

— WHAT IS DIGITAL FRAUD?

Any situation in which data, whether personal data or not, is misused to commit cyber crimes, causing harm to victims (whether consumers or companies).

— 2021 DATA



Brazil is the 3rd country in the world most affected by digital fraud



57% of the Brazilian companies are affected by digital fraud



Most affected sectors: financial institutions, marketplaces and e-commerces



BRL 5.8 billion in losses from fraud on e-commerce sites, direct sales, financial and telecommunications services



Only 39% of the companies consider digital security a priority

— MOST COMMON TYPES OF FRAUD

● **Phishing:** Creating fake pages for data theft

● **Ransomware:** Data hijacking (e.g., encryption) with ransom charge

● **Malware:** Malicious software

● **Fake Banking Slips:** Sending fake bank slips

● **Breach invasion:** System failures and loopholes become a risk

● **Pix Fraud:** Scams involving pix (instant payment system)

● **Identity Fraud by Email and WhatsApp:** Sending malicious links by email or WhatsApp

● **Shadow IT and Equipment theft:** Theft of equipment containing relevant data

— DIGITAL FRAUD INVOLVING COMPANIES

Internal Security Measures

Recognize your vulnerability to attacks

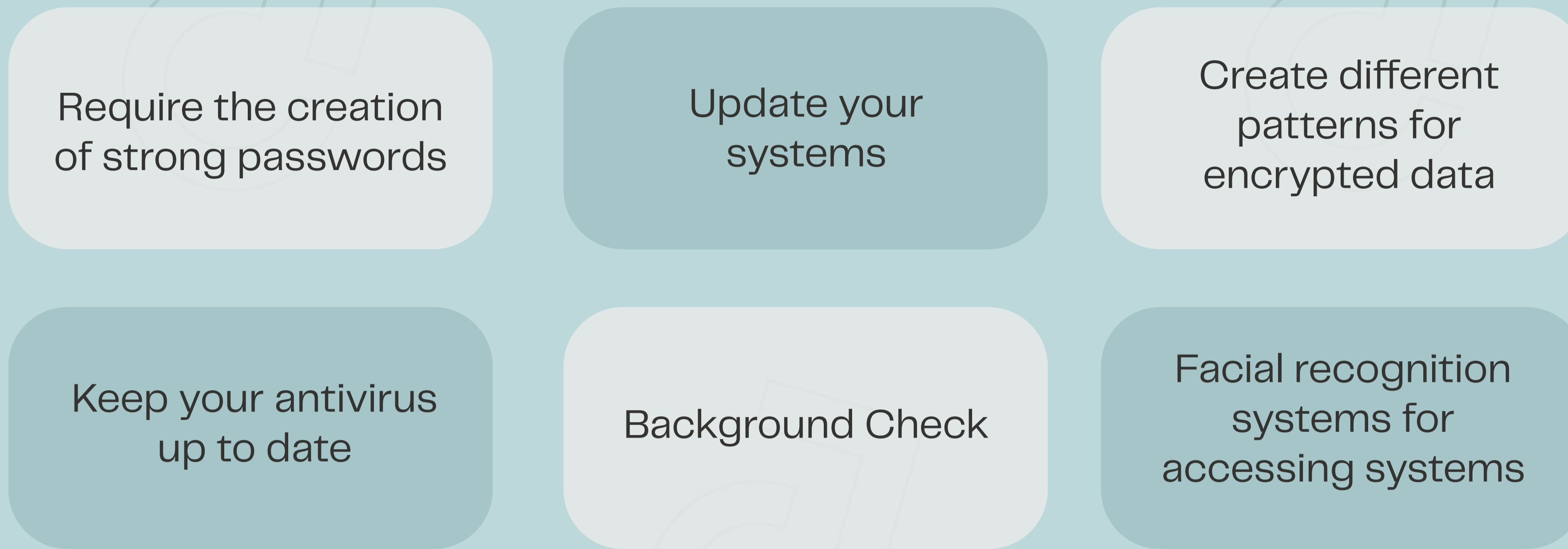
Create a security policy

Train employees

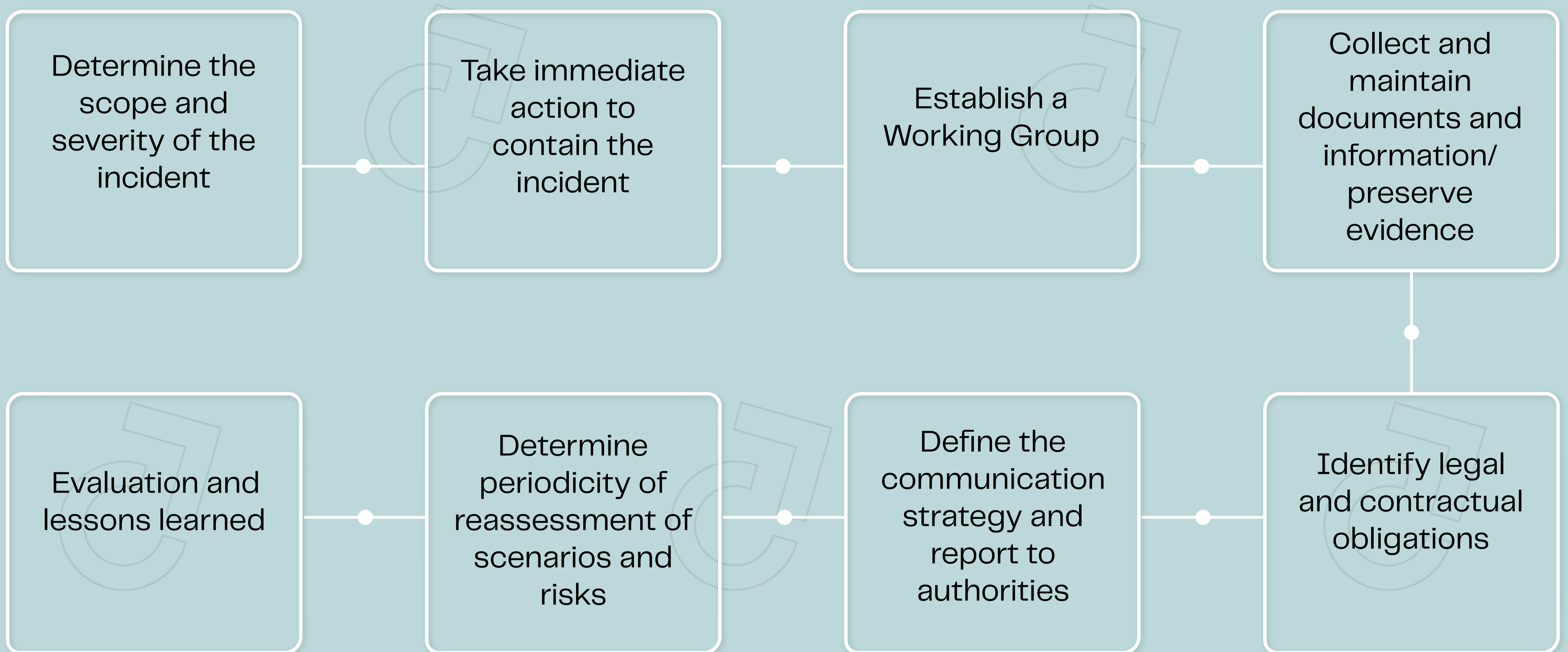
Data backup



How to improve your customer's security?



— WHAT TO DO IN CASE OF FRAUD?



— WHAT IF FRAUD INVOLVES PERSONAL DATA?

Frauds involving the unauthorized, accidental or unlawful access to personal data that may cause risk to the rights and freedoms of the data subject may result in a data breach under the Brazilian General Data Protection Law ("LGPD"):

