HOW GOOD ARE YOUR AGENCY'S CYBER DEFENSES?

Answer the questions below to better understand how your agency is protected against cyberattacks. Your first best step is a cyber risk assessment to identify your true risks right now and what steps you should take to fix any weaknesses. We have several affordable options for agencies no matter the size.

1. Can you identify the AI-powered tools your agency uses?
2. Have you had conversations with clients about their concerns over data security and cybercrime? If not, what information do you need to feel comfortable in initiating such conversations?
3. Is your agency currently using a large language model (LLM) such as ChatGPT or Microsoft Copilot? If yes, for what purpose do you use them, such as business planning or creating social media content? Has the agency taken steps to secure the data that is entered?
4. Do you have written guidelines for employees on their use of an LLM? If so, do these guidelines detail which employees have access and for what specific purposes?
5. Does the agency understand its cyber risks in detail? Has the agency had a cyber risk assessment in the last year that includes internal and supply chain risks?
6. If the agency is considering the purchase of an AI-powered tool or program, is the evaluation based on specific performance **and** data security criteria?
7. Has the agency created an AI governance policy covering how AI tools will be used, what pain points will be addressed, what data will be impacted and which employees are given access?
8. Does the agency know how its vendors use AI and how the collected data is secured?
9. What cybersecurity upgrades has the agency added in the last year to keep up with cybercriminals? How often does the agency review its cyber defenses?
10. Does the agency have a written incident response plan?

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11. contact?
12. How can the agency prioritize those human strengths that AI cannot replicate? How can you emotionally "touch" every prospect and client, regardless of size?

guidelines spell out who may use it, for what purpose and what data can be inputted?
13. If the agency is considering the purchase of an AI-powered tool or program, is the evaluation based on specific performance **and** data security criteria?
14. Has the agency created an AI governance policy covering how AI will be used, what pain points will be addressed and what data will be impacted? What information do you need to create such a policy?
15. Does the agency know how its vendors use AI and how the collected data is secured?
16. What tasks within your agency could artificial intelligence take on to save time and/or reduce errors, if not immediately then in the next year?
17. What cybersecurity upgrades have the agency added in the last year to keep up with cybercriminals? How often does the agency review its