

CE BITS & BYTES

INSIDER TIPS TO MAKE YOUR BUSINESS RUN FASTER, EASIER, AND MORE PROFITABLY

DECEMBER NEWS

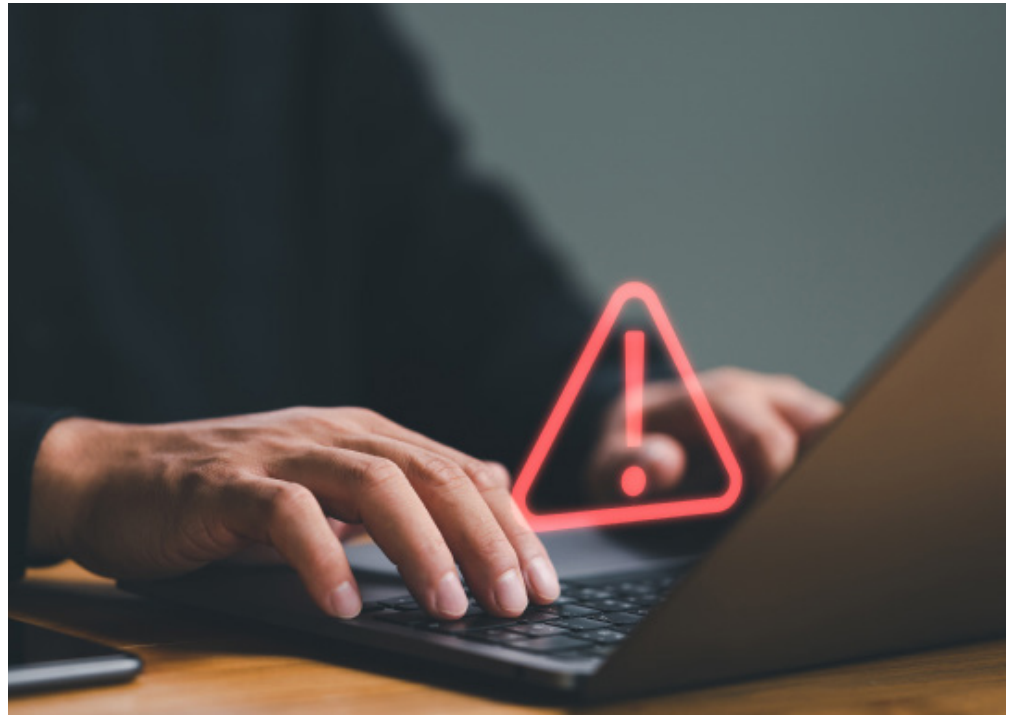


Rochester Top 100

CETech has once again been named a Rochester Top 100 company! This list comprised of the fastest-growing, privately owned companies in Rochester by the Rochester Chamber of Commerce is a huge honor. CETech ranked as #66.

Bob Duffy, President and CEO, Greater Rochester Chamber of Commerce, said, "Congratulations to CETech for earning their spot as a 2024 Greater Rochester Chamber Top 100 company. Their placement on this esteemed list is reflective of their commitment to growing in Greater Rochester and shaping the economy and community as one of the fastest growing companies. This year's Greater Rochester Chamber Top 100 list showcases the diverse assortment of companies that drive the dynamic business landscape in our region, adding thousands of jobs to our region and reporting billions of dollars in revenue each year. We look forward to celebrating together in November, and recognizing each of the hardworking teams bringing accomplishment, growth, and opportunity to Greater Rochester."

585-441-0055



This Year's Biggest Data Breaches

According to TechCrunch, this year has seen some of the most damaging data breaches in history. In 2024 alone, hackers stole billions of personal records, and it's almost guaranteed your data is among those stolen records. Let's look at this year's record-breaking attacks and what you need to know about protecting your information.

1. National Public Data (2 Billion-Plus Records)

What happened: In December 2023, hackers accessed the systems of National Public Data, a background-check company. In April, 2.7 billion records with highly sensitive data for 170 million people were leaked onto the dark web.

Who is exposed: The stolen data includes records for people in the US, Canada and the UK.

Compromised data: 2 billion-plus records containing full names, current and past addresses, Social Security numbers, dates of birth and phone numbers.

2. Change Healthcare: (38 Million Records)

What happened: In February, the UnitedHealth-owned tech firm Change Healthcare was hacked by a Russian ransomware gang that gained access through systems unprotected by multifactor authentication. The attack caused widespread downtime for health care institutions across the US and compromised data for many, many Americans. UnitedHealth paid \$22 million to prevent data leaks, but another hacker group claimed to still have some of the stolen Change Healthcare data.

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Who is exposed: Estimated data exposure for one-third of the American population (likely more).

Compromised data: Payment information, Social Security numbers and medical data, including test results, diagnoses and images.

3. AT&T (Hacked TWICE)

What happened: In March, hackers released data for more than 73 million past and existing AT&T customers going back to 2019. Then, in July, data was stolen from an AT&T account the company had with data giant Snowflake (more on that below). Reportedly, AT&T paid a ransom to the hackers to delete the data. However, if this data is leaked, it could expose the data of anyone called by AT&T customers, including noncustomers.

Who is exposed: 110 million-plus past and current customers and, potentially, noncustomers.

Compromised data: Personal information, including Social Security numbers and phone numbers.

3. Synnovis (300 Million Patient Interactions)

What happened: In June, a UK pathology lab, Synnovis, was attacked by a Russian ransomware gang. The attack resulted in widespread outages in health institutions

“Freeze your credit: This will stop criminals from opening a credit card or loan in your name.”

across London. Reportedly, Synnovis refused to pay the \$50 million ransom.

Who is exposed: Past and existing patients in the UK.

Compromised data: 300 million patient interactions, including blood test results for HIV and cancer, going back many years.

4. Snowflake (600 Million-Plus Records And Growing)

What happened: In May, cloud data giant Snowflake announced a system breach caused by stolen employee credentials. Hundreds of millions of customer records were stolen from Snowflake customers, including 560 million from Ticketmaster, 79 million from Advance Auto Parts and 30 million from TEG.

Who is exposed: Millions of customers from many of Snowflake’s 165 corporate customers, including those mentioned above, plus Neiman Marcus, Santander Bank, Los Angeles Unified School District and many more.

Compromised data: Customer records.

How To Protect Yourself

You can’t stop companies from getting hacked. However, you can prevent the situation from

worsening for YOU by taking a few extra steps to protect your data.

Here’s what to do: Review your health-related communications: With so many breaches affecting health institutions this year, pay attention to your statement of benefits and look for services you didn’t receive. If you spot something fishy, tell your health care provider and insurance company right away.

Freeze your credit: This will stop criminals from opening a credit card or loan in your name.

Update your log-in credentials: If you know what accounts were hacked, change your credential, and also change the credentials to major accounts like your bank. Set up alerts too, so you’re immediately aware of any unusual activity.

Be wary of e-mails: After a breach, hackers access all kinds of information and may use that to send fraudulent e-mails. Slow down, read carefully and verify requests before taking any action.

“The team has been great to fix any issues!”

**—Lauren Gallina,
Gallina Development**

FREE REPORT DOWNLOAD: 12 Little-Known Facts Every Business Owner Must Know About Data Backup And Disaster Recovery

You will learn:

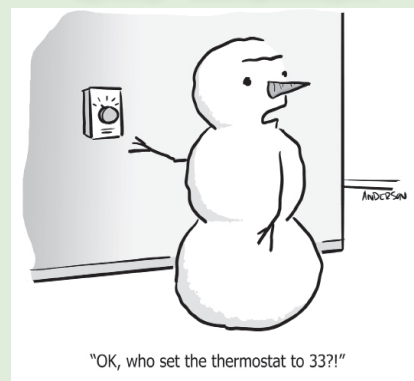
- The only way to know for SURE your data can be recovered if lost, corrupted or deleted – yet fewer than 10% of businesses have this in place.
- Seven things you should absolutely demand from any off-site backup service.
- Where many backups fail and give you a false sense of security.
- The #1 cause of data loss is businesses don’t even think about until their data is erased.

PROTECT YOUR DATA

“12 Little-Known Facts Every Business Owner Must Know About Data Backup, Security And Disaster Recovery”

Discover What Most IT Consultants Don't Know Or Won't Tell You About Backing Up Your Data And Recovering It After A Disaster

Cartoon of the Month



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GADGET OF THE MONTH

The DJI Mini 3 Drone

If you're looking for a gift that will genuinely impress this holiday, consider the top-rated and budget-friendly



DJI Mini 3 drone. It's perfect for any adult who loves tech, photography or exploring new creative hobbies. Its 4K UHD camera captures stunning, crystal-clear aerial shots – ideal for casual flyers and those wanting to take breathtaking photos or videos.

The drone's wind resistance and three-axis gimbal ensure smooth, stable shots, even in less-than-ideal weather. With an extended battery life offering up to 51 minutes of flight (with the optional Intelligent Flight Battery Plus), it provides plenty of time to explore and capture epic landscapes. The DJI Mini 3 is fun and creatively combined, making it an unforgettable gift.

**Beware Of WiFi Squatting**

When did you last check who has access to your WiFi network? If it's been a while, you'll probably be surprised by who's hanging around. Managing your WiFi access is an important step to keeping your data safe because unwanted WiFi squatters could, at best, slow your WiFi speeds and, at worst, have access to any device or file connected to your network, like household security cameras. To see who has access to your WiFi, find your router's IP address (you can find instructions online about how to do this), type the IP address into your browser and log in. Next, look for a list called "DHCP Client" or "Connected Devices." Review the list, and if any unknown devices are on it, update your WiFi password and reconnect only the devices you trust.

PASSION ISN'T ENOUGH: TIM GROVER EXPLAINS WHY OBSESSION IS KEY TO SUCCESS



Passion is the key to success – that's what many of us have been taught to believe. If you want to be great, you must be passionate. However, Tim Grover believes we've been told wrong.

Tim Grover is a renowned speaker, author and performance coach with over 20 years of experience speaking to businesses, entrepreneurs and leadership teams aiming to be the top in their fields. Known for his work with athletes like Michael Jordan, Kobe Bryant and Dwyane Wade, Grover teaches audiences the mindset of elite professionals so they can apply it to their own success. At a recent industry conference, Grover shared his secret to success: It's not passion that equates to success. It's obsession.

Be Obsessed

Grover draws a clear line between being interested in something and being obsessed with it. "Interest is passive," he explains. If you want to take your business to the next level, you must be all in because when you're obsessed, you pay attention to every tiny detail. As a performance coach, Grover read every injury report for his athletes so he knew how to lace their shoes. He watched hours of video footage and knew every step and landing so he could design training plans. "That's obsession," he says. "That's why they kept me around for such a long time."

Act On Your Passions

"You don't follow your passion," Grover explains. "You act on it. You excel at it." In business, hesitation can lead to missed opportunities.

Once a decision is made, you must fully commit to it because excellence is a long game. There will be moments of pressure driving you beyond your comfort zone and moments that feel very isolating. "Excellence creates distance. It creates distance between you, your friends, your enemies, your family, your free time," Grover says. This isolation isn't necessarily negative; it's a byproduct of striving for greatness. It will separate you from everyone who is average – from people who don't understand the behind-the-scenes work it takes to truly succeed in your passion. People will try to pull you down, either out of jealousy or a lack of understanding, but excellence requires a singular focus that many won't understand.

Balance Is A Myth

People often say that successful people need balance. Grover argues that if you try to balance everything – work, life, relationships – while striving for success, you'll be mediocre at all of them. You'll never grow if you're pulled in too many directions. The key to success is ditching balance, focusing on fewer, more important priorities and cutting out distractions. "Everyone has time for what they put first," he explains.

Excellence is a long-term journey that demands obsession, action and a refusal to settle for mediocrity. "Write your own story," Grover says. Put down the self-help books and "look deep down inside yourself and stop looking for everybody else to get you to that next level."



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Win a \$25 Gift Card!

The Grand Prize Winner of last month's Trivia Challenge Quiz is Debbie Congden from LMC! **Q:** In which year did the first online shopping transaction occur, marking the beginning of e-commerce? **The answer was: B. 1994**

You can be the winner of this month's Trivia Challenge Quiz! The first two people to correctly answer this month's trivia question will receive a \$25 Amazon gift card. Please respond with your **business** email.

Q: What does the ZIP in ZIP file mean?

- A. Zigzag Insertion Point
- B. Zonal Integrated Process
- C. Zero Information Packaging
- D. Zipped Information Protocol

Email your answer to jmorgan@cetechno.com

One winner per company per quarter



At the Holiday Season, we send our well wishes to you. We wish you the best this holiday season and a very Happy New Year.