



## 5 Ways To Prevent Getting Hacked

**Many businesses choose not to invest in security or employee training, this increases their risk of a malware or a cyber-attack. Here are five bad habits that can lead to a hack and what you can do to reduce your risk.**

**1. Don't give out your e-mail.** Just about every website wants your e-mail address. If you share it with a vendor or e-commerce site, it's usually not a big deal (though it varies by site – some are more than happy to sell your e-mail to advertisers). The point is that when you share your e-mail, you have no idea where it will end up – including in the hands of hackers and scammers. The more often you share your e-mail, the more you're at risk and liable to start getting suspicious e-mails in your inbox.

If you don't recognize the sender, then don't click it. Even if you do recognize the sender but aren't expecting anything from them and do click it, then **DO NOT** click links or attachments. There's always a chance it's malware. If you still aren't sure, confirm with the sender over the phone or in person before clicking anything.

**2. Deleting cookies.** Cookies are digital trackers. They are used to save website settings and to track your behavior. For example, if you click a product, cookies are logged in your browser and shared with ad networks. This allows for targeted advertising. There's no good way to tell who is tracking online. But you can use more secure web browsers, like Firefox and Safari. These browsers make it easy to control who is tracking you.

In Firefox, for example, click the three lines in the upper right corner, go into the Options menu and set your Privacy & Security preferences. Plus, every web browser has the option to delete cookies – which you should do constantly. In Chrome, simply click History, then choose "Clear Browsing Data." Done. You can also use ad-blocking extensions, like uBlock Origin, for a safe web-browsing experience.

**3. Check for HTTPS.** Most of us know HTTP – Hypertext Transfer Protocol. It's a part of every web address. However, most websites now use HTTPS, with the S meaning "secure." Most browsers now automatically open HTTPS websites, giving you a more secure connection, but not all sites use it.

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**Cyber-Attack Facts:**  
43% of cyber-attacks are aimed at small businesses, but only 14% are prepared to defend themselves.

Accenture

## March 2020

### The Hard Facts About Cyber-Attacks

Not to freak you out, but it is getting really scary out there in the cyber world. I just read another article filled with the statistics about Cyber Attacks. It is time to face the fact that we are at war with some very smart criminals.

Here are some of the highlights of the CNBC article:

- More than 1/2 of all small businesses suffered a breach of some kind last year.
- Digital threats tend to go an average of 101 days before being detected by business operators, the damage to an organization from such compromises can quickly add up.
- 66% of decision makers are still under the illusion that they are too small to be targeted.
- 6 out of 10 small businesses have no digital defense plan in place.
- Even a major network can be overtaken in 1 1/2 hours.

Please check out the article and give us a call if you have any questions. Wyant has all of the tools and expertise to protect you and your business from cyber-attacks or breaches.

<https://www.cnbc.com/2019/10/13/cyberattacks-cost-small-companies-200k-putting-many-out-of-business.html>



This monthly publication provided courtesy of Tom Wyant, President of Wyant Computer Services.

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If you visit an unsecured HTTP website, any data you share with that site, including date of birth or financial information, is not secure. You don't know if your private data will end up in the hands of a third party, whether that be an advertiser (most common) or a hacker. Always look in the address bar of every site you visit. Look for the padlock icon. If the padlock is closed or green, you're secure. If it's open or red, you're not secure. You should immediately leave any website that isn't secure.

**4. Do Not save passwords in your web browser.** Browsers can save passwords at the click of a button. Makes things easy, right? Unfortunately, this method of saving passwords is not the most secure. If a hacker gets your saved passwords, they have everything they could ever want. Most web browsers require a password or PIN to see saved passwords, but a skilled hacker can force their way past this if given the chance.

Protect yourself with a dedicated password manager! These apps keep passwords in one place and come with serious security. Password managers can also suggest new passwords when it's time to update old passwords (and they remind you to change your passwords!). LastPass, 1Password and Keeper Security Password Manager are good options. Find one that suits your needs and the needs of your business.

**5. Stop believing it will never happen to you.** This is the worst mentality to have when it comes to cyber security. It means you aren't prepared for what can happen. Business owners who think hackers won't target them are MORE likely to get hit with a data breach or malware attack. If they think they are in the clear, they are less likely to invest in good security and education for their employees.

The best thing you can do is invest in good network security, back up all your data to a secure cloud network, use strong passwords, educate your team about cyberthreats. Most important of all, work with a experienced and dedicated IT company.

#### *Cyber-Attack Facts:*

*Cyber-attack incidents now cost businesses of all sizes on the average of \$200,000 or more. 60% of those attacked go out of business within 6 months.*

*Hiscox*

## Who Is Responsible For Your Corporate Culture?

*By Robert Stevenson*

“Corporate culture” is the fundamental character or spirit of an organization that influences the loyalty and general behavior of its employees. When you learn how to combine the right corporate culture with the right core values, your organization will thrive regardless of the challenges it faces.

One problem I see in most companies today is they create a mission statement only because it's fashionable to do so ... but they stop there. Some may even go so far as to create a list of core values to help guide their leadership and employees ... but they fail to follow them. I see lots of mission, vision and value statements on corporate websites, but the majority of employees in any company cannot recite any of them.

Several months ago, one of my clients wanted me to work with their senior management team to identify ways they could create better employee engagement. An anonymous survey was conducted, and it turned up some alarming comments. Over 50% of their employees stated that the company:

- Isn't results-oriented
- Doesn't celebrate accomplishments
- Doesn't have training for growth
- Doesn't allow them to generate ideas
- Isn't empowering them
- Has leaders who play favorites
- Has leaders whose actions do not match their words
- Doesn't involve them in the decisions that affect their jobs
- Doesn't keep them informed about changes or important issues

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**LOCAL COMMUNITY EVENTS**

2<sup>nd</sup>  
ServSafe Certification Class

3<sup>rd</sup>  
TCNew Tech  
<https://tcnewtech.org/>

6<sup>th</sup> Annual Manufacturing Summit 2020  
<https://www.makegreatthings.org/event/gtamc-manufacturing-summit/>

5<sup>th</sup>  
NMC Career Fair at the Hagerty Center

10<sup>th</sup>  
Danu: St. Patrick's Celebration  
[www.cityoperahouse.org/events](http://www.cityoperahouse.org/events)

13<sup>th</sup> thru 15<sup>th</sup>  
Traverse City Boat Show  
[Traversecityboatshow.com](http://Traversecityboatshow.com)

14<sup>th</sup>  
Leapin' Leprechaun 5K  
[Traversecity.com](http://Traversecity.com)

18<sup>th</sup>  
Scale Up North Awards  
[www.cityoperahouse.org/events](http://www.cityoperahouse.org/events)

2020 Northern MI Wedding Expo  
[Eventbrite.com](http://Eventbrite.com)

19<sup>th</sup>  
Morning Brew  
[Tcchamber.org](http://Tcchamber.org)

Ladies at the Helm: Safety Gear  
[Allevent.in](http://Allevent.in)

26<sup>th</sup>  
2019-2020 Produce Safety Grower Certification Course  
<https://www.canr.msu.edu>

27<sup>th</sup>  
Apple Security Class by CityMac

27<sup>th</sup> -29<sup>th</sup>  
MARCamper & RV Show  
[Allevents.in](http://Allevents.in)

CALENDAR RESOURCES:  
[Google.com/traverse-city-events](http://Google.com/traverse-city-events)  
TC Ticker Calendar  
Traverse City Area Chamber  
Events-My North  
[TraverseCity.com](http://TraverseCity.com)

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The company has five excellent “Guiding Principles” (core values) that address all these issues, but they weren’t being followed. What most companies don’t understand is that their “corporate culture” is in the hands of local middle management. In other words, your corporate culture is your LOCAL BOSS. They are responsible for making sure your guiding principles, core values, and mission and vision statements are being followed.

Last week I did a program for Herr Foods. Herr Foods understands the importance of living their core values. They have been in business for over 70 years and have over 1,500 employees. Their formula for success is based on the acronym L.O.V.E., which stands for:

- L - Live
- O - Our
- V - Values
- E - Every day

A recent Gallup poll found that only 34% of workers are committed to their company and are enthusiastic about their work. That means 66% are NOT engaged; they are just going through the motions, collecting a paycheck. As you look to the future, recognize that the principles that are instrumental to your success must be communicated throughout your organization on a constant basis. They should not only be part of your new employee training; they should also be part of every meeting, deeply rooted into every decision you make.

When your corporate culture is right, employees working for you no longer have jobs; in their minds, THEY HAVE CAREERS.

**Cyber-Attack Facts:**

*There are 480 new high-tech threats introduced every minute.*

**WYANT WORD SCRAMBLE**

*CONGRATS to Brittany Maggrett from Castle Farms for winning last month's \*Gift Card Drawing!*

February's Answers: ACCIDENTALLY, ATTACHMENT, AUTHENTIC, PROTOCOL, MANAGER, ROUTERS, MODEM, WAVE Bonus: SWEET HEART

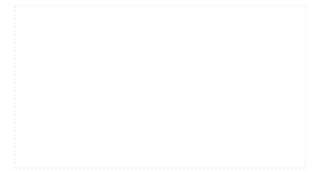
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LIEF	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



**\*Email: [wendy@gowyant.com](mailto:wendy@gowyant.com) the Answers for a chance to WIN A GIFT CARD!**



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**Inside March’s News Letter!**

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**Protect Your Employee’s Personal Information**

Upward of 41% of companies don’t train their HR staff on data security. This is from a recent survey from GetApp. On top of this, 55% of HR staff don’t see internal data security as an issue.

HR departments often handle sensitive data and should take IT security very seriously. If a hacker were to get ahold of employee data, it could be potentially devastating to affected employees and to the company as a whole – and it could set up the company for major lawsuits.

The liability by itself isn’t worth it and neither is taking on the risk by not investing in data security. Data protection needs to be in place – along with employee training. Everyone, including HR, should be on the same page, and every company should adopt strong data security and policy to go along with it.

*Small Business Trends, Nov. 30, 2019*

**Free Cyber Security Audit Will Reveal Where Your Computer Network Is Exposed And How To Protect Your Company Now**



At no cost or obligation, our highly skilled team of IT pros will come to your office and conduct a comprehensive cyber security audit to uncover loopholes in your company’s IT security.

After the audit is done, we’ll prepare a customized “Report Of Findings” that will reveal specific vulnerabilities and provide a Prioritized Action Plan for getting these security problems addressed fast. This report and action plan should be a real eye-opener for you, since almost all of the businesses we’ve done this for discover they are completely exposed to various threats in a number of areas.

**To claim your FREE assessment call us at 231-946-5969**