



Cybersecurity and privacy

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TÜV SÜD's podcast "Safety First": What's next in cybersecurity – and how SMEs can protect themselves

Munich. In this podcast episode, internationally renowned US-American cybersecurity expert **Matthew Rosenquist** shares his views on the new normal in cybersecurity with a special look at small and medium enterprises (SMEs). All too often they are still an easy target for attacks. But with a few basic measures they can protect themselves more effectively and this is not primarily a question of expensive technology.



Cybersecurity is a topic that many SMEs are often still avoiding. They mistakenly assume that they are not a potential target for attackers, or convince themselves that effective

protection measures are too complex or too expensive for them. However, when sensitive data falls into the hands of blackmailing cybercriminals, it is already too late for protective measures. In fact, many SMEs are attractive targets for cybercriminals precisely because they are so easily attacked.

In this episode, internationally renowned cybersecurity expert Matthew Rosenquist talks about the new normal in cybersecurity after Covid-19, upcoming market trends and how SMEs can substantially improve their cybersecurity. Matthew Rosenquist is the Chief Information Security Officer (CISO) for Eclipz and the former Cybersecurity Strategist for Intel Corp, and benefits from 30 years of experience in the fields of cyber-, physical, and information security. He built and managed Intel's first global 24x7 Security Operations Center, oversaw various internal platform security products and services, deployed

the enterprise intrusion detection program, and was Intel's first Incident Commander for worldwide IT emergency responses. As a cybersecurity strategist, Matthew Rosenquist identifies emerging risks and opportunities to help organisations balance threats, costs and usability factors to achieve an optimal level of security.

TÜV SÜD's "Safety First" podcast deals with cybersecurity, data protection and more. It appears twice a month with a new episode in German or English. Anyone – employees, self-employed entrepreneurs or simply interested individuals – seeking to make the best possible use of the opportunities offered by digitisation should also be aware of its risks and able to deal with them. You can listen and subscribe to "Safety First" on the usual podcast apps and at: <http://www.tuvsud.com/podcast>.

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