



**WORLD FLOOR COVERING  
ASSOCIATION**

**FOR IMMEDIATE RELEASE**

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## **World Floor Covering Association to Host Cybersecurity Webinar**

July 27, 2021 - Dalton, GA – As cybercriminals continue to threaten consumers and businesses across the nation, the World Floor Covering Association (WFCA) will be hosting a webinar on Friday, August 6, to provide members with important information surrounding all facets of addressing cyber threats from awareness to prevention and response.

Hosted by Lewis Davis, WFCA's Senior Director of Technology & Research, Jeff King, WFCA's legal counsel, and Stacy Eickhoff, Senior Vice President of Risk Strategies, the webinar will focus on cybersecurity best practices and defenses to protect small businesses from cyberattacks and what to do if you are attacked. The key areas discussed will include:

- Are there legal ramifications if my data is hacked?
- What rights do I have if my customers info is hacked?
- What resources are available if I am hacked?
- What is phishing?

- What is ransomware?
- How can I prevent an attack?
- Can I prepare for a hack?

[Online registration](#) is open now. The webinar is scheduled to begin at 2 p.m. (ET) and will run approximately 60 minutes. After registering, you will receive a confirmation email containing information about joining the webinar.

### **About WFCFA**

The World Floor Covering Association (WFCFA), the official sponsor of The International Surface Event (TISE), is the floor covering industry's largest advocacy organization, representing floor covering retailers, contractors and allied service providers throughout North America.

The WFCFA is a recognized leader in marketing research and industry programs for flooring professionals. In addition, it publishes the only retailer-oriented trade periodical, *Premier Flooring Retailer*. As part of its mission to enhance the business environment for the independent flooring retailer the WFCFA acquired the Certified Floorcovering Installers Association (CFI) to resolve the industry's largest issue - the shortage of qualified installers. The WFCFA runs fcB2B, a program committed to helping businesses in the industry transition to an e-commerce platform for all business transactions. The WFCFA also influences public policy affecting the floor covering industry and consumers. For more information about the WFCFA, visit [WFCFA.org](http://WFCFA.org).

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