TECHNOLOGY TIMES

Insider Tips to Help Your Business Run Faster, Easier and More Profitably

Thomas Hill, President & Founder

"You are not too small to be hacked, you're just too small to make the news."

Happy Thanksgiving

November 28th

Hackers Are Watching:

Follow These Simple Steps For Safe Holiday Traveling

As holiday travel picks up, hackers see a prime opportunity to exploit travelers who may let their guard down on their digital security. Security risks like phishing, public WiFi and lost devices can easily compromise your personal information during travel. But it's not just your data at stake – when employees let their guard down, they can unknowingly open the door to threats for their entire company.

According to World Travel Protection, only about 30% of companies require employees to follow basic cyber security measures while traveling. This leaves a significant gap in protection, potentially exposing entire organizations to serious risks. Here's how to safeguard yourself and your business during busy holiday travel.

Safety Tips For Before, During And After A Trip

To avoid the stress of lost devices, stolen data or a security breach that could ruin your trip, make cyber security a priority by taking a few simple steps before, during and after your journey.

Before Your Trip

1. Update All Devices

Software updates often include patches for security vulnerabilities.

2. Back Up Important Data

If your laptop containing vital client presentations is stolen, a cloud-based or other secure backup will allow you to get your data back without significant disruption.

3. Use Multifactor Authentication (MFA)

MFA adds an extra layer of security by requiring more than just a password to access accounts. This makes it much harder for hackers to gain access, even if they have your password.

4. Restrict Access To Sensitive Data

If you don't need certain files or applications while on the road, temporarily remove access. This reduces the risk of compromised sensitive information if your device is stolen or hacked.

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5. Secure Your Devices
Ensure all devices are password-protected and encrypted. Encryption scrambles your data, making it unreadable to unauthorized users.

Safe Practices While Traveling

1. Avoid Public WiFi

If you must connect, use a virtual private network (VPN) to encrypt your Internet traffic. This acts as a secure tunnel between your device and the Internet, protecting your data from prying eyes.

2. Be Cautious Of Public Charging Stations

Public USB charging stations can be compromised by attackers looking to steal data or install malware on your device – a practice known as "juice jacking." Plug your charger into an electrical outlet or use a USB data blocker, which prevents data transfer.

3. Never Leave Devices Unattended

Always keep your devices with you or securely locked away. If you must leave your laptop in your hotel room, use a physical lock to store it. Never hand your device to strangers, even if they appear to be offering help.

4. Disable Bluetooth

Turn off Bluetooth when not using it, especially in public places. Hackers can exploit open Bluetooth connections to gain access to your devices.

5. Pay Attention To Online Activity

Phishing, business e-mail compromise and online shopping scams are common during the holiday season. Always verify the authenticity of e-mails, especially those requesting sensitive information or urgent action.

Returning Home: Post-Travel Security Check

Security awareness doesn't stop once you get home. Sometimes, you don't know until you return that you've been hacked.

1.   Review Account Activity

Once you're back home, review your accounts and look for unusual logins or transactions you didn't initiate.

2. Change Passwords

If you accessed sensitive information while traveling, it's a good idea to change your passwords when you get home. This ensures that any potential compromises during your trip don't lead to long-term issues.

Consider A Company-Wide Travel Policy

To further protect your business, consider implementing a company-wide travel cyber security policy. This policy should outline the expectations and procedures for employees traveling on business or

working remotely. Key elements to include are:

- Guidelines for using public networks
- Reporting lost or stolen devices
- Responding to potential security incidents

Following these simple steps will significantly reduce travel-related cyber security risks and ensure that you can travel with peace of mind.

Not all businesses have the same technological needs. We would love to chat about what a package tailor-made to fit your specific needs looks like and cost. Call 865-909-7606 for a free discovery call today.

Marc Randolph
Explains How To Get Your Company Thinking Like A Start-Up

After a failed attempt to sell to Blockbuster, Netflix founder Marc Randolph made a life-altering decision: if you can't join 'em, beat 'em. Despite being $50 million in debt, Netflix ultimately succeeded in toppling the video rental giant within a decade. While this story is often seen as a beacon of hope for start-ups, it teaches established companies a different lesson: the real threat may come from an unexpected competitor who targets your weaknesses, not your strengths. Randolph says, "If you're not willing to disrupt yourself, you're leaving it wide-open for someone to disrupt your business for you."

Having worked with numerous early-stage companies, Randolph has identified five key elements that foster innovation and help companies disrupt their markets – or defend against those disruptions. These ideas provide a road map for thinking like a start-up, no matter the size of your company.

1. Innovation Can Happen Anywhere

You don't need to be in Silicon Valley to innovate. Randolph notes, "I just got back from Australia, where I saw a company using drones to implant seeds for reforestation by firing them into the ground from 60 feet up." The Internet has leveled the playing field, making it possible for anyone, anywhere, to develop groundbreaking ideas.

2. You Don't Need To Be A Genius Or Have Special Skills

Randolph knows entrepreneurs from all walks of life. One dropped out of college and transitioned from driving an ambulance to fighting forest fires before starting his own company. Another, a musician who spent a decade in a ska band, created and sold a music-streaming service. Even teenagers are making waves in the business world. "I've found that the most disruptive people are not the A or B students," Randolph says. "They're the C students who managed to navigate the education system without having all the risk-taking squeezed out of them."

3. Embrace Risk, But Not Recklessness

A successful innovator embraces calculated risks that come from starting down a path without knowing exactly where it leads. "If you wait until you've figured out what's around the corner through analysis and research, someone's already beaten you there," Randolph advises.

4. Generate Ideas – Lots of Them

To innovate, you need more than just one good idea – you need hundreds. "It doesn't matter if they're big ideas or even particularly original ones," Randolph says. The Post-it Note, for example, which sells nearly a billion dollars' worth every year, wasn't groundbreaking but proved immensely successful. Knowing in advance if an idea is good or bad is impossible. The only way to find out is to take that risk, build something and put it to the test.

5. Confidence Is Key

Finally, you need confidence in your ideas, even when life gets in the way or others doubt you. "Everyone who has ever taken a shower has had an idea," Randolph quotes Nolan Bushnell, founder of Atari. "But it's the person who gets out of the shower, towels off and does something about it who makes the difference."

"Take the groundhog - now *that's* a sweet gig."

ANDERSON

A day of remembrance for those who served to protect our freedom.

November 11

VETERANS DAY

November Is A Really Big Month In 2024

Presidential election: November 5

This year, we have one of the most hotly contested presidential elections in memory.

In addition, all 435 seats in the House of Representatives and 34 of the 100 seats in the Senate will be contested to determine the 119th Congress.

Take advantage of your right, privilege and responsibility: VOTE!

Veterans Day: November 11

On this day, you have the opportunity to thank everyone who has ever served in the military. A simple, "Thank you for your service," will be appreciated.

Veterans of the wars in Iraq and Afghanistan are in the spotlight now. Show your appreciation by supporting them in every way you can. Help others to do the same.

Thanksgiving Day: November 28

One of the most celebrated holidays of the year, the holiday feast often takes center stage.

The real purpose of the day is how you recognize and give thanks for your family, your country, and the many blessings, large and small, that fill your life.

More people travel for Thanksgiving than any other holiday, including Christmas. That means that as you drive, fly, or travel by train, you should put safety first.

Remember not to rush or drive at excessive speeds. Stay in travel mode so you can patiently handle any problems that arise and reach your destination safely. You'll have time to eat, give thanks, visit, and cheer for your favorite football team.

WELCOME

Knoxville Seed and Greenhouse

We want to officially welcome Knox Seed to our CD Technology community. If you are not familiar with Knoxville Seed and Greenhouse, they have offered a huge variety of seeds for gardeners, landscapers, and farmers for over 40 years. We are honored they choose to partner with us for their IT needs and look forward to working with them on our new location project!

WE ARE MAKING A BIG MOVE

COMING SOON
A NEW, LARGER, CENTRALLY-LOCATED
TECHNOLOGY COMMAND CENTER

"And this app lets me know what all these other apps do."

Get More Free Tips, Tools and Services At Our Website: www.CDTechnology.com

ANNOUNCING...

Exclusively for CDT clients! Do You Have a special event you would like to share with the community? Are you planning an open house, blood drive, block party, anniversary celebration, meet & greet... or any lead generating event open to the public? Let us help you get folks there. We would love to help you promote your special occasion by putting it in our next newsletter and share on all our socials! Just give us the details - make sure to include contact info and we will share your news.
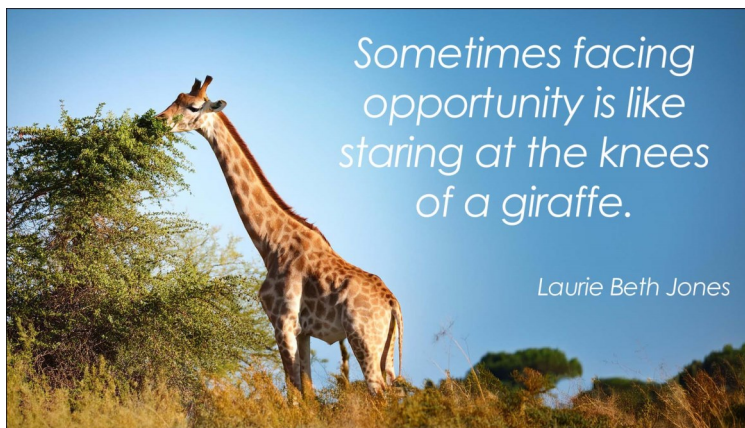
We can help you

Time To Upgrade Your Computer Network?

It's that time of year again when many businesses are scrambling to make last-minute purchases to lighten the current year's tax burden. One of the things many tax-savvy businesses do is purchase new office and computer equipment that will be needed within the next few months NOW so they can deduct the expense on the current year's taxes. Don't delay. Get started on your needed upgrades today.

Call 865-909-7606 and ask for Shah

CD TECHNOLOGY

AFFORDABLE IT HELPDESK AND CYBER SECURITY SUPPORT IN 20 MINUTES OR LESS

Sometimes facing opportunity is like staring at the knees of a giraffe.

Laurie Beth Jones

YOUR

Referrals

ARE OUR GREATEST

Compliment

Thank You

A-1 Finchum Heating & Cooling for your recent referral. We appreciate your trust and loyalty!

Do You H ave A Blessed Life?

Legendary investor Warren Buffett suggests a thought experiment.

Suppose that each of the 8 billion people on Earth are now marbles. All those marbles are placed into a massive jar.

You have a choice to put your marble in the jar or not. If you put your marble in the jar and shake the jar, you then must choose a marble and live that life instead.

Would you put your marble in the jar?

If not, you live a blessed life.

November 2024

INSIDE THIS ISSUE

CD TECHNOLOGY - AFFORDABLE IT HELPDESK AND CYBER SECURITY SUPPORT IN 20 MINUTES OR LESS

Tech Gifts To <u>Avoid</u> Buying

While a playful robot that uses facial recognition to analyze a child's moods might seem like an awesome gift, it's not so great when you learn that data can be hacked by cybercriminals or shared for third-party advertising.

A speaker at the 2023 CES electronics exhibition said that most tech companies address safety problems when they happen rather than developing safety features proactively. Companies are "focused on cost, capability, performance and speed to market, *not* on safety."

No matter how well they promise to clean your floors or entertain your children, some tech products are not worth the security risks. Here are a few to avoid.

❌ Camera-Enabled Devices With Bad Privacy

Doorbell cams have one purpose: to see and hear everything around your home and neighborhood. Then it sends that data to the cloud. Poorly secured cameras could allow hackers to access live feeds, potentially giving them insight into when you're home and when you're away. Always choose devices with end-to-end encryption and transparent privacy policies.

❌ AI-Integrated Devices

In 2022, images from iRobot's AI-enabled Roomba were leaked online. Although the company claimed test users consented to share data, it underscores the risk of AI devices collecting extensive information about you. If you can't customize data settings or companies aren't clear about how they use your data, shop elsewhere.

❌ Tracking Devices For Kids

Tracking devices for children might seem like a thoughtful gift for families, but these devices can expose children's real-time location to hackers, stalkers or third parties. In 2021, the popular family safety app Life360 was found to be selling user location data to data brokers. A safer approach is to discuss location sharing openly with your kids and use built-in features like Google's Family Link or Apple's end-to-end encrypted location sharing.

❌ Genetic Testing Kits

In 2023, nearly 7 million 23andMe users had their ancestry data hacked – a stark reminder of the risks of genetic testing. Criminals are drawn to this highly sensitive data, and companies like Veritas and Ancestry.com have also faced breaches. Beyond theft, there's the issue of law enforcement's ability to access this information. Remember, once you spit into a test tube, you give away your genetic information, that of your close relatives and even future generations.