

BBB Presents National Password Day on March 15, 2016

CALGARY, ALBERTA - MARCH 15th, 2016 - Better Business Bureau (BBB) of Mainland BC, in conjunction with the supporting BBBs across Canada, is pleased to announce the inaugural National Password Day, on March 15, 2016. This initiative, part of National Fraud Prevention Month, is an opportunity to remind businesses and consumers of the importance of password security.

Passwords are an integral part of our digital lives, helping to secure important personal and financial information. As an advocate for businesses and consumers, the BBB is pleased to partner with industry stakeholders including Global Payments Canada, a leading payments technology provider, to help inform and educate the public on the importance of password security and best practices.

"March is a great month to raise awareness of this campaign," said Jeanette Jackson, Director of Communications & Strategic Partnerships for BBB serving Mainland BC. "As part of the Competition Bureau's National Fraud Prevention Month, the BBB is pleased to provide a forum through which to increase security awareness."

"Passwords can help ensure the security and confidentiality of data, making password security an important issue for consumers and businesses alike", said Jeff McGuire, Senior Vice President, Product Development & Marketing for Global Payments Canada. "We are pleased to work with the Better Business Bureau, particularly during National Fraud Awareness Month, to share key password security best practices and contribute to public awareness and education on this important topic."

On March 15, BBB and Global Payments encourage you to celebrate National Password Day by scheduling 30 minutes to update your passwords across bank accounts, social networks, email accounts and even point-of-sale (POS) equipment. Select strong passwords that are difficult to guess and vary across your many accounts. Change passwords frequently - experts recommend two to three times a year at minimum - and be sure to never share your passwords with anyone. A password manager may also assist with password security, as it remembers your strong passwords, so you don't have to.

"This is also an opportunity to remind your children the importance of password security and instill good habits at a young age," adds Jackson. "Teaching them not to share passwords with friends at school and even making changing passwords a family event can keep them interested and more secure as they grow and open their own accounts whether it be banking or online games."

Important tips: Make your password tough to decipher

- Use at least 12 characters
- Use upper and lower case letters, numbers and symbols
- Avoid words found in the dictionary
- Avoid using family names