**August send plan**

**Insurance campaign**

**Subject line: How often should you change your passwords?**

**Preview line: Discover how to stay secure online through passwords**

Passwords can sometimes become the bane of your existence as you go back and forth between creating, forgetting, and resetting them. Passwords are in place to ensure your accounts stay secure and private. So, how often should you really change them?

**The importance of passwords**

When creating a password, it’s vital they are strong and complicated to ensure they are difficult to crack and hack. This means using passwords with random mixed characters, avoiding personal elements, and reusing passwords. By increasing the complexity of your passwords, you reduce the likelihood of them becoming compromised.

People generally believe that changing passwords a few times a year makes a hacker's path more difficult. However, recent research challenges this notion, revealing that people who regularly change their passwords often take shortcuts and unintentionally create weaker, more hackable passwords.

**Preventing password changes**

Your first password should be extremely strong and unique and shouldn’t need changing unless you have a security breach. Two-factor authentication is a great way to maintain safer accounts, and by using a password manager, this allows bullet-proof passwords to automatically be generated and stored in a safe and secure manner.

**Curious about how to protect yourself online? Get in touch for more information**