



COMPUTER DEPOT BUSINESS SOLUTIONS

Tech Bits and Bytes to Help Your Business Run Faster, Easier and More Profitably

Computer Depot Inc. Business Solutions Newsletter

August 2023



Thomas Hill, President & Founder

"We are the IT partner that is helping small business owners make smarter decisions and take faster action!"



Start The School Year Strong

Parental Tech Tips To Ensure Academic Excellence



In the coming weeks, kids from around the country will return to school to continue their academic journey. It's an exciting time in their lives, and many begin the school year with high hopes and expectations. Do you remember how enthusiastic (or disappointed) you were when the first day of a new school year arrived? Now that we're parents, we can put specific strategies and techniques in place to help our children find success when school resumes.

It's interesting to see how much has changed since many of us were in school, especially from a technological standpoint. Nearly every kid starts middle school with a smartphone, tablet and laptop. While this has provided them with access to more information and opportunities, there are things that parents should do to keep their children protected and out of trouble.

If you have a kid returning to school this month, try utilizing some of the following strategies to help your child start the year strong. You may even help yourself along the way!

Create Guidelines

Electronic devices like smartphones, tablets and video game consoles can be fun for kids but can also be distracting. You shouldn't want your children to be on screens all day, as it can damage their mental health. There's no one-size-fits-all approach to screen time, so you must determine what works best for your situation.

The American Academy of Child and Adolescent Psychiatry reports that, on average, children ages 8 to 12 in the United States spend four to six hours a day watching or using screens, and teens spend up to nine hours.

TRIVIA

CONGRATULATIONS

Kalen Houston



JR Global Manufacturing, Inc.

Who knew that there are 1.1 billion websites on the internet. Extra fun fact: A staggering 82% are not updated and are inactive.

TURN TO PAGE 2 FOR THIS MONTH'S TRIVIA



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Getting your kids to use their screens less can be difficult if they're already watching for multiple hours a day, but it's necessary in helping their development. Set specific hours they can use their screens for personal use or make them log the time when using their devices. If you're worried they won't be honest about their screen use, create a rule that they can only use the devices in public areas of the house, not their room. Put guidelines in place as soon as possible. If you wait until school starts, you will be looking at an argument and further disruption to their studies.

Monitor What They're Doing And Set Website Restrictions

Does your child do their homework on a computer? If so, how do you know they're actually working on their homework? Keep a watchful eye on your children when they're using their devices to ensure they're using them

"Children ages 8 to 12 in the United States spend four to six hours a day watching or using screens, and teens spend up to nine hours ."

properly. They may trick you to get a few more minutes of screen time. Continually check on them while they're using a screen to do their homework, and don't be afraid to take a closer look.

You should also look into setting up website restrictions. You don't want your child stumbling upon an inappropriate website, and you don't want them on an unsecured website that could put your network and personal information at risk. Set up website restrictions through your network and devices to ensure your child doesn't go where they shouldn't.

Talk With Them About The Dangers Of Social Media

If your child doesn't have one already, at some point they will create a social media account so they can stay up-to-date with everything going on with their friends and family. Social media can be harmless when used cautiously; you must explain that to your children. Let them know other people can see everything they post, so they need to think carefully before posting anything, especially pictures. As a best practice, turn off all social media applications' geolocation and messaging features. That way, your child won't receive message requests from strangers or

"The staff is knowledgeable, friendly, and experienced, always there to help. You can rely on this team for all your IT needs. They keep in touch every step of the way and are available anytime you have a computer issue that needs to be resolved. We recently had a serious problem with our network server. They worked all weekend to get the issue resolved so we didn't have any down-



time, and we were up and running on Monday like nothing had happened!"
David Buckner CPA

inform strangers of their location.

If you have a social media account, you should also be cautious about your posts. Your child will look at your account for direction, and if you post questionable content, there will be some confusion. It might even cause them to ignore your rules.

The start of a new school year is an exciting time in your child's life. You can help set them up for even greater success by implementing a few tech strategies to help them focus and keep them out of trouble!

'I DIDN'T KNOW'

Unfortunately, That Excuse Doesn't Replenish Your Bank Account, Resolve A Data Breach Or Erase Any Fines And Lawsuits.



It's coming ...

- That day a hacker steals critical data, rendering your office useless...
- That day when your bank account or credit card is compromised...
- Or that day when your customers' private lives are uprooted...

Cybercriminals and hackers are constantly inventing NEW ways to infiltrate your company, steal your assets and disrupt your life. The ONLY way to STOP THEM is this:

You Must Constantly Educate Yourself On How To Protect What's Yours!

Now, for a limited time, we have the perfect way to help reduce your risk and keep you safe! Simply sign up to receive our FREE "Cyber Security Tip of the Week." We'll send these byte-size quick-read tips to your e-mail inbox. Every tip is packed with a unique and up-to-date real-world solution that keeps you one step ahead of the bad guys. And because so few people know about these security secrets, every week you'll learn something new!

Get your FREE "Cyber Security Tip of the Week"

at www.ComputerDepotBusiness.com/drip-tips/ or Call Melissa at (865) 909-7606

Top 7 Reasons to Choose COMPUTER DEPOT Business Solutions

Call (865) 909-7606

To schedule a FREE

10 minute discovery call

1. Prompt Response Time

We begin working on your issue in 20 minutes or less during normal service hours.

2. Phones Are Answered by Us.

Your call will never leave Big Orange country! Ever. Not to mention, when you have a problem WE ACTUALLY PICK UP THE PHONE!!!

3. We Have Been Serving Knox and Sevier County for 20 years.

As a locally owned and operated business, you are our neighbor!

4. We Are Your IT Service Department

WE take care of it. No blaming, no finger-pointing. We Focus on the Fix.

5. Freedom of Choice

There are No Long-Term Contracts to sign.

6. 90-Day Test Drive

What is better than risk-free?!

7. A Package Tailor-Made To Fit You

We address *your* unique technology needs.

This Month's

TRIVIA

Google's first tweet on Twitter was a message encoded in binary that read what?

Email your answer to
RHill@ComputerDepotOnline.com

A winner is randomly selected from all correct responses.

Imposter Scams get boost from Artificial Intelligence

Beware Of Imposter Scams: A scam where you hear the voice of your loved one! Imposter scams are already bilking people out of money, but now, with the help of artificial intelligence, they will get much more convincing.

These scams are frequently directed at parents and grandparents. Fraudsters will call people and claim that a loved one, such as a child or grandchild, has been in a serious car accident, suffered some type of medical emergency, or been arrested. The criminals will say you need to hand over money immediately, if you want to help them. Sometimes scammers themselves claim to be the child or grandchild who needs money for bail or another crisis.

Now, scammers are using AI to fake the voices of your loved ones. When you pick up the phone, the voice may actually sound like your child or grandchild. Sometimes the imposter will claim someone is holding them hostage and you'll need to pay a ransom. The criminal will sound just like your loved one, but the voice is created by a computer.

The Federal Trade Commission reports that consumers lost roughly \$8.8 billion to



scams in 2022. About \$2.2 billion was lost to imposters, who may also impersonate bank or government authorities to get access to accounts or personal information that can be used for theft. Security software provider McAfee conducted a survey and found that across seven countries, 10 percent of people had been directly targeted by an AI scam.

If you end up getting a scary phone call, take a moment to consider whether it could be a scam. Don't trust caller ID, which can be faked. Before you do anything, try to contact your loved one. If the caller claims to be from social security or the IRS, look up the number yourself and call to verify. These agencies won't call you suddenly and they won't threaten you. If the person on the phone asks for money by a gift card, or wire transfer, be suspicious.

Tech Trends To Improve Customers Loyalty

If you want your business to succeed, you must build a solid customer base. Over the past few years, advancements in technology have made it easier for companies to improve their relationships with their customers. One such way is through the use of AI chatbots. If someone has a question about your service or product, you don't want to leave them waiting for an answer. Chatbots can be programmed to answer common questions until a live representative is available, if they're even needed.

Additionally, you should make an effort to monitor content created by people outside your company. If someone is spreading false information about your business, you need to combat it. If disinformation is allowed to fester, it can



quickly sink a small business. Simply replying to misinformed reviews or reporting inappropriate content about your business can go a long way toward becoming a more trustworthy source in your industry.




"He's still there. Try adding an angry face emoji."



August 2023



Look What's Inside...

- Start The School Year Strong: Parental Tech Tips To Ensure Academic Excellence
- Beware Of Imposter Scams
- Hurry-You could WIN this month's Trivia and this 
- Tech Trends To Improve Customers Loyalty
- Is This Shiny New Gadget For You?



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

Shiny New Gadget: The Phillips SmartSleep Wake-Up Light

According to the National Institutes of Health, 7% to 19% of adults reportedly do not get enough sleep, 40% reportedly fall asleep during the day at least once a month, and 50 to 70 million Americans have chronic sleep disorders. Sleep is essential in our lives. When we don't get enough sleep, we feel physically and mentally drained. Many of us wake up in the morning feeling groggy and state that we're simply not morning people, but what if that wasn't the case? You may want to try the shiny new gadget of the month. The Philips SmartSleep Wake-Up Light is designed so you'll wake up each morning refreshed and renewed. This light acts as an alarm clock that simulates the sunrise over the course of 20 to 40 minutes to help you wake up steadily. If you don't wake up naturally with the color change of the sunrise feature, you can choose one of six sounds to entice you out of bed. It offers extensive app-enabled customization for personalizing your sleeping environment. It's easy to set up and may just completely revolutionize your mornings.



ARE YOU
COMPLIANT?



ARE YOU SURE?

Do you want to
avoid a data
breach and
validate your
compliance?

Call us today
865-909-7606

Contact Us

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