COMPUTER DEPOT INC.
BUSINESS SOLUTIONS

Tech Bits and Bytes to Help You with Your Business

Computer Depot Inc. Business Solutions Newsletter   June 2021

Thomas Hill, President & Founder

"You can be a champion in growing your business. Your success is our commitment!"

Welcome Summer

TRIVIA

CONGRATULATIONS
WINNER
Paul McCoy
of
**Wood Bros Inc,
Sporting Arms & Repair**
Who knew that
Maria & Irene Curie
Were the famous mother and daughter who won Nobel Prizes for their work in the field of radioactivity?

Don't Let Your Employees Become Your Biggest Vulnerability

A couple years ago, TechRepublic ran a story with the following headline: "Employees Are Almost As Dangerous To Business As Hackers And Cybercriminals." From the perspective of the business, you might think that's simply inaccurate. Your company strives to hire the best people it can find – people who are good at their jobs and would never dream of putting their own employer at risk.

And yet, many employees do, and it's almost always unintentional. Your employees aren't thinking of ways to compromise your network or trying to put malware or ransomware on company computers, but it happens. One Kaspersky study found that 52% of businesses recognize that their employees are "their biggest weakness in IT security."

Where does this weakness come from? It stems from several different things and varies from business to business, but a big chunk of it comes down to employee behavior.

Human Error

We all make mistakes. Unfortunately, some mistakes can have serious consequences. Here's an example: an employee receives an e-mail from their boss. The boss wants the employee to buy several gift cards and then send the gift card codes to them as soon as possible. The message may say, "I trust you with this," and work to build urgency within the employee.

The problem is that it's fake. A scammer is using an e-mail address similar to what the manager, supervisor or other company leader might use.

It's a phishing scam, and it works. While it doesn't necessarily compromise your IT security internally, it showcases gaps in employee knowledge.

Another common example, also through e-mail, is for cybercriminals to send files or links that install malware on company computers. The criminals once again disguise the e-mail as a legitimate message from someone within the company, a vendor, a bank or another company the employee may be familiar with.

It's that familiarity that can trip up employees. All criminals have to do is add a sense of urgency, and the employee may click the link without giving more thought.

Carelessness

This happens when an employee clicks a link without thinking. It could be because the employee doesn't have

> **"52% of businesses recognize that their employees are 'their biggest weakness in IT security.'"**

training to identify fraudulent e-mails or the company might not have a comprehensive IT security policy in place.

Another form of carelessness is unsafe browsing habits. When employees browse the web, whether it's for research or anything related to their job or for personal use, they should always do so in the safest way possible. Tell employees to avoid navigating to "bad" websites and to not click any link they can't verify (such as ads).

Bad websites are fairly subjective, but one thing any web user should look for is "https" at the beginning of any web address. The "s" tells you the site is secure. If that "s" is not there, the website lacks proper security. If you input sensitive data into that website, such as your name, e-mail address, contact information or financial information, you cannot verify the security of that information and it may end up in the hands of cybercriminals.

Another example of carelessness is poor password management. It's common for people to use simple passwords and to use the same passwords across multiple websites. If your employees are doing this, it can put your business at a huge

risk. If hackers get ahold of any of those passwords, who knows what they might be able to access. A strict password policy is a must for every business.

Turn Weakness Into Strength

The best way to overcome the human weakness in your IT security is education. An IT security policy is a good start, but it must be enforced and understood. Employees need to know what behaviors are unacceptable, but they also need to be aware of the threats that exist. They need resources they can count on as threats arise so they may be dealt with properly. Working with an MSP or IT services firm may be the answer – they can help you lay the foundation to turn this weakness into a strength.

My husband was waterskiing when he fell into the river. As the boat circled to pick him up, he noticed a hunter sitting in a duck boat in the reeds. My husband put his hands in the air and joked, "Don't shoot!" The hunter responded, "Don't quack."

Probably the worst thing you can hear when you're wearing a bikini is "Good for you!"

Use Technology To Make Your Business Stand Out

Today's workforce is more tech-savvy than ever before. This means your business should be as well. You want to attract good talent, and leveraging your own tech prowess can be a way to do just that.

Think about how you engage with social media. Is it something that's just there or is it something you're using to actively reach out and connect with customers, potential customers and your community? TikTok, for example, relies on a powerful algorithm to reach specific audiences. Businesses can take advantage of that to get content, including ads, to relevant eyes. According to Hootsuite, TikTok pushes for five million daily impressions for certain ads.

Taking it a step further, you can mix AI with human communication. Chatbots are more advanced than ever and can seriously impact lead generation. Chatbots also direct users to real people to continue the conversation on specific terms. Basically, there are more ways to customize how you communicate, and it's worth investing in. *Forbes, 3.12.2021*

"I think we're named after computer passwords."

This Month's
TRIVIA

Here is your next chance to WIN!

Who is often called the Father of the National Parks System?

Email your answer to
RHill@ComputerDepotOnline.com

Are you compliant?

Get **HIPAA Facts** that might just save you thousands of dollars!

For more information visit www.**C**omputer**D**epot**B**usiness.com

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Happy Father's Day to all the special men in our lives who are out there living their best dad life!

Senior Tech Wes Bruce and son Dayne

Hello Summer

June 2021

Look What's Inside…

- **Don't Let Your Employees Become Your Biggest Vulnerability**
- HIPAA Facts-Are You Sure You Know Them?
- Hurry-You could WIN this month's Trivia and this
- **Let's All Go to the Movies–In the Backyard!**
- **Use Technology To Make Your Business Stand Out**
- Sunny Funny Stuff

COMPUTER DEPOT BUSINESS SOLUTIONS - AFFORDABLE IT HELPDESK AND CYBER SECURITY SUPPORT IN 20 MINUTES OR LESS

Outdoor Movie Time

On nice summer nights when you are lounging in the pool or hanging with friends in the backyard, you don't have to go inside to watch the game or a movie. You have two great ways to watch movies or stream events like sports outdoors. First, outdoor televisions are available as an easy, permanent setup, perfect for a screened patio. They can be pricey, ranging from $2,000 to $5,000, depending on size or resolution. They are permanently installed and they are weather resistant. The second way isn't a permanent installation, but it is still practical and fairly easy. You'll need a projector, a screen, and a streaming device like an iPad or phone and a high quality box like Roku or Apple TV. Projectors can display the image from the back of the screen or the front, depending on which would be best for your circumstances. With a back projector, people walking around won't throw shadows onto the screen. Choose a projector with at least 3000 lumens for outdoor, light projection. Less lumens if you will always stream your mov-

ies at night, a minimum of 2000 lumens. These projectors come at

many price points from $400 to $5,000. Make sure the projector will throw the image at the size you want, and that it is compatible with your streaming device. You'll need some surface to project the image on. That could even be a garage door or even a sheet. But more satisfying is an outdoor screen, available in many sizes, even 300 inches or more. They are priced very reasonably from under $100 to $500. Your choice will depend on the outdoor location, your distance from the screen, and your type of projector. Finally, you'll need some connectors so you can connect your streaming device to the projector. This became one of our favorite things to come out of 2020 and we plan to enjoy outdoor movie time for many years to come.