



SMALL BUSINESS, BIG TRUST:

THE POWER OF CYBERSECURITY IN BUILDING BRAND LOYALTY



In a recent PwC 'Trust in US Business' survey, consumers and businesses put protecting data & cybersecurity as their top action to help establish trust.

So how can small businesses effectively build and maintain trust?



**Build and
document your
cybersecurity
program.**



**But how does it increase
trust in your brand?**



1

SENSITIVE DATA PROTECTION

Protecting your customers' data helps ensure that it isn't stolen or compromised, eliminating reputation and trust issues.

This builds trust with customers and vendors who rely on you to safeguard their sensitive information.



2

REGULATORY COMPLIANCE

Pursuing compliance with required mandates demonstrates that you're a responsible business that takes its obligations seriously.

Documenting and sharing your compliance status with your customers and supply chain demonstrates transparency.

All this builds trust.

3 COMPETITIVE ADVANTAGE

According to recent studies, cybersecurity is important to your prospects and customers.

A mature and well documented cybersecurity program differentiates your business from competitors who may not prioritize security the same way.



HOW DO I GET STARTED?

Make someone in your business accountable for your program.

Find a cybersecurity provider that understands small businesses and fits your budget.

Commit to the process.

LEARN MORE

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**WE ARE THE SMALL BUSINESS
CYBERSECURITY EXPERTS**