

own
your
online

Cyber Smart Week

6 – 12 October 2025

NCSC

What is Cyber Smart Week?

Cyber Smart Week is an annual event, raising the importance of being secure online and encouraging New Zealanders to take simple yet effective steps to protect their online lives.

If you're online, you're a potential target

The full extent of the Qantas cyber attack has been revealed with 5.7m customers affected



Alan Granville

July 9, 2025 - 12:37pm

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Big jump in 'high-loss incidents' due to cyber crime

Gill South

March 12, 2025 - 05:00am

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Auckland woman nearly loses first home deposit in email scam

By INews Reporters | Tue, Feb 25

NEW ZEALAND / BUSINESS

Supermarket loyalty card cyberattack prompts password warning

9:21 pm on 12 July 2025

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Waikato couple narrowly avoid \$270k scam after lawyer's email hacked



By Lane Nichols

Reporter & Deputy Head of News - NZ Herald - 12 Feb, 2025 05:00 AM · 6 mins to read

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Online security threats impact everyone

New Zealanders lose a massive \$1.6 billion every year to online security threats.

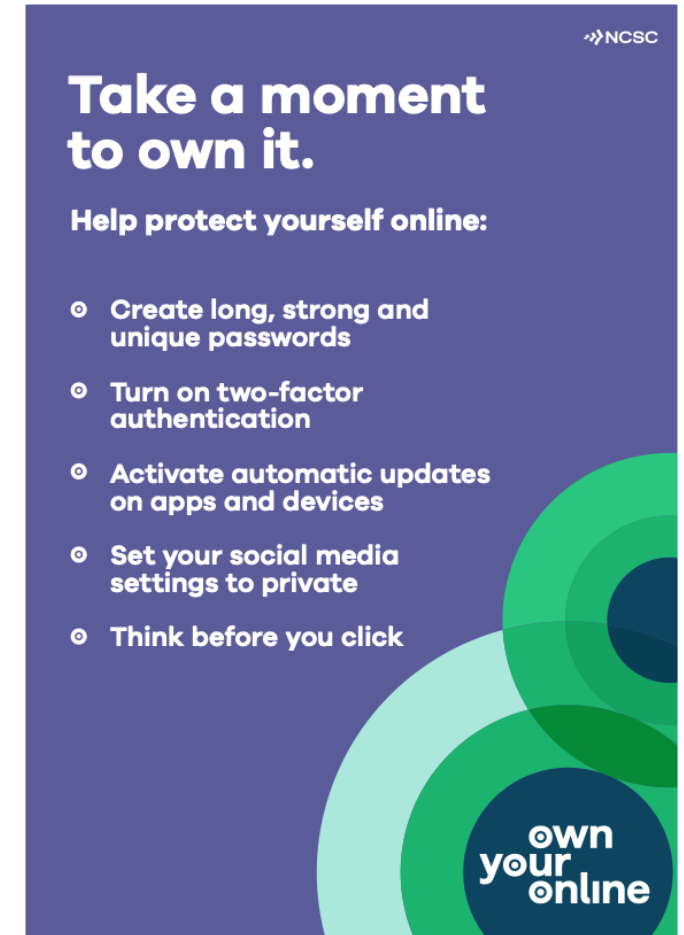
- They are also stressful and time consuming.
- They affect our confidence to operate online.
- Information and data loss may affect you, even if you personally have not experienced a cyber attack.

Take a moment to own it!

This year's Cyber Smart Week, we're encouraging everyone to **take a moment to own it** with some simple steps.

Online security doesn't just stop at home or just at work, these tips can help throughout every part of our digital lives.

It can be easier than you think. We've included a few ways to show you how.



Let's all own it!



Use long, strong
and unique passwords.



Turn on two-factor
authentication across all key
accounts as an
extra layer of protection.

A long, unique password can take billions of years to crack

- Longest is strongest: use at least 16 characters.
- Use a passphrase of four or more random words.
- Avoid common patterns and personal information.
- Don't use the same password across accounts.
A password manager can help.
- Check if your email account (and therefore password) has been compromised at **www.howexposedami.co.nz**

(Live from 6 October)



2FA helps stop 99% of automated online attacks

- 2FA is an additional security step on top of your username and password that helps keep other people out of your online accounts.
- A common form of 2FA is a unique code sent to your phone or taken from an app that only you have access to.
- 2FA is a way of ensuring that it's really you logging into an account.
- Find out how to do this for your bank, email and social media accounts at **ownyouronline.govt.nz**



What can you do this week?

Complete the 'passblot' challenge:

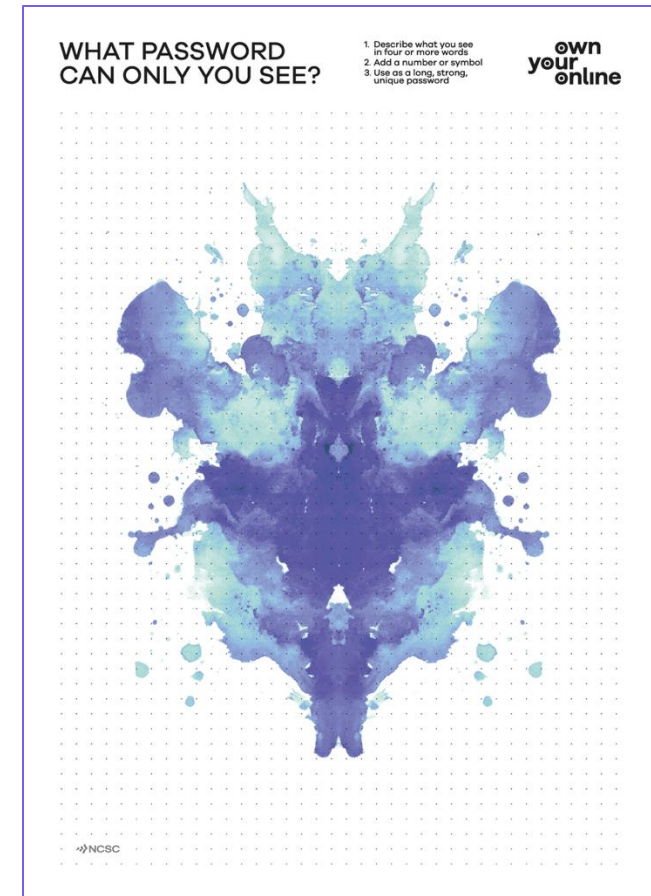
Review one password each day this week. Use the 'passblot' posters for inspiration and start with creating long, strong and unique passwords on your bank, email and social media accounts.

Complete the 2FA challenge:

Get your team to turn on 2FA on a different account every day this week.

What password can only you see?

- Describe what you see in four or more words.
- Add a number or symbol.
- Use as a long, strong, unique password.



Thank you.