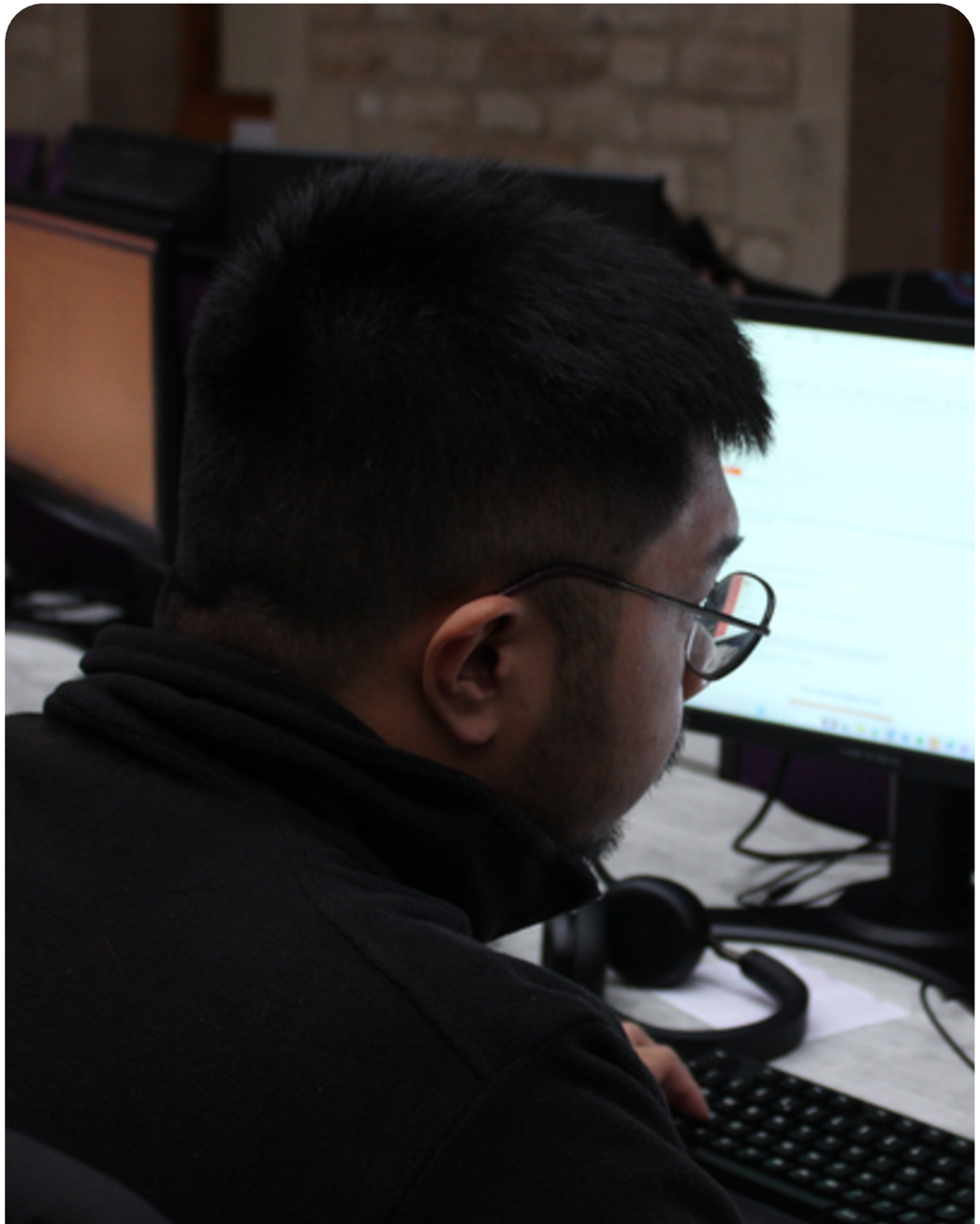


HOW TO CREATE SECURE **PASSWORDS**

DANNY PURNELL

Agenda

- The Password Problem
- What Makes A Strong Password?
- NordPass Demo
- Q&A Session



The Password Problem

An Average User Has 100+ Online Accounts



Reuse Of Passwords

78% of users reuse the same password for more than **one account**.

52% of users reuse the same password for more than **three accounts**.

4% of users reuse the same password for more than **ten accounts**.



Reusing a password is like making 100 copies of your front door key and leaving them scattered around town. If one site is breached, every account you own is at risk.

The Speed Of Modern Hacking

00	00	00	59
DAYS	HOURS	MINUTES	SECONDS

What Do You Think?

What percentage of data breaches are caused by stolen or weak credentials?

80%

62%

41%

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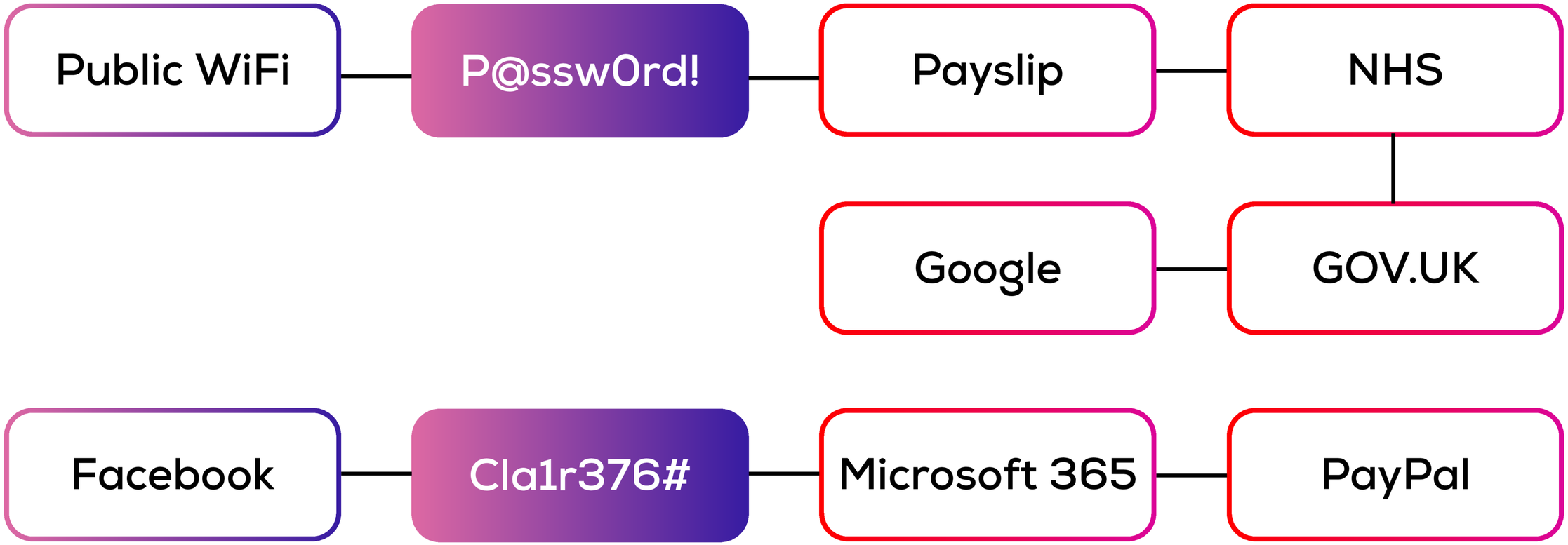
62%

41%

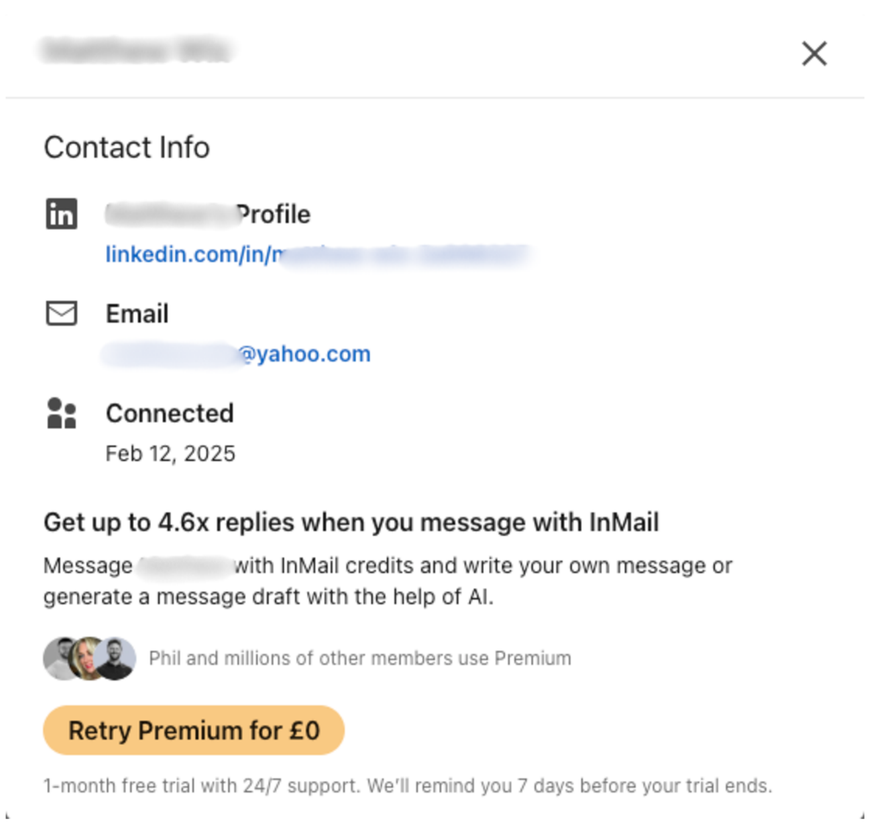
Did You Know

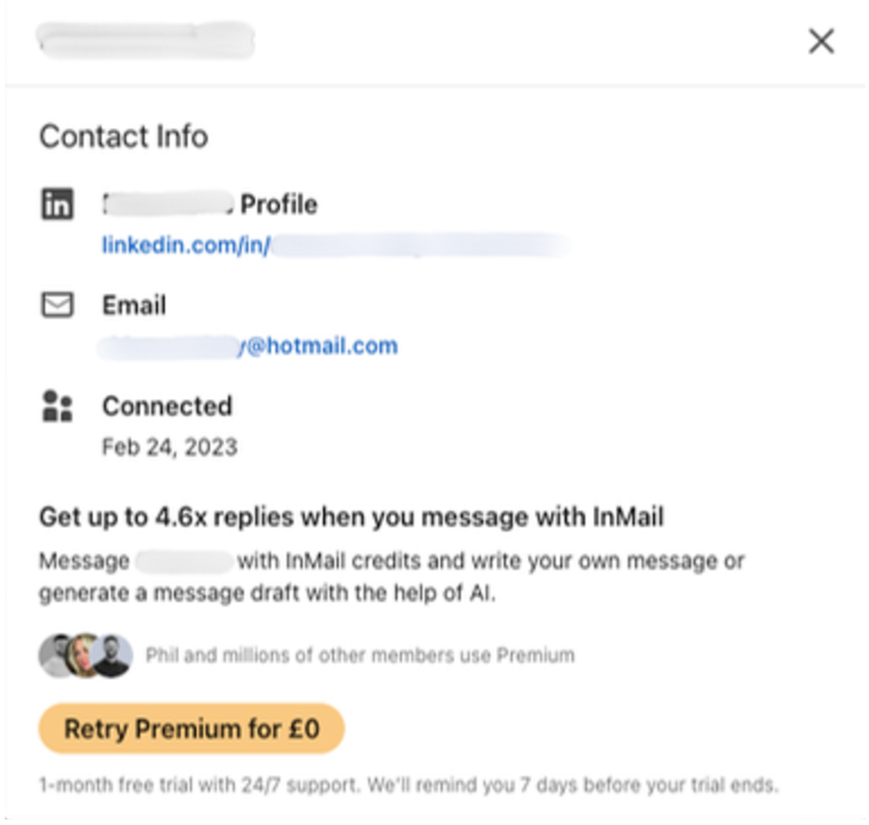
As of early 2026, ‘password’ and ‘123456’ remain the most common credentials globally.

The Workflow of a Password Breach



Protecting Your Email Address





Choosing & Generating Secure Passwords

What Makes A Strong Password?

Length
A longer passphrase is significantly harder to crack.

Unique
A password is only secure if it exists in exactly one place.

Characters
Utilising unpopular or usual characters.

Unguessable
Don’t use words/phrases related to you.

Golden Rule
If you can remember it, it’s probably not strong enough.

Passphrase vs Password

Passphrase

A passphrase is a string of random words used instead of a ‘traditional’ password.

Examples include:

- Spaceship-Candle-Luminous
- Reference-Grapple-Frogspawn
- Levitate-Bright-Clank

Password

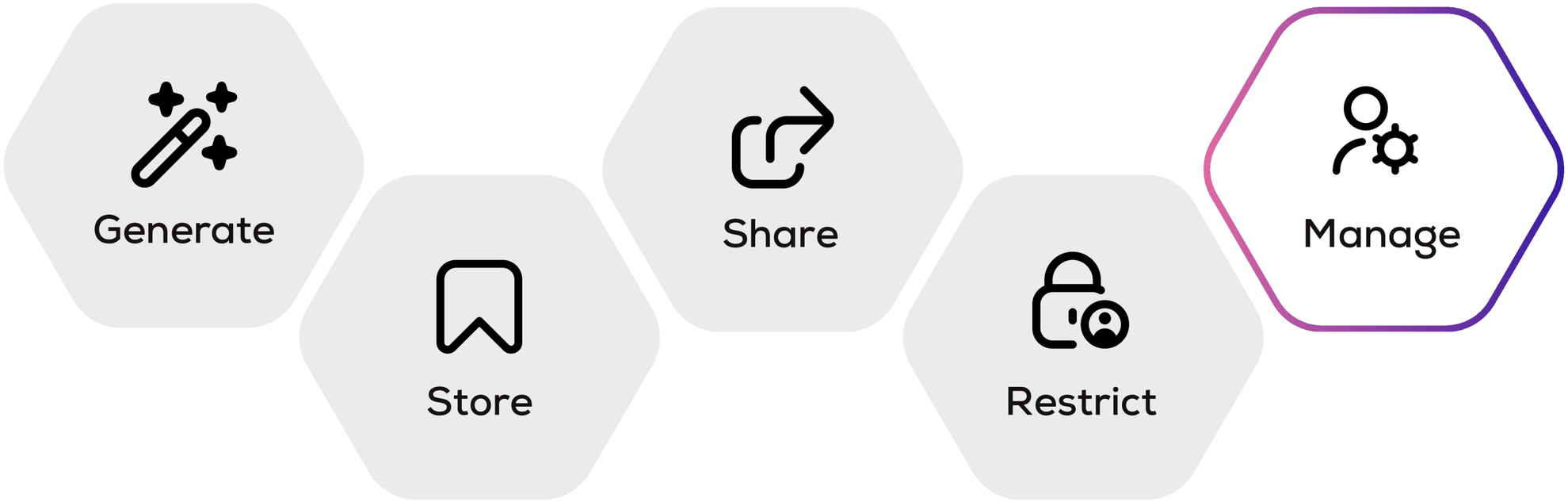
A password is traditionally a short string of characters that rely on ‘complexity’.

Examples include:

- P@ssw0rd!12
- ?Mclaren97
- Cla1r376#

How Can NordPass Help?

NordPass Overview



Benefits of Using NordPass

Easy Access
Access your passwords from one secure vault.

Policies
Set and manage password policies for your team.

Share & Revoke
Securely share and revoke passwords with 3rd parties.

Generate
Generate strong passwords via app/browser/desktop.

Visibility
See where your weak entry points are.

Useful Tools

Useful Tools For You

- NordPass Password Generator
- How Secure is Your Password?
- Have I Been Pwned?

Q&A Session