



**START
WITH**

SECURITY

LESSONS LEARNED FROM FTC CASES





START WITH SECURITY

A GUIDE FOR BUSINESS

FEDERAL TRADE COMMISSION | BUSINESS.FTC.GOV

1

Start with security.

1

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- Don't collect personal information you don't need.
- Hold on to information only as long as you have a legitimate business need.
- Don't use personal information when it's not necessary.

2

Control access to data sensibly.



2

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- Restrict access to sensitive data.
- Limit administrative access.

3

Require secure passwords and authentication.

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- Insist on complex and unique passwords.
- Store passwords securely.
- Guard against brute force attacks.
- Protect against authentication bypass.

4

Store sensitive personal information securely and protect it during transmission.

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- Keep sensitive information secure throughout its lifecycle.
- Use industry-tested and accepted methods.
- Ensure proper configuration.

5

Segment your network and monitor who's trying to get in and out.

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- Segment your network.
- Monitor activity on your network.

6

Secure remote access to your network.

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- Ensure endpoint security.
- Put sensible access limits in place.

7

Apply sound security practices when developing new products.

7

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- Train your engineers in secure coding.
- Follow platform guidelines for security.
- Verify that privacy and security features work.
- Test for common vulnerabilities.

8

Make sure your service providers implement reasonable security measures.

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- Put it in writing.
- Verify compliance.

9

Put procedures in place to keep your security current and address vulnerabilities that may arise.

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- Update and patch third-party software.
- Heed credible security warnings and move quickly to fix them.

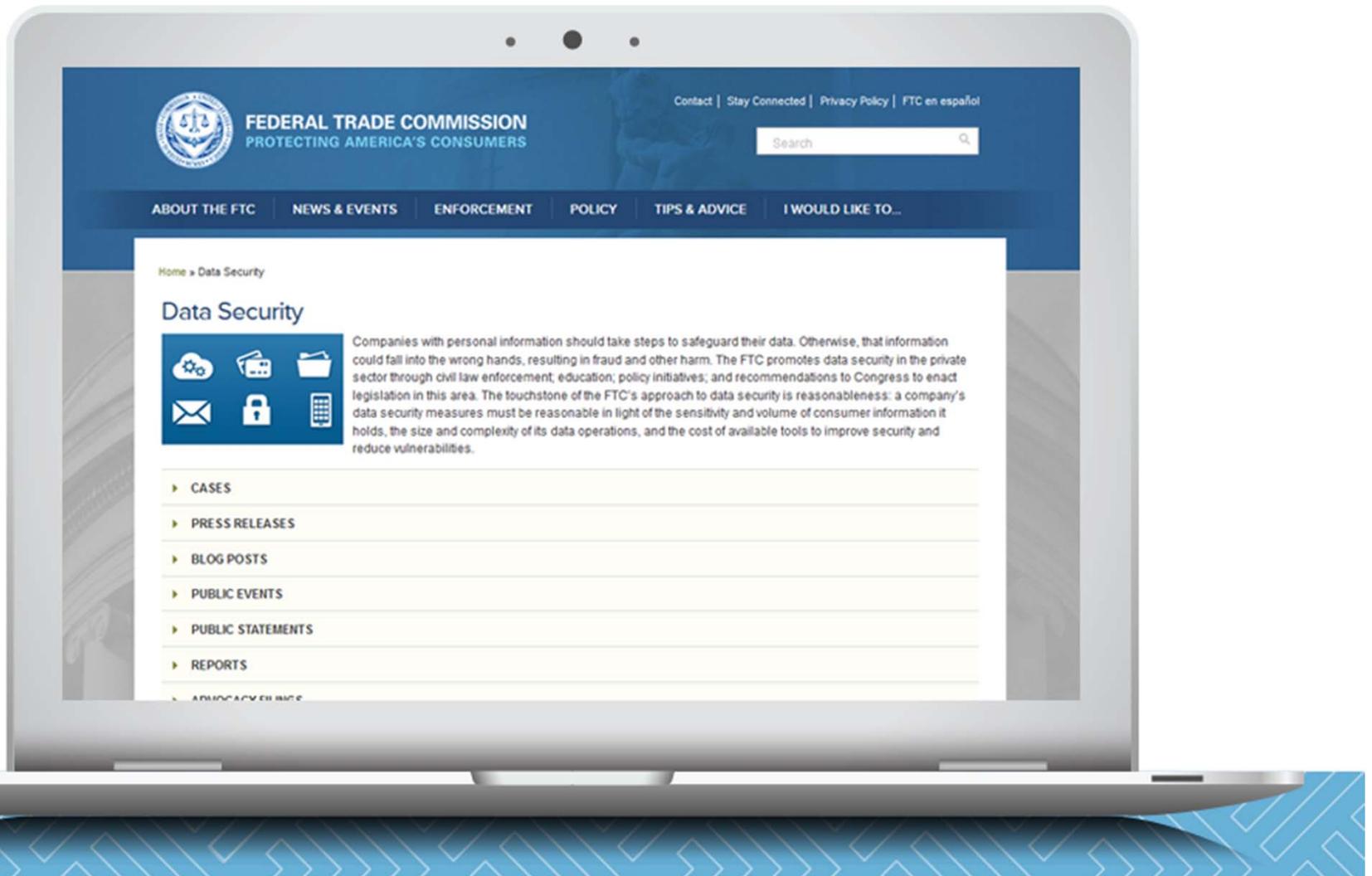
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**Secure paper, physical media,
and devices.**

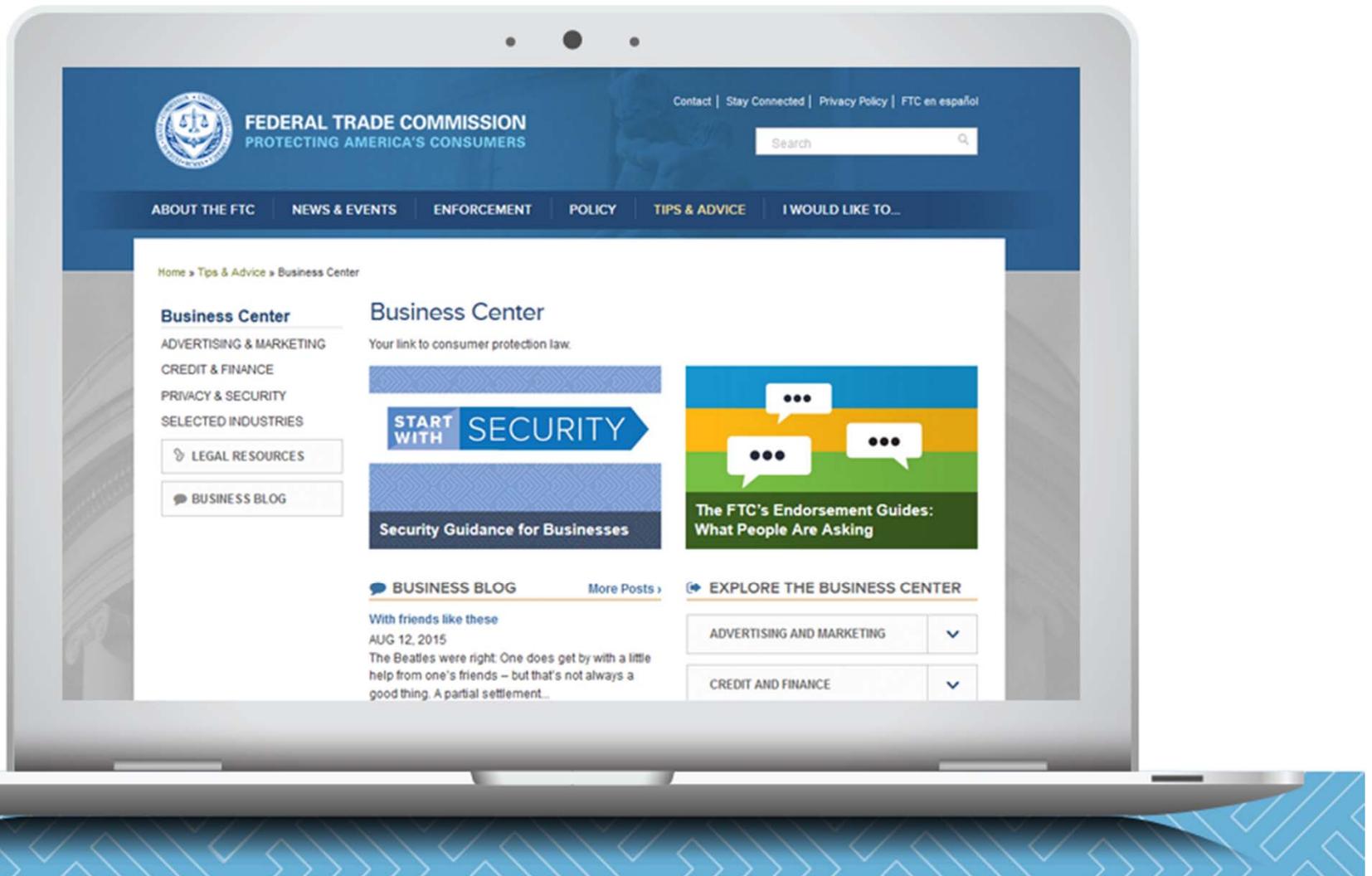
10**Secure paper, physical media, and devices.**

- Securely store sensitive files.
- Protect devices that process personal information.
- Keep safety standards in place when data is en route.
- Dispose of sensitive data securely.

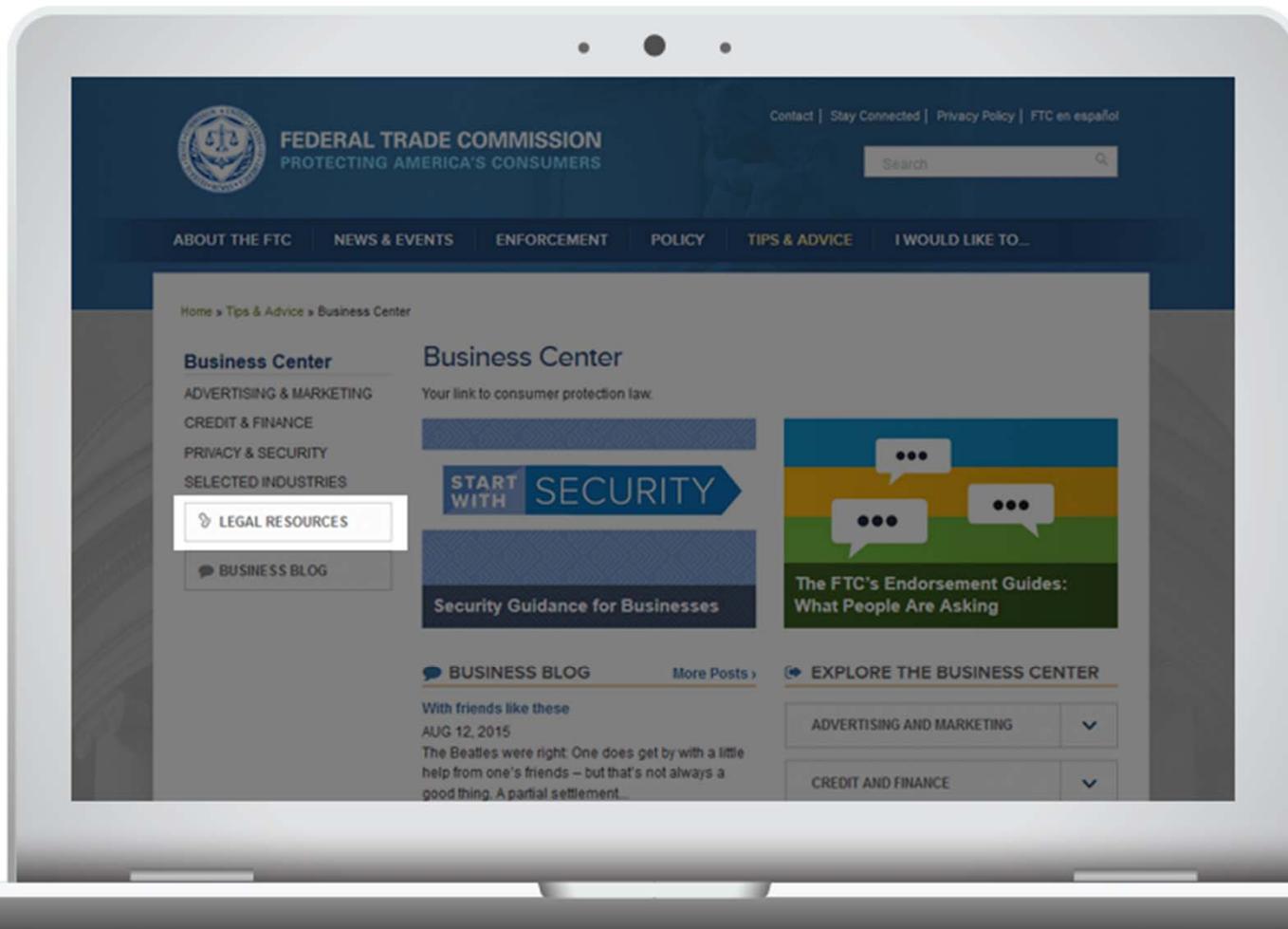
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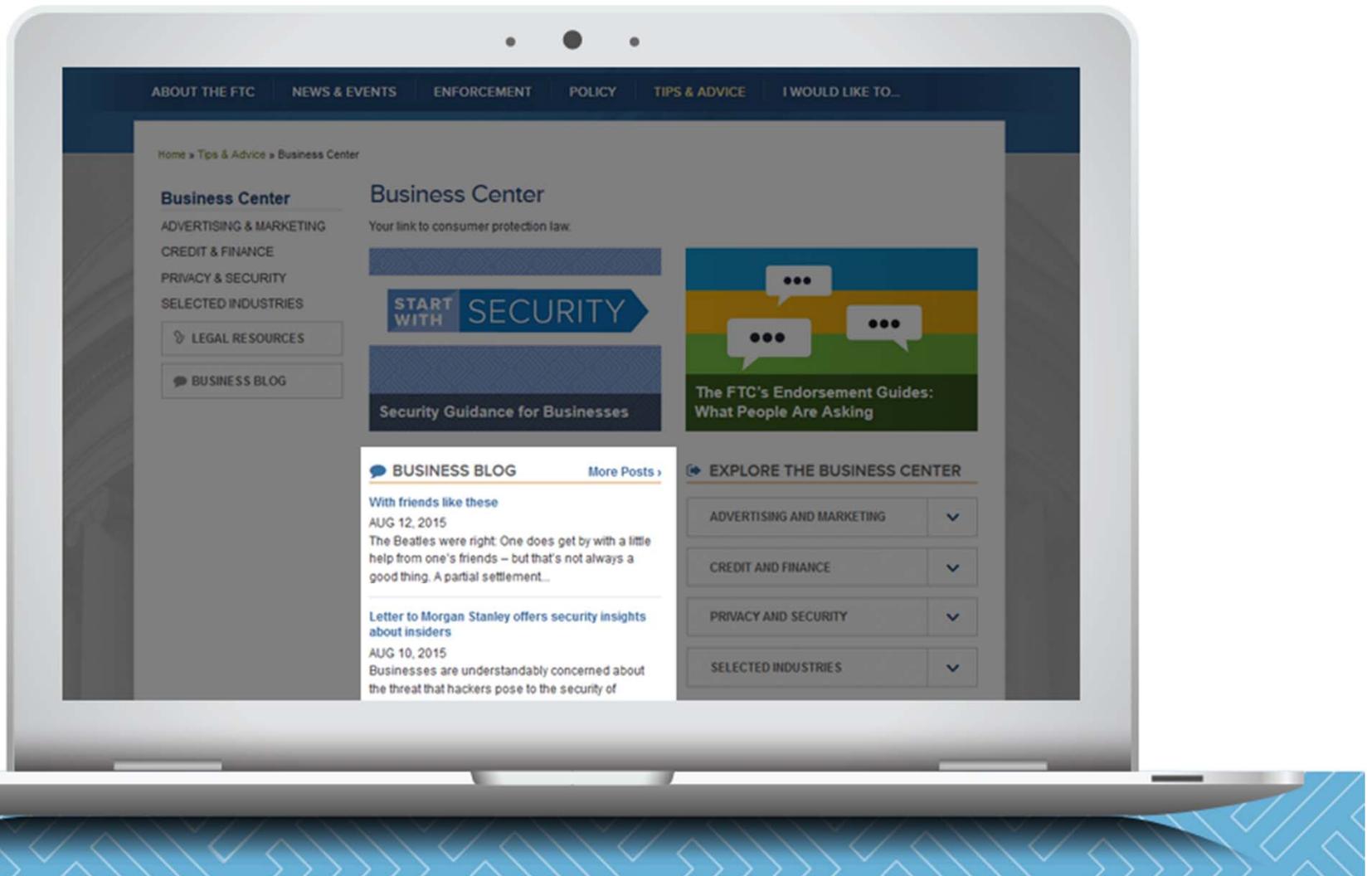
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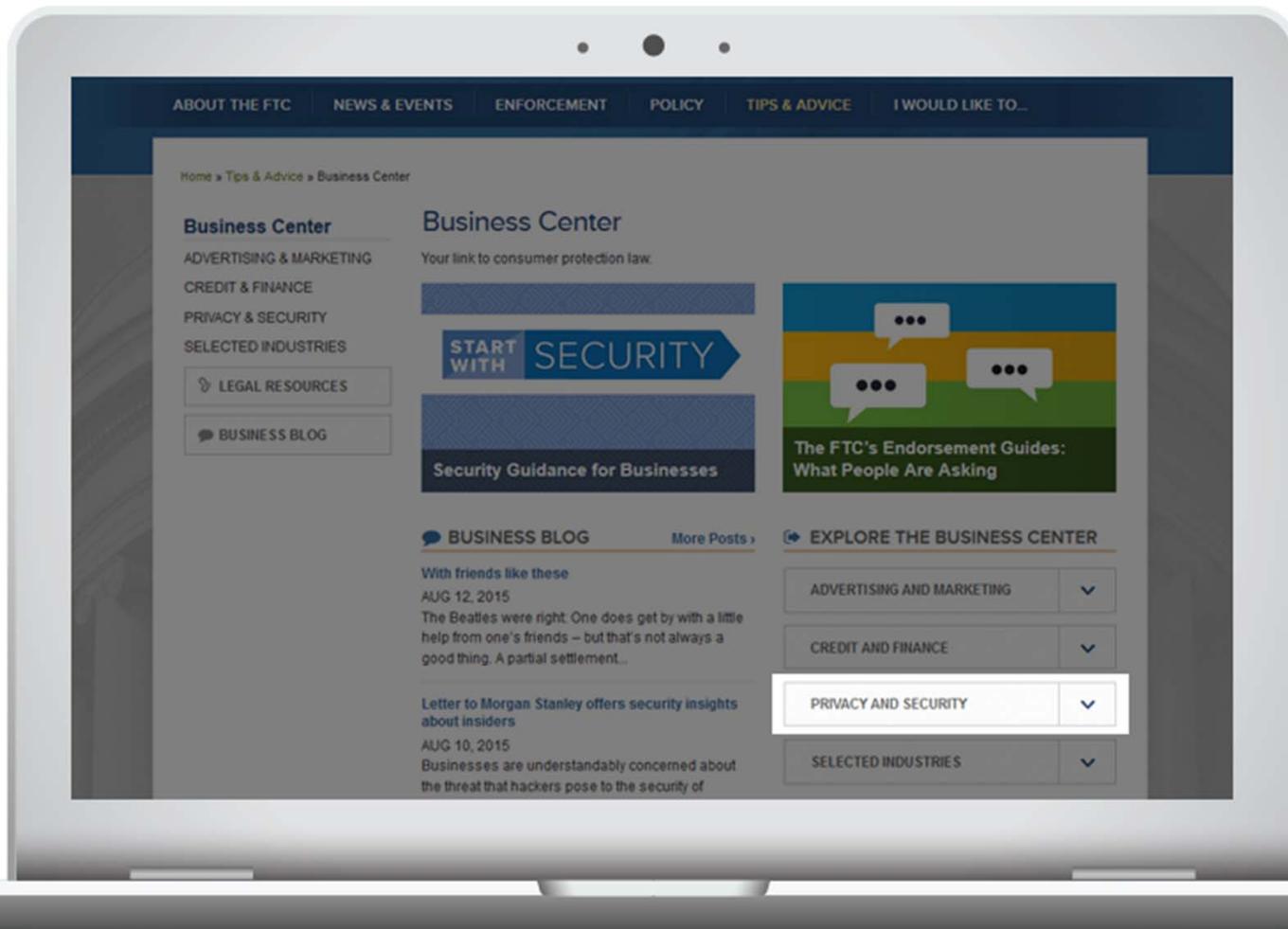
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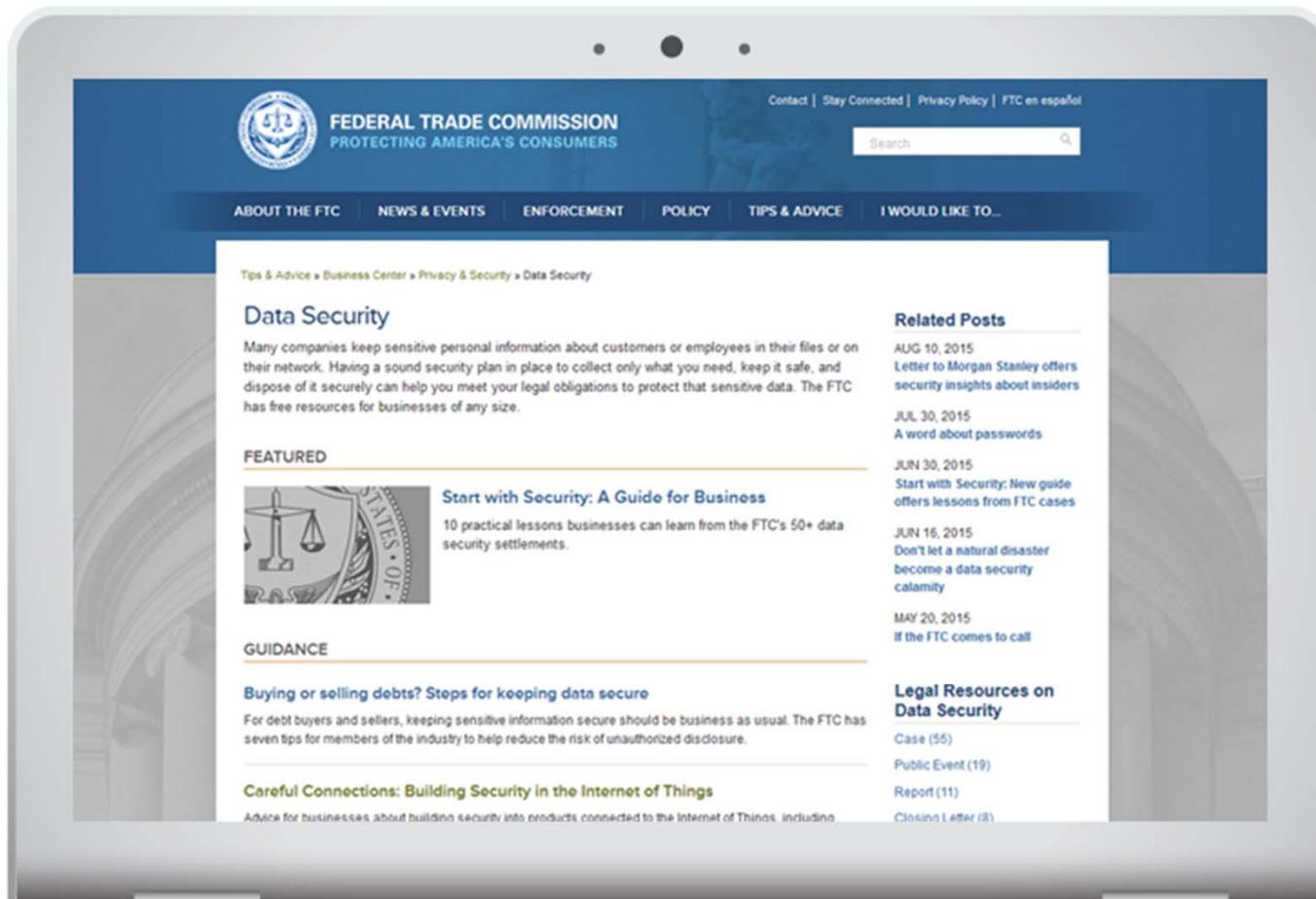
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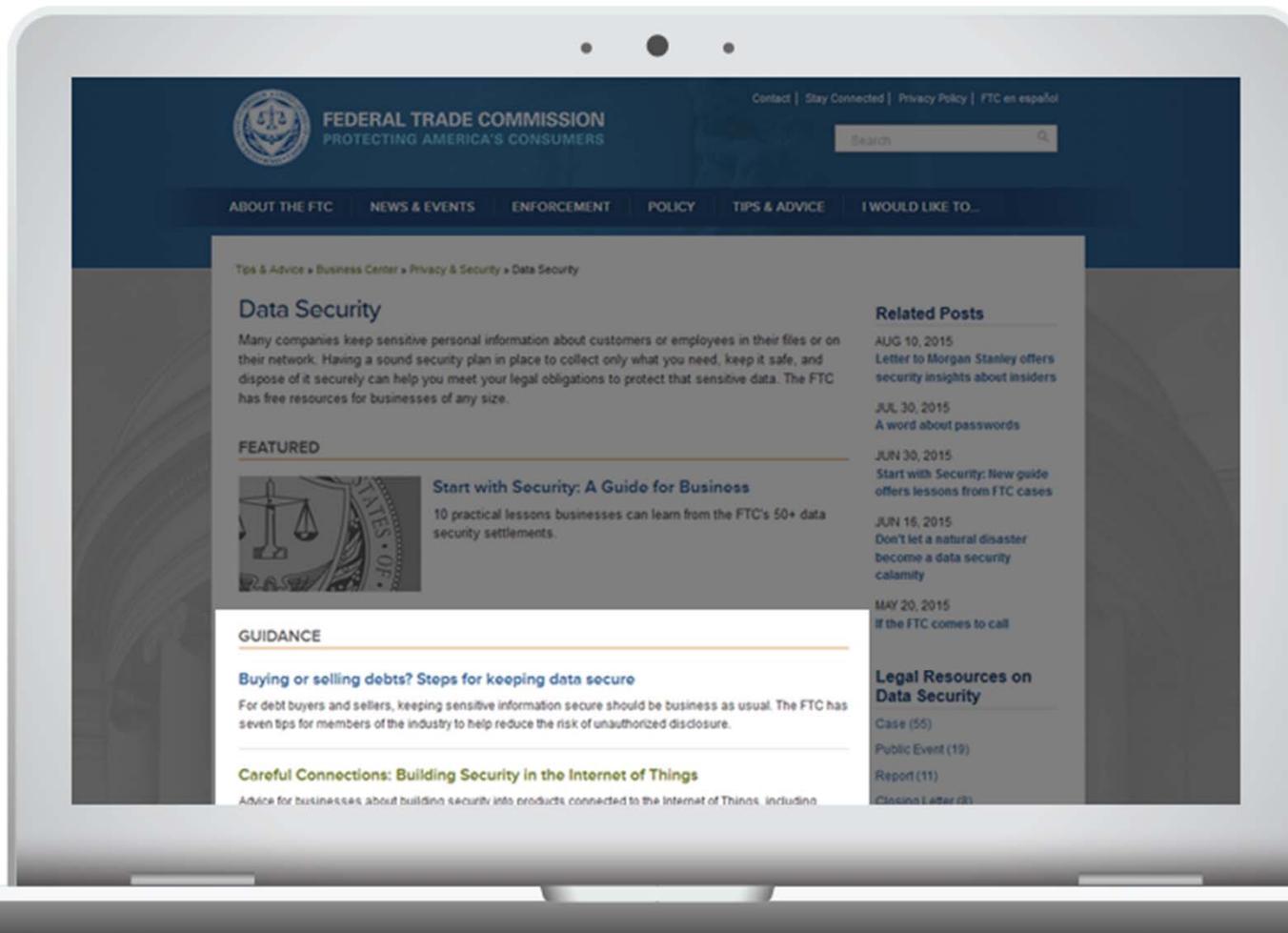
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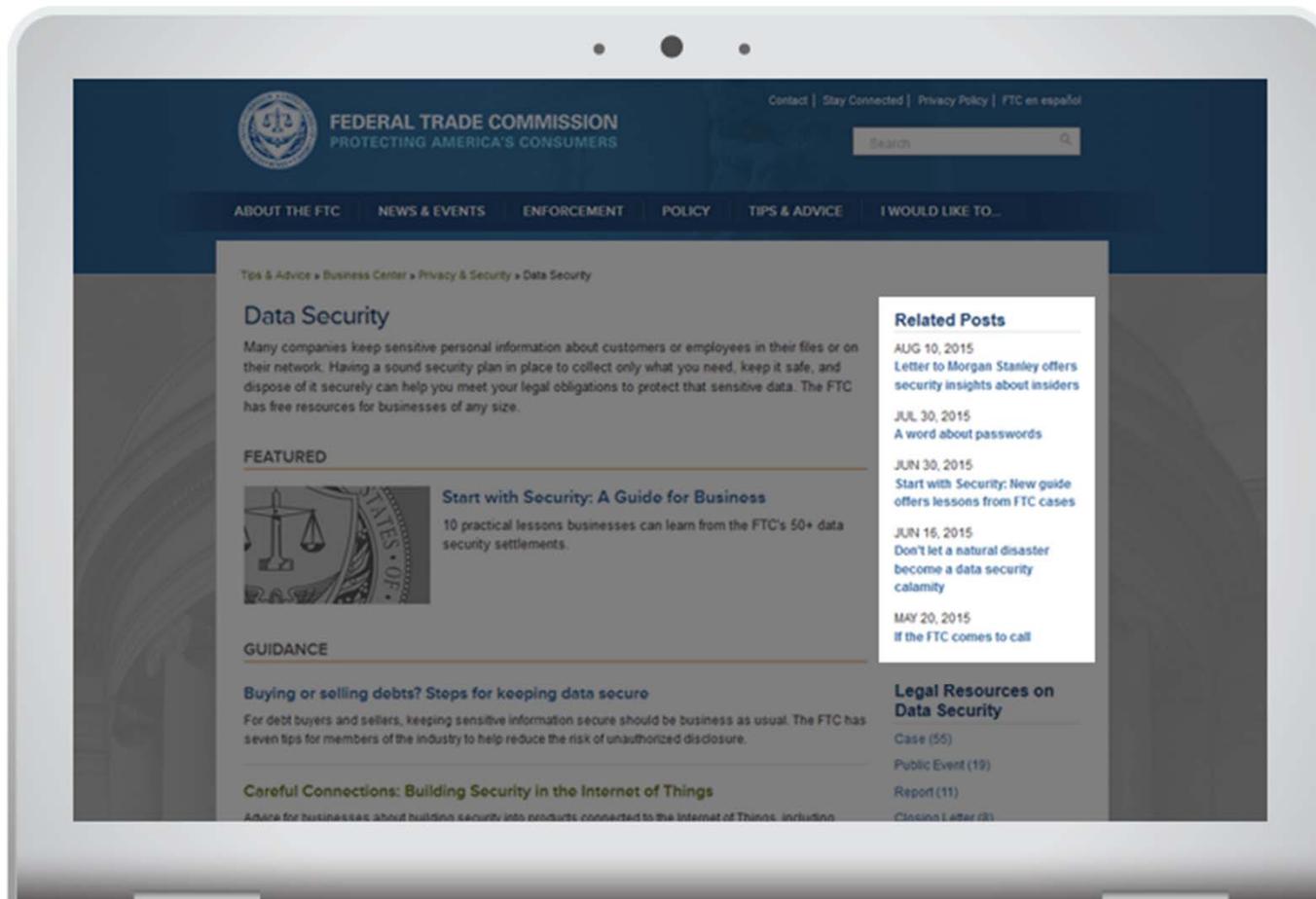
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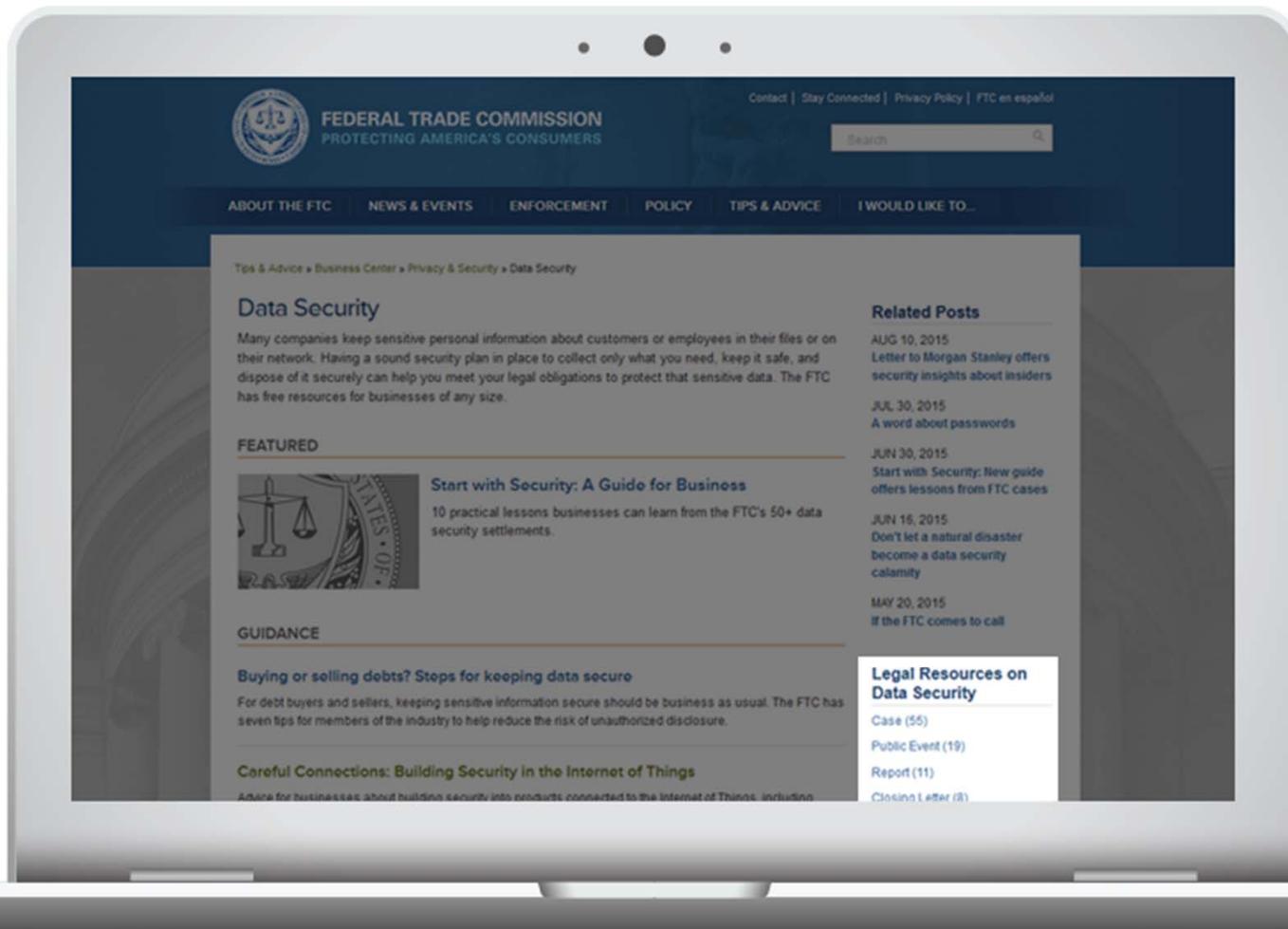
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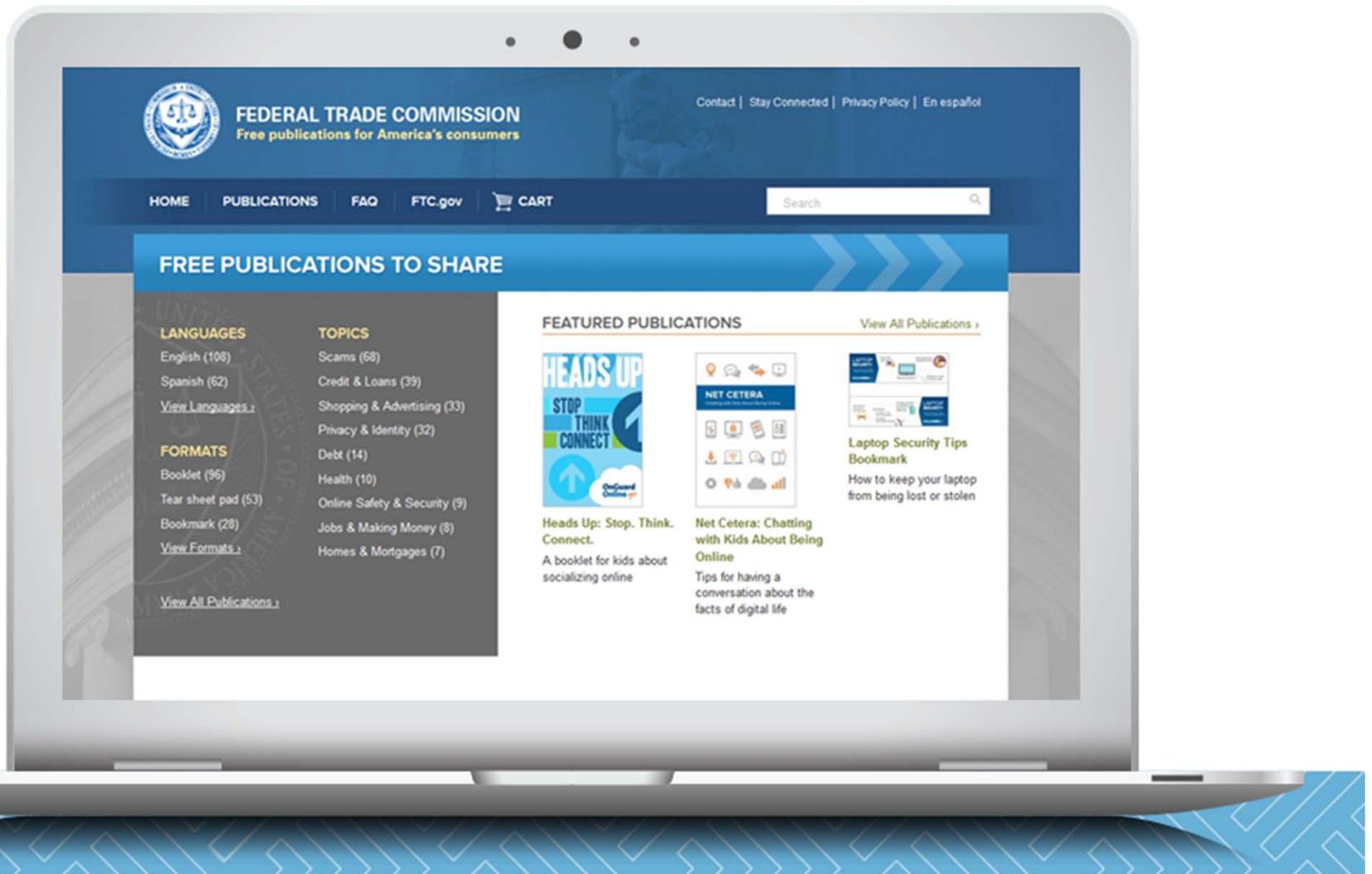
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T H A N K S !

