CYBERINSIGHTS | BLACK FRIDAY SAFETY

Black Friday: business readiness checklist

Practical preparation and response. No checklist guarantees safety.

1 ASSIGN OWNERS

Confirm the incident lead, on-call backup, payment provider, host, communications and privacy/legal contacts.

2 PROTECT ADMINISTRATION

Review staff and vendor access to email, commerce, domains and payment portals. Use strong MFA and separate identities.

3 CHECK THE CHECKOUT

Review serving versions, integrations and payment-page scripts. Test a synthetic order and alerts without exposing real payment data.

4 CONTROL CHANGES

Use reviewed releases, rollback and clear emergency authority. Keep necessary security fixes possible during the peak period.

5 WATCH OUTCOMES

Separate checkout failures, fraud patterns and security alerts. Verify that notifications reach someone able to act.

6 VERIFY MONEY MOVEMENTS

Independently confirm supplier bank changes and unusual refunds. Keep appropriate approval and reconciliation checks.

7 EXERCISE RECOVERY

Test restores and incident communications. Preserve evidence, involve payment and privacy specialists, and verify recovery before reopening.

Evidence: scope / owner / expected result / observation / gaps / reviewer / recheck

Sources: Canadian Centre for Cyber Security: Shopping online safely (October 2026); FTC: Online shopping and payment precautions; Canadian Centre for Cyber Security: Passphrase and password practices; Canadian Centre for Cyber Security: Passkey considerations; FTC: Recognize and avoid phishing scams; FTC: Scammers hiding links in QR codes; FTC: Tech support and refund scams; FTC: What to do if you were scammed; Canadian Anti-Fraud Centre: What to do if you are a victim of fraud; Canadian Centre for Cyber Security: Baseline controls for small and medium organizations; PCI Security Standards Council: Payment-page security and e-skimming guidance; Office of the Privacy Commissioner of Canada: Mandatory breach reporting guidance. Full links and limitations are in the companion guide. Examples are hypothetical; no customer environment was tested.