

MULTI-FACTOR AUTHENTICATION

makes cyber security all about **you**

Passwords and passphrases are important security measures, but they're not the only ones. **Multi-factor authentication (MFA)** is an extra layer of security catered to **you**, so only **you** can access private information and accounts.

1 IN 3

CANADIANS USE MULTI-FACTOR AUTHENTICATION

...BUT

WHO CARES ABOUT THEM?
WE'RE TALKING ABOUT **YOU.**

WHEN IT COMES TO CYBER SECURITY,
IT'S GOOD TO BE FULL OF

YOURSELF.

MULTI-FACTOR AUTHENTICATION
IS ALL ABOUT

YOU

who **YOU** are

- fingerprint scanners
- voice verification
- facial recognition

what **YOU** know

- security questions
- passwords and passphrases
- PINs

what **YOU** own

- SMS authentication
- application-based authenticators
- hardware tokens

SOMETHING AS SIMPLE
AS 2-STEP VERIFICATION
CAN PROTECT **YOU** FROM

100%

of automated bots

96%

of phishing attacks

76%

of targeted attacks

LIKE MOST THINGS IN LIFE, THE MORE YOUR
VERIFICATION INVOLVES **YOU,** THE BETTER.

TURN MULTI-FACTOR AUTHENTICATION
ON TO GET STARTED.

Get more tips to protect yourself and your devices at:

[GETCYBERSAFE.CA](https://getcybersafe.ca)



Communications Security Establishment

Centre de la sécurité des télécommunications

Canada