

Cybersecurity and the Role You Play

Baird takes great care in protecting your information, but you play a critical role as well. We strongly encourage following these five tips to help improve your online security.



Keep all of your software up to date

Install patches for your operating system, applications, and web browser as soon as they're released to reduce your risk of being infected with malware.



Use a reputable antivirus software

This will further reduce your risk of a malware infection.



Think before you click

Avoid clicking on links or attachments in unexpected emails or texts. Links may direct you to malicious websites that attempt to infect you with malware or harvest your information. Attachments may also contain malware.



Secure your accounts

Use a long, strong, and unique easy-to-remember passphrase for each of your accounts. Enable two-factor authentication where available to add another layer of security. Also, consider using a password manager app to help you create and store strong passwords securely.



Take control of you digital footprint

Be mindful of the information you share online whether it's for a financial transaction or social media. Do not post about vacations or business trips in real-time. Always log out completely after completing a transaction or sending a message. Log in and review the privacy settings of your online accounts.

For more about how Baird protects your information, contact your financial advisor or visit our Information & Site Security website at <http://www.rwbaird.com/help/safety-security/site-security.aspx>.

To learn more about how you and your family can stay safe and secure online, visit the Department of Homeland Security website at <https://www.dhs.gov/stopthinkconnect>.