

Hello Discount Tire family,

As the holiday season approaches, we wanted to take a moment to remind you about the importance of staying vigilant when it comes to your online security. While you're enjoying festive moments with family and friends, it's crucial to keep your digital presence secure from potential threats.

Here are some essential cyber security tips to keep in mind this holiday season:

- **Strong, Unique Passwords:** Ensure that all your accounts have strong, unique passwords. Use a combination of letters, numbers, and special characters. Consider using a password manager to keep track of them.
- **Multi-Factor Authentication (MFA):** Review your MFA registrations on personal accounts. Ensure MFA is enabled wherever possible. This adds an extra layer of security by requiring a second form of authentication, such as a code sent to your phone.
 - NOTE: MFA authentication fatigue is a cyber-attack where a criminal repeatedly attempts to login your account over and over, causing a constant stream of MFA request being sent. Account holders may accept the request so the requests will stop, thinking it is a glitch, but it is actually a planned attack on the account.
- **Update Software and Applications:** Keep your operating system, software, and apps up to date with the latest security patches. Hackers often target outdated systems.
- **Beware of Phishing Emails:** Be cautious of unsolicited emails, especially those asking for personal information or containing suspicious links. Avoid clicking on links or downloading attachments from unknown sources.
- **Secure Wi-Fi Connection:** Ensure your Wi-Fi network is password protected and use a strong, unique password for it. Avoid using public Wi-Fi for sensitive activities.
- **Be Cautious with Personal Information:** Avoid oversharing personal information on social media platforms. Cybercriminals often use this information for identity theft or targeted attacks.
- **Regularly Backup Your Data:** Make sure to regularly back up important files and data. This can be a lifesaver in case of a ransomware attack or hardware failure.

- **Stay Informed:** Stay updated on the latest cyber security threats and best practices. Awareness is one of the best defenses against cyber-attacks.
- **Use Secure Connections for Online Shopping:** When making online purchases, ensure you're on a secure connection (look for "https" in the URL) and only shop from reputable websites.
- **Monitor Your Accounts:** Regularly review your bank and credit card statements for any unauthorized or suspicious activity.

IMPORTANT: If you receive a suspicious email, inadvertently click on a link, open an attachment from an unknown source, or think you may have accepted an unauthorized MFA request, please contact the InfoCenter x66008 (480-606-6008) so the appropriate teams can review and assist. The goal remains for all of us to continually protect Discount Tire and the important employee and customer data in which we have been entrusted.

Remember, a little extra caution can go a long way in safeguarding your digital presence. Wishing you a safe and joyful holiday season!