

May 4, 2023

**Contact** Kylie Mason

**Phone** (850) 245-0150



OFFICE OF THE  
**ATTORNEY GENERAL**  
**STATE OF FLORIDA**

## Florida Attorney General's Office News Release

### VIDEO CONSUMER ALERT: Attorney General Moody Provides Tips on World Password Day to Help Floridians Secure Online Accounts



TALLAHASSEE, Fla.—On World Password Day, Attorney General Ashley Moody is urging Floridians to take steps to enhance online security. Company data breaches are a new-age disaster that leaks the online account information of account members. While 2022 saw slightly fewer data breaches than 2021, the number of victims involved in such breaches increased by 43% [to more than 422 million](#). Once data is exposed, consumers can be at risk of identity theft or other cybercrimes. It is important that Floridians create and use different, strong passwords to secure online accounts against cyberattacks or data breaches.

**Attorney General Ashley Moody** said, “Creating strong, unique passwords can help prevent identity theft and protect personal and financial information from cybercriminals. On World Password Day, I encourage all Floridians take steps to secure their online accounts by strengthening passcodes.”

Attorney General Moody recommends the following tips on creating strong passwords and protecting online accounts:

- **Employ a Mix of Characters:** Include a combination of lowercase and uppercase letters, numbers and symbols in a password;
- **Use a Passphrase:** Instead of a single word, consider using a passphrase that combines random words. This can make it easier to remember a password while also making the password harder for hackers or scammers to decipher and use;
- **Never Reuse Passwords:** Using the same password for multiple accounts is a big mistake. If one account gets hacked or a data breach occurs, all accounts could be at risk;
- **Try a Password Manager:** Password managers can help keep track of passwords, as well as generate complex passwords to use; and
- **Enable Two-Factor Authentication:** This adds an extra layer of security by requiring a text, email code or fingerprint in addition to a password.

For more information about how to strengthen passwords or to guard against identity theft, please visit [MyFloridaLegal.com/ConsumerAlert](https://www.myfloridalegal.com/consumeralert).

# # #

*The Florida Attorney General's Consumer Protection Division issues Consumer Alerts to inform Floridians of emerging scams, new methods used to commit fraud, increased reports of common scams or any other deceptive practice. Consumer Alerts are designed to notify Floridians about scams and available refunds in an effort to prevent financial losses or other harm caused by deceptive practices. Anyone encountering a scam should report the incident to the Florida Attorney General's Office by calling 1(866) 9NO-SCAM or visiting [MyFloridaLegal.com](https://www.myfloridalegal.com). To view recent Consumer Alerts and for other information about avoiding scams, visit [MyFloridaLegal.com/ConsumerAlert](https://www.myfloridalegal.com/consumeralert).*