

FOR IMMEDIATE RELEASE

Bay Federal Credit Union Commemorates Cybersecurity Awareness Month to Emphasize the Importance of Information Security to Members and Employees

Capitola, CA –October 27, 2021 – Bay Federal Credit Union has joined organizations across the country to commemorate Cybersecurity Awareness Month. Now in its eighteenth year, October has served as a month where awareness is raised to emphasize the importance of cybersecurity, ensuring that all Americans have the resources they need to be safer and more secure online.

Bay Federal’s VP, Chief Technology Officer, Richard Roark, is leading the efforts in the Credit Union’s campaign. He sends weekly emails to staff and has developed important training materials that Bay Federal is also sharing with members through email newsletters and social media.

This year’s Cybersecurity Awareness Month theme is “Do Your Part,” along with the hashtag #BeCyberSmart, which is designed to help empower individuals and organizations to own their role in protecting their part of cyberspace and make an impact on social media.

Important tips that Bay Federal recommends consumers to follow include:

- **Phishing Awareness:** Make sure you read the full email address of the sender. If the address looks suspicious, report it to your employer. Any email with a URL or file attachment should be considered high risk.
- **Pretexting:** Hackers can use pretexting, which involves people impersonating someone via email or phone to steal information. Sometimes the right set of questions from a seemingly trustworthy source can lead to cybercriminals accessing a network without a simple click. It’s important to never reveal your password to anyone.
- **Internet Security:** Cybercrime is more common than you think. You can play an active role in protecting yourself, your family, and your organization from cybercrime attacks by learning about malware and social engineering attacks – the use of deception to manipulate individuals into divulging confidential or personal information that may be used for fraudulent purposes.

“In today’s world, it seems like cybercriminals and malicious links creep around every corner,” said Mr. Roark. “News stories of ransom attacks and data breaches costing millions of dollars fly past our feeds almost constantly. That’s why we’re recognizing Cybersecurity Awareness Month by sharing tips to stay cyber secure, both at work and at home. A little knowledge teamed with critical thinking skills can go a long way!”

For more information about Cybersecurity Awareness Month, you can visit the Cybersecurity & Infrastructure Security Agency’s official website at www.cisa.gov/cybersecurity-awareness-month.

About Bay Federal Credit Union

Bay Federal is a full-service, not-for-profit, community development financial institution that serves over 80,000 members and 2,400 local businesses throughout Santa Cruz, San Benito, and Monterey counties.



With more than \$1.5 billion in assets, Bay Federal Credit Union is the largest member-owned financial institution in Santa Cruz County, serving its members and the community since 1957. Bay Federal Credit Union has an award-winning employee volunteer program in which employees have given their own money and volunteer for numerous local schools, nonprofit organizations, and community events each year.

Contact: Amy Ivey, VP Marketing and Development

Bay Federal Credit Union

831.477.8409

aivey@bayfed.com