module, designed for use on a mobile device, provides an overview of how these attacks work and includes tips to ensure your organization and users are prepared to handle a BEC or CEO fraud attack.

Your employees will learn:

- How BEC and CEO fraud attacks work
- The steps your organization has in place to combat these attack

#### Access Link:

https://training.knowbe4.com/modstore/view/b25564d5-2ca1-4bd2-8ff7-d157f994f6ed

## 3 Downloadable Assets/Digital Signage

- Cybersmart Safety Tips Infographic that provides a quick overview of some common cybersecurity threats including phishing and artificial intelligence (AI) chatbots
- Deepfakes Poster-style reminder that draws attention to the cyber threat of deepfakes
- What Are Al Chatbots Infographic-style asset that provides an understanding
  of what Al chatbots are, tips for how to interact with them and how people can
  safeguard their data as well as their organization's data

## Sharing the Content

Here's some sample email copy to use when sharing our suggested featured asset for this week: the next three episodes of *The Inside Man*. Alternatively, we suggest using the **The Dangers of AI Art and Deepfakes** newsletter this week.

Suggested Subject Line: Inside Man Part 2: Dumpster Diving and Deception

When we last left our hero (villain?) Mark, he's hit a brick wall hacking Khromacom's network security.

Desperate for a breakthrough, he enlists an old pal to dumpster dive for confidential intel. As Mark's handler piles on the pressure about the high-stakes sting operation, Mark starts questioning the endgame. He's ready to make his big move, only to get halted by a very human moment with his boss. How will Mark respond with his two worlds colliding?

*Check out the episodes here:* 

*Episode 4 Link:* 

https://training.knowbe4.com/modstore/view/c03446f7-b521-11e9-84bf-123d7cbdf51c

Episode 5 Link:

https://training.knowbe4.com/modstore/view/c0344856-b521-11e9-84bf-123d7cbdf51c

Episode 6 Link:

https://training.knowbe4.com/modstore/view/c03449b4-b521-11e9-84bf-123d7cbdf51c

Stay tuned next week for the next episodes in our evolving cyber-adventure!

If you have any questions, feel free to reach out to [insert contact person].

# Week 3 Campaign - Mobile Device, Travel Security Remote Workers

The third week's suggested campaign theme focuses on mobile device security and staying cyber aware when traveling or working remotely.

#### Here's a summary of the assets for this week:



With his new permanent position at Khromacom, Mark faces a crisis of conscience as coworkers like Fiona awkwardly try to welcome him into the work "family." Just as he's warming up, a coworker named Erica falls victim to a ransomware attack that puts Mark's loyalties to the test. Sensing Erica will be targeted at a finance conference, Mark gets assigned as her security detail, only for his handler to shockingly resurface posing as a charming businessman keen on manipulating Erica into divulging sensitive information. Mark attempts a counter sting against his handler with coworker and emerging best friend AJ. With the lines between good and evil blurring, who will Mark ultimately be loyal to?

#### Episode 7 Access Link:

https://training.knowbe4.com/modstore/view/c0344b18-b521-11e9-84bf-123d7cbdf51c

#### Episode 8 Access Link:

https://training.knowbe4.com/modstore/view/c0344c88-b521-11e9-84bf-123d7cbdf51c

#### Episode 9 Access Link:

https://training.knowbe4.com/modstore/view/c0344e7f-b521-11e9-84bf-123d7cbdf51c

#### Episode 10 Access Link:

https://training.knowbe4.com/modstore/view/c0345002-b521-11e9-84bf-123d7cbdf51c

# **QR Codes: Safe Scanning**

Video Module



This 4-minute video module discusses the threats associated with scanning QR codes, along with security tips to help you users scan them safely.

Your employees will learn:

- How cybercriminals can take over public QR codes for their own uses
- Things to consider before engaging with any QR code

#### Access Link:

https://training.knowbe4.com/modstore/view/aacf165b-4b92-4d8f-bb19-c782b2fc259f



This 12-minute module will take users on a comprehensive learning journey about mobile device security.

Your employees will learn:

- How social engineering can play out on mobile devices
- Signs of a compromised mobile device
- Steps to secure a mobile device

#### Access Link:

https://training.knowbe4.com/modstore/view/7d4c6edd-136c-4834-8ac0-5049e7151271

### 3 Downloadable Assets/Digital Signage

- **20 Ways to Block Mobile Attacks** Infographic that provides a quick way to help your users remember how to keep their mobile devices secure
- **Ahhh, Secure at Home!** Poster-style asset with simple reminders on how your users can work from home securely
- **QR Codes: Enjoy Safe Scanning** Infographic-style poster that provides best practice security tips so users can Scan QR codes safely

### Sharing the Content

Here's some sample email copy to use when sharing the suggested featured asset for this week, the next four episodes of *The Inside Man*. Alternatively, we suggest sharing the **How Secure is Your Mobile Device?** newsletter this week.

Suggested Subject Line: The Inside Man Part 3: Double, Double, Toil and Travel

Another week, another set of twists and turns for our Khromacom team!

Just as Mark's warming up to his new Khromacom "family," a coworker named Erica falls victim to a ransomware attack that puts Mark's loyalties to the test.

Sensing coworker Erica will be targeted at a finance conference, Mark gets assigned as her security detail, only for his handler to shockingly resurface posing as a charming businessman keen on manipulating Erica into divulging sensitive information.

With the lines between good and evil blurring, who will Mark ultimately be loyal to?

Check out the episodes here:

Episode 7 Link:

https://training.knowbe4.com/modstore/view/c0344b18-b521-11e9-84bf-123d7cbdf51c

*Episode 8 Link:* 

https://training.knowbe4.com/modstore/view/c0344c88-b521-11e9-84bf-123d7cbdf51c

*Episode 9 Link:* 

https://training.knowbe4.com/modstore/view/c0344e7f-b521-11e9-84bf-123d7cbdf51c

Episode 10 Link:

https://training.knowbe4.com/modstore/view/c0345002-b521-11e9-84bf-123d7cbdf51c

Stay tuned next week for the next episodes in our evolving cyber-adventure!

If you have any questions, feel free to reach out to [insert contact person].

# Week 4 Campaign - Incident Response

The fourth and final week's suggested campaign theme is the concept of incident response. For your employees this often means knowing to report something suspicious when they see something, whether a suspected phishing email or unsecure sensitive information. Everyone is a part of the team when it comes to cybersecurity.

We want you to be able to go out with a bang for the last week of Cybersecurity Awareness Month! So not only are we providing the thrilling conclusion to the first season of The Inside Man, we're offering a free mini-game that invites your employees to be part of the Khromacom cybersecurity team! See a full list of this week's content below.



"The Inside Man: New Recruits" makes your users part of the series as they help protect the Khromacom corporation from possible hackers. They'll be recruited by series lead Mark Shepherd and interact with many other characters as they complete challenges related to password security, document handling, physical security, social media sharing, phishing and more.

Your employees will learn:

- What cyber risks can be around the office
- How to secure sensitive data from prying eyes
- What sharing securely on social medial looks like
- Common phishing email warning signs

#### Access Link:

https://training.knowbe4.com/modstore/view/6f19e0bf-616b-47d6-8223-a895df4dc29b



Even after averting disaster by recruiting AJ, Mark and his new partner make a chilling discovery that could extract all the confidential merger intel straight into the enemy's hands! In a shocking climax, the handler's identity and connection to Mark's past is revealed, testing whether the former hacker's redemption is sincere. With AJ emerging as Khromacom's newest security hero, it seems the saga is reaching its climax...or is it?

#### Episode 11 Access Link:

https://training.knowbe4.com/modstore/view/c0345195-b521-11e9-84bf-123d7cbdf51c

#### Episode 12 Access Link:

https://training.knowbe4.com/modstore/view/c034459f-b521-11e9-84bf-123d7cbdf51c



This 2-minute video describes what a user can look for to help them determine if a URL has been edited, providing best practices and tips they can follow to help keep their organization and themselves safe.

Your employees will learn:

- How hackers can manipulate URLs
- What warning signs to look for

#### Access Link:

https://training.knowbe4.com/modstore/view/9e96a153-a5a0-428c-abe1-d24cbe71386d

# Make It a Habit...PAB It!



## **Interactive Training Module**

This 3-minute module is designed for organizations that have implemented KnowBe4's Phish Alert Button (PAB). It will explain how the PAB protects the organization from phishing attacks and why it is so important to make reporting suspicious emails a security habit.

Your employees will learn:

- The basics of phishing tactics
- How the PAB works
- Why reporting phishing is important

#### Access Link:

https://training.knowbe4.com/modstore/view/95a487f6-ab25-4c34-839c-d21fdcdecab7

## 3 Downloadable Assets/Digital Signage

- **Cyber Crime Happens Way More Than You Think!** Infographic-style asset that shares facts and figures on the global prevalence of cyber crime.
- **Stop! Look! Think!** Poster-style asset that reminds employees to think twice when presented with suspicious emails or other risky circumstances
- **Be On The Lookout! Phishing Red Flags** Infographic-style poster that provides a quick refresher on how to spot the signs of a phishing attack

### Sharing the Content

Here's some sample email copy to share the mini-game and last two episodes of season one of *The Inside Man*. Alternatively, we suggest using the **How to Handle Suspicious Emails** newsletter this week.

**Suggested Subject Line:** Inside Man Part 4... and a Mini-Game!

You read that correctly! The fourth and final part of the epic Inside Man saga this month comes with the opportunity to play the role of a Khromacom cybersecurity team member!

After you binge the last two episodes, check out the "The Inside Man: New Recruits" mini-game! Become part of the series as you help protect the Khromacom corporation from possible hackers and complete challenges related to password security, document handling, physical security, social media sharing, phishing and more.

#### You'll learn:

- What cyber risks can be around the office
- How to secure sensitive data from prying eyes
- What sharing securely on social medial looks like
- · Common phishing email warning signs

Check out the thrilling Inside Man conclusion here:

Episode 11 Link:

https://training.knowbe4.com/modstore/view/c0345195-b521-11e9-84bf-123d7cbdf51c

Episode 12 Link:

https://training.knowbe4.com/modstore/view/c034459f-b521-11e9-84bf-123d7cbdf51c

Access the game here:

https://training.knowbe4.com/modstore/view/6f19e0bf-616b-47d6-8223-a895df4dc29b

If you have any questions, feel free to reach out to [insert contact person].

# Remember: Keep Cybersecurity in Mind!

Thanks for reading this handbook, and I hope you've found it useful. Cybersecurity Awareness Month is a great reason to shine a spotlight on cybersecurity, but it's important to make sure that your teams keep doing their part all year round, not just this month. We know bad actors don't take breaks so neither can we! But by staying vigilant, remembering our training and working together, every one of us can help keep our company and our data safe.

Cheers,

IT Security Manager

Mark Shepherd

Khromacom

# Khromacom, Mark and AJ may be fictional, but the cyber threats they're up against are all too real.

If you're interested in how KnowBe4 can help you build out a security awareness training program and work toward addressing the ongoing

problem of social engineering and human risk management, contact us!

For more resources, tips, and news for you and your users throughout cybersecurity awareness month be sure to follow and mention **@KnowBe4** on social media. Use the hashtag **#SecureOurWorld** to stay in the loop throughout Cybersecurity Awareness Month!



#### **Additional Resources**



#### **Free Phishing Security Test**

Find out what percentage of your employees are Phish-prone with your free Phishing Security Test



#### **Free Automated Security Awareness Program**

Create a customized Security Awareness Program for your organization



#### **Free Phish Alert Button**

Your employees now have a safe way to report phishing attacks with one click



#### Free Email Exposure Check

Find out which of your users emails are exposed before the bad guys do



#### **Free Domain Spoof Test**

Find out if hackers can spoof an email address of your own domain



#### **About KnowBe4**

KnowBe4 empowers your workforce to make smarter security decisions every day. Tens of thousands of organizations worldwide trust the KnowBe4 platform to strengthen their security culture and reduce human risk. KnowBe4 builds a human layer of defense so organizations can fortify user behavior with new-school security awareness and compliance training.

Deploying KnowBe4 results in users that are alert and care about the damage that phishing, ransomware and other social engineering threats pose. The platform includes a comprehensive suite of awareness and compliance training, real-time user coaching, Al-powered simulated social engineering, and crowdsourced anti-phishing defense.

With content in 35+ languages, KnowBe4 provides the world's largest, always-fresh library of engaging content to strengthen your human firewall.

For more information, please visit www.KnowBe4.com

