

# CYBERSECURITY FOR COMMUNITY BANKS



[WWW.ICBA.BANK](http://WWW.ICBA.BANK)



COMMUNITY SPIRIT BANK

*Where dreams meet solutions.*

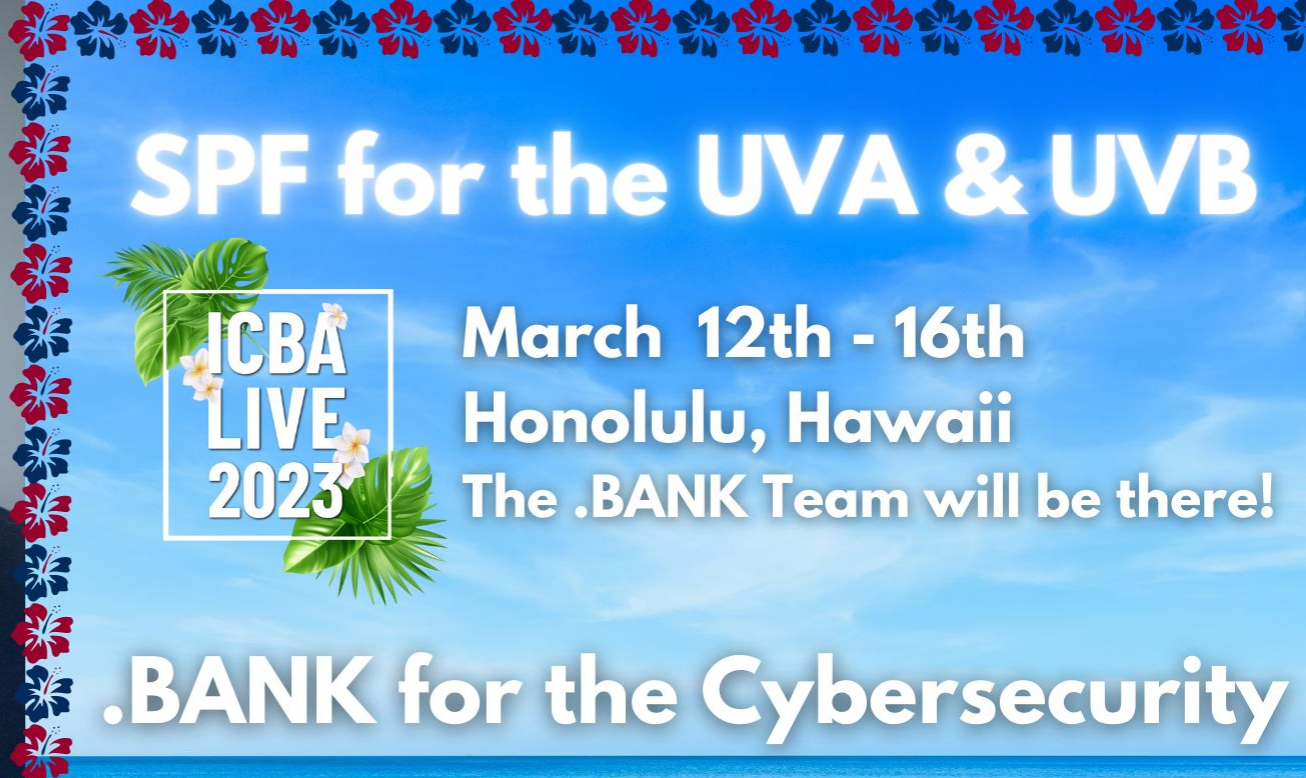
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CYBERSECURITY



**BRAD BOLTON**  
ICBA CHAIRMAN  
PRESIDENT & CEO  
COMMUNITY SPIRIT BANK



# SPF for the UVA & UVB

ICBA  
LIVE  
2023

March 12th - 16th  
Honolulu, Hawaii  
The .BANK Team will be there!

## .BANK for the Cybersecurity



# .BANK Migration Resources

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[Why .BANK?](#)

[Interactive Map of .BANKers](#)

[.BANK Myths](#)

[Podcast: Why banks should band together and take the easy win of .BANK](#)

[Can I '.BANK' on my core?](#)

[Get a .BANK domain](#)

[Schedule a .BANK Informational Call](#)

# Our Tools for Marketers

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- Communication Templates: Email, Email signatures, website banners
- Customer FAQs
- Life After Phishing PSA Videos
- Social posts & gifs 
- Continuing education 

# Key Notes for Consideration

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- It's time to re-evaluate .BANK
- Your customers see how perilous the cyber threat landscape has become
- Cybersecurity is a powerful marketing message for retention, sales & acquisition
- .BANK can be easily managed alongside other projects
- We have Customer Communication templates
- We'll make your move easy, affordable, and seamless

# Why .BANK

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- **It's Industry Founded & Governed:** The ICBA helped to create the .BANK domain and continues to play a pivotal role in its governance and growth.
- **It's Necessary:** Providing protection against over 92% of cyberattacks that lead to breaches, ransomware, BEC, identity theft, and financial fraud.
- **It's a Timely Competitive Advantage:** The pandemic and geopolitical turmoil have had a massive impact on banking and cybersecurity. Banks that enhance their security will have an advantage.
- **It's Your Space:** .BANK separates banks from non-banks selling bank-like products.
- **It Serves Your Customers:** .BANK is something you can do that helps your customers protect themselves.
- **It's a Marketing Win:** .BANK empowers marketers to engage, retain, upsell, cross-sell, and attract customers.
- **It's Seamless, Easy & Affordable:** We'll share best practices for the technical set up and customer education.