Applying Zero Trust Security to Your Personal Digital Life

In today's world, protecting yourself online requires rethinking how you approach trust. The Zero Trust model is all about this mindset—never automatically granting trust but instead verifying every device, user, and application before allowing access. This approach isn't just for networks—it's for you, too.

Tips to Help Protect Yourself Online

1 **Question All Emails:** Is the sender authentic? Does that link look safe? Should you open that attachment? And unexpected links, just don't do it. These links are often linked to tracking and sites looking to capture information about you.

2 **Question All Apps:** Always ensure they're legitimate and secure before using them. And if they are not work related, they should not be installed on work devices.

3 **Question Suspicious Phone Calls:** AI-powered phone calls are growing increasingly convincing, allowing scammers to mimic voices with shocking accuracy. This poses a serious risk, particularly for older individuals, highlighting the importance of staying vigilant and educating those most vulnerable.

4 **Question Text Messaging:** Text messaging is a common tool for attackers using automated scripts to scam individuals. These scams trick users into sharing sensitive information like passwords, banking details, or personal data by mimicking trusted organizations or contacts.

5 **Always Verify Your Sources:** This is especially important when dealing with sensitive information or urgent requests. Even if the request seems to come from a familiar voice or email address, take a moment to confirm its authenticity—this simple step can help guard against potential threats. Remember, if you weren't expecting it, it's probably not as important as it seems.

Zero Trust

By adopting a Zero Trust mindset in your daily tech use, you can take control of your online security, reduce risks, and stay one step ahead of potential threats. Trust isn't automatic—it is earned. And with Zero Trust, you can confidently navigate the digital world and protect yourself and your business.

Exceeding Expectations.