[[On Screen]]
Viewpoints Voices
A Conversation on Cyber Security

[[Ally Donnelly, Editorial, Fidelity]]
Hi, welcome to Viewpoints Voices. I'm Ally, Donnelly. I'm joined by Adam Ely. He's Fidelity's, Chief Information Security Officer. Hi, Adam.
[[Adam Ely, Chief Information Security Officer]]
Hi. Glad to be here.
[[Ally]]
Adam, the war in Ukraine has put an intense focus on cybersecurity. President Biden just recently called this a critical moment to accelerate our work to improve domestic security. First and foremost, what's your reaction, when you hear those words?
[[Adam]]
You know, I was really glad to hear the administration mentioned cybersecurity, and really put a focus on this area for us as a country because it benefits the economy, it benefits, our stability. If and when something bad happens in the future, it's just critical to national security. So it was a great call out, we were really happy to hear that.
[[Ally]]
Okay, so set the stage a little bit here. How are Russians using cyber attacks in Ukraine, and what's the threat to the US?
[[Adam]]
Yeah, this is one of the first really true modern wars that we've seen, where there's a combination of both the physical attacks and the digital attacks. We've seen the Russian military and the Russian cyber operators, attack the core infrastructure of Ukraine, trying to take power, energy, food supply offline, also taking government services offline, really trying to grind the economy to a halt. First time we've really seen that. And so we're we're really watching that closely to see how that plays out. And we're taking that information and applying it to how we think it could if we ever got there apply to either the US or other countries around the world right now. We're not there. But what we know. And this going back to the White House's prior statement, we know that the similar playbook could be used. So we have to just continue to strengthen our cyber defenses. And again, really, around those core services to the economy.
[[Ally]]
So, let's talk Fidelity for just a moment. What's Fidelity doing to protect our clients? And what would happen if the firm were targeted?
[[Adam]]
Yeah. So across industry, and this is financial services, big tech, everywhere, we see lots of attacks every day, there's a lot of sophisticated cyber operators out there, mostly criminal organizations, sometimes governments as well. So we operate at a pretty high state of alert every day, when we see attacks. And and we see kind of geopolitical situations like we're seeing today with Russia and Ukraine, we just use that as more data to understand how things may evolve. And we ensure that we're planning out from the probable all the way through the the improbable, if we were to see an attack. First and foremost, we have a customer protection guarantee where if our customers lose money because of fraud, or because these attacks, we work to make them whole, we ensure that they don't have losses due to these types of events. But we don't want anybody to ever actually have to experience that and go through the emotion of those kinds of attacks, I as a fidelity customer would not want to go through that myself. So we work to understand all the various attack vectors, risk to individual accounts, as well as to the firm and make sure that we're pulling in the intelligence from foreign and domestic governments, peer companies, doing our own research and applying all that to continuously protect and evolve our security controls to make sure our customers are protected as well.

[[Ally]]
So empower us. What should we all be doing as individuals to protect our own personal or sensitive information?
[[Adam]]
The first thing I tell everyone is make it hard for someone to steal from you, from getting into your account. So go in, turn on the multi factor authentication, so that it's really difficult to get into your account. Second, make sure all of your contact information is updated, especially your email address and your mobile phone. We use those not only in contacting you if something goes wrong, but we also use that information as part of detecting fraud and making sure that we can protect your account in real time. Third, go out and freeze your credit reports. It's pretty easy these days, takes maybe five minutes, you can protect yourself from identity theft, you can you can get notices, if some accounts somewhere has been compromised, and somebody is trying to use that. These are the best things we as individuals can do to sort of take responsibility and try to protect ourselves.
The biggest thing I'll leave everyone with is just be diligent. Watch those emails that come that claim they're from somebody that you do business with, really scrutinize those, we're seeing fraudsters move to phone calls and text messaging as well, to try to trick us to click a link put in our credentials or to transfer money. So be very vigilant and then do whatever you can to protect yourself. Make it harder for somebody to cause a bad day for you.
[[Ally]] All right, terrific. Great information. As always, Adam Ely, I thank you so much.
[[Adam]] Thank you.
[[Ally]] For more insights from Fidelity, sign up for the Viewpoints newsletter through the link below this video. I'm Ally Donnelly. See you soon
[[on screen]]
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