

## Cybersecurity Risks of QR Codes

Quick Response (QR) codes have become widely utilized in marketing, sales, payment transactions, and customer service across various businesses.

However, with the increasing prevalence of QR codes, criminals have discovered ways to exploit them for phishing attacks and malware dissemination. Distinguishing between secure and malicious QR codes can be challenging, as they will look identical to one another. Moreover, as many QR codes are standalone images, it can lack evident indicators of malicious intent, such as misspellings or suspicious links.

**To counter the escalating use of QR codes by cybercriminals, businesses should implement risk mitigation strategies, including:**

- Exercise caution when scanning QR codes and verify the legitimacy of the directed web address.
- Disable automatic QR code scanning on devices.
- Educate and advise employees against

scanning QR codes of uncertain origin.

- Install security software incorporating content filtering to inspect and block access to dubious links and attachments.
- Implement multi-factor authentication systems to fortify business systems against compromised passwords or credentials.
- Enforce strict access controls to minimize potential damage in the case of a login breach.
- Keep all devices updated and patched.
- Review default settings and permissions related to sensitive information sharing.
- Train employees on secure technology use in a bring-your-own-device environment.
- Consistently provide education to employees about the latest cyber threats associated with QR codes.
- Minimize the use of QR codes in electronic business communications to discourage cybercriminal targeting of customers.

In addition to implementing these strategies, businesses can protect themselves even further by adopting protective measures such as **employing a reputable QR code generator, customizing QR codes with company branding, testing codes before distribution, and ensuring linked websites possess robust encryption with visible SSL protection indicators.**

For further cybersecurity resources, feel free to reach out to us today.

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**If you have questions specific to your business, or would like additional information, please reach out to your Lloyd Sadd Advisor.**

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**LET US HELP YOU  
MANAGE YOUR RISK**

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