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| Example communication |

Example communication to staff about the importance of strong passwords

## Subject: Importance of strong passwords

Kia ora koutou

As part of our ongoing efforts to enhance cyber security and protect our organisation's data and systems, we want to emphasise the importance of using strong, unique passwords and password management best practices.

Weak or easily guessable passwords are a common entry point for cyber attackers, who often use automated tools to crack passwords and gain unauthorised access to accounts and sensitive information. A strong password is one of the most basic yet effective ways to safeguard your accounts and our organisation's digital assets.

Here are some tips for creating and managing strong passwords:

Use long and complex passwords: Use passwords at least 10 characters long and include a combination of uppercase and lowercase letters, numbers and special characters (!@#$%^&\*). The longer and more complex a password is, the harder it is to crack.

Avoid personal information and common words: Don't use personal information like your name, date of birth or pet's name in your passwords. Avoid common words or phrases that can be easily guessed.

Use a unique password for each account: Reusing the same password across multiple accounts increases the risk of a breach. If one account is compromised, all your other accounts using the same password are also vulnerable.

Regularly update your passwords: It's good practice to change your passwords periodically, especially for critical accounts or if you suspect a potential compromise.

Keep your passwords safe: Never share your passwords with anyone, and be wary of unsolicited emails, messages or calls asking for your login credentials or personal information. Avoid writing down your passwords or storing them on your computer (eg, in a text file).

Be cautious of phishing attempts: Be vigilant against phishing attempts that try to trick you into revealing your passwords or other sensitive information.

By following these password best practices, you can significantly reduce the risk of unauthorised access to your accounts and protect our organisation's sensitive data and systems. If you have any questions or concerns regarding password management or cybersecurity practices, please contact **[contact information/IT support]**.

Thank you for your cooperation in helping to maintain a secure digital environment for our organisation.

Ngā mihi

**[Name]**