PayPal™ | Press

The PayPal Official Insider Guide to

INTERNET SECURITY

Spot scams and protect your online business

Michelle Savage

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To my amazing parents, Mary and John Savage,
who taught me the importance of feeling secure.
They've been my safety net my entire life.

Michelle Savage is a creative, professional writer, who has written books, articles, Web content, marketing materials, and educational guides for various corporations and publications, including PayPal, eBay, Microsoft, Symantec, TrustedID, SBC, Suze Orman, and Yahoo. Born and raised in New York City, she moved to the San Francisco Bay Area during the dot-com boom in the late 1990s. Since then, she has specialized in Web writing and digital media, focusing on online security, mobile security, social networking, and privacy protection topics.

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Foreword

Technology moves fast. So do criminals. Beleaguered online merchants might feel like the only thing more daunting than preparing for Web 4.0 is bracing for Malware 5.0. Cyber attacks hit large and small merchants alike, phishers and fraudsters seem to be everywhere, and identity theft is so prevalent that we know credit score jingles better than Top 40 hits.

But this is not the end of the world, and you can't afford to hide in the closet. Your customers are online, on their smartphones, and buying goods and services in a virtual market that's growing at an amazing rate. You've got to ride this digital wave, but also make sure you don't get wiped out by the bad guys.

Wait, you say. Isn't security what *you* do, PayPal? Why do I have to worry about this stuff? And you're half right. We have a small army of very talented people fighting cybercrime, protecting our customers' data, and shutting down scammers day and night.

But we need your help.

It's up to you to choose strong passwords, install virus software on your computers, educate employees about phishing emails, and safeguard your customers' personal information.

That's why we wrote this book: to be your partner in anticrime, to share what we know about protecting your business and customers, and to help you grow and thrive. Let's get to it.

—Russell Bauder
Risk Design Team Lead

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Why Security Is Every Web Merchant's Concern