Canadian SME Cybersecurity Initiatives & Programs

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Cybersecurity Partnerships Initiatives for Small and Medium Enterprises
SME Recent Trends

Improving SMEs cyber security posture is crucial for Canada because:

- SMEs make up the majority of the Canadian economy
- 98% of Canadian businesses are SMEs
  - As of December 2019, there were more than 1.2 million SMEs in Canada (Key Small Business Statistics, 2020)
- SMEs employ approximately half of Canadian workforce
- Cyber threat actors are increasingly targeting SMEs and are becoming more sophisticated (78% of Canadian businesses who were the victim of a cyber attack)

According to Verizon's 2019 Data Breach Investigation Report, 43 percent of all data breaches target SMEs.

3 out of 4 businesses believe they don’t have enough personnel to address their IT security.

54% of SMEs believe their companies are “too small” to be hacked.
## Proposed Logic Model: the National Cyber Security Strategy

### CRITICAL ENABLERS
- **Interdepartmental Steering Mechanism:**
  - Horizontal awareness
  - Message alignment
  - Engagement optimization
  - Policy proposals

### GOVERNMENT

#### SMEs are more aware of cybersecurity risks and solutions and are more able to put cybersecurity measures in place (EDUCATE)

#### SMEs can implement best practices at a lower cost through available GC-created or supported tools (EQUIP)

#### SMEs benefit from a more secure ecosystem through GC-created or supported services (SECURE)

#### SMEs benefit from a more secure ecosystem through more tailored and expansive TSP services (INFLUENCE)

### NATIONAL OUTCOMES
- **Non-Federal Institutions are better secured**
- **Cybercrime is reduced**
- **State-sponsored activity is deterred**
- **Leading edge consumer protection and workforce**
- **Clear cyber focal point for GC**

### GOALS
- Secure and Resilient Canadian Systems
- Innovative and Adaptive Cyber Ecosystem
- Effective Leadership, Governance, Collaboration

### PURPOSE
- Security and Prosperity in the Digital Age
Small & Medium Businesses: Engagement Roadmap

- **PHASE 1**: Research
  - Research the Canadian SME landscape.

- **PHASE 2**: Engage key stakeholders
  - Identify initial key stakeholder community and begin/continue outreach

- **PHASE 3**: Establish Community of Interest/Pilot
  - Collaborative efforts begin

- **PHASE 4**: Ongoing Support
  - Coordination of Onboarding and regular engagement

Main activities for 2021-22:
- Educational focus:
  - Harmonized and aligned GC messaging
  - Dedicated platform
- Securing sales and payment platforms used by small businesses
Cyber Security Certification Program

- Supports Canada’s National Cyber Security Strategy
- Targets small and medium sized enterprises (SME) and similar sized organizations
- Based on 13 security control areas developed by the Canadian Centre for Cyber Security
- National Cyber Security Standard for SMOs is being developed (Summer 2021)
- Voluntary Participation
SECURITY CONTROLS

What SMOs must do to protect themselves from cyber threats.

- Develop an Incident Response Plan
- Securely Configure Devices
- Backup & Encrypt Data
- Enable Security Software
- Secure Portable Media
- Use Strong User Authentication
- Secure Websites
- Secure Mobility
- Implement Access Control & Authorization
- Provide Employee Awareness Training
- Establish Basic Perimeter Defences
- Automatically Patch Operating Systems
- Secure Cloud and Outsourced IT Services
- Secure Websites
- Securely Configure Devices
- Use Strong User Authentication
- Secure Websites
- Secure Mobility
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ACCREDITED CERTIFICATION BODIES

- CyberSecure Canada
  Accredited Certification Bodies include:
  - Bulletproof Solutions
  - WatSec
  - Cyber Security Canada
  - SourcetekIT

- Certification cost is set by the Certification Bodies (CBs) and each have different business models that impact their respective price point.

- Cost also varies depending on the complexity of the SMO and the auditing required.
Program Status (Jan 2021)

- Pilot Phase until Summer/Fall 2021
  - Canadian National Standard dependency

- Ongoing Outreach and Engagement
  - Industry Associations
  - Academia reps
  - Businesses
  - International Govts (UK, Belgium (EU), US)
  - Insurance providers
  - Managed Service Providers

- Number of completed certifications – 4*
- Two pilot programs underway support ~175 SMEs in certification
- Digital advertising campaign launching shortly
- Intending to engage further with UK Cyber Essentials and US CMMC to further discussions on recognition and/or reciprocity

* Limited awareness and COVID-19 challenges