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OCTOBER NEWS



Free Cybersecurity Seminar with the FBI, M&T Bank, and CETech

Cybersecurity Nightmares

As told by an FBI Agent, and M&T's Fraud Expert

Join us **October 23rd** for an Executive Cybersecurity Breakfast Seminar.

The Oogie Boogie Man is after your data—don't be the next statistic...

By Attending This Seminar You Will Learn:

- **New Trends with AI:** How AI is being used to enhance cyberattacks and fool businesses
- **New technologies** Behind phishing attacks and tactics to beat 2 factor authentication
- **How SEO poisoning** is the latest in malicious advertising

Get the FBI's & M&T Bank's Fraud Experts top recommendations to follow during a cyber-attack or breach.

Call us to register now or visit www.cetechno.com/cyber-nightmare/

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6 Shopping Scams And How To Avoid Them

1. Fake Coupons: Scammers distribute fake coupons promising steep discounts. These coupons are often shared via e-mail, social media and fake websites designed to mimic legitimate retailers. Remember: if it feels too good to be true, it probably is.

How to avoid: Always verify a coupon by checking the retailer's official website or app, and avoid clicking on links in unsolicited e-mails.

2. Phony Websites: To steal personal information, fake websites mimic legitimate

online stores using similar logos, branding and URLs that are only slightly different from the official sites.

How to avoid: Check for secure website indicators such as HTTPS and a padlock icon in the address bar. Read reviews and quickly search the website's legitimacy before making any purchases. Pay attention to the URL for any unusual characters or misspellings.

3. Fake Delivery And Nondelivery Scams: Scammers send fake delivery notifications or claim

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a package is undeliverable to trick you into providing personal information.

How to avoid: Track orders directly through the retailer's website or app. Avoid clicking on links in suspicious messages, and be cautious of unsolicited delivery notifications.

4. Fake "Order Issue" Scams: E-mails claiming a problem with your order and asking for personal details are common. These messages often look like they come from well-known retailers.

How to avoid: Contact customer service directly through the retailer's official channels to verify any issues, and avoid providing personal details through links in unsolicited messages.

5. Account Verification Scams: Scammers send e-mails or texts asking you to verify your account information. These messages often include links to fake login pages.

"Nothing will kill the holiday shopping spirit like \$1,000 worth of fraudulent charges on your credit card or gifts..."

How to avoid: Never provide personal details through links in unsolicited messages; instead, log in directly to your account through the official website.

6. Gift Card Scams: Scammers offer discounted gift cards or request payment via gift cards. Once the card numbers are provided, the scammer uses the balance, leaving the victim with a worthless card.

How to avoid: Purchase gift cards directly from reputable retailers and never use them as a form of payment to unknown individuals.

Avoid Scams And Create A Safer Shopping Experience

Nothing will kill the holiday shopping spirit like \$1,000 worth of fraudulent charges on your credit card or gifts from phony sites that never arrive. Cybercriminals take advantage of the festive shopping rush,

and consumers' tendency to take more risks during this time only amplifies the danger. By verifying sources, checking website security and avoiding unsolicited links, you can enjoy a safer shopping experience this season!

"We went through the process of initializing numerous new iPhones and Tablets as we switched our mobile carrier. As if setting up new employee devices wasn't stressful enough, we weren't prepared for the Microsoft Authenticator to get each person's email account installed on their phones/tablets. One call to CETech turned into two and two turned into too many to count! Your support staff were wonderful! They patiently helped each Gallina team member get up and running despite the amount of time each call required."

**—Chris Fink,
Gallina Development**

"I DIDN'T KNOW" UNFORTUNATELY, THAT EXCUSE DOESN'T REPLENISH YOUR BANK ACCOUNT, RESOLVE A DATA

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: You Must Constantly Educate Yourself On How TO Protect What's Yours!**



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Cartoon of the Month



"It's one of those new Instant Cauldrons. You put a kid in here with some eye of newt and an hour later it's the best thing you've ever eaten."

GADGET OF THE MONTH

The Ring Video Camera

Is it a trick-or-treater or your annoying neighbor?

Find out with a Ring Doorbell Camera.



The Ring Video Doorbell Cam offers crisp 1080p HD video, enhanced motion detection and night vision.

It's easily set up with its rechargeable battery or existing doorbell wires and lets you see, hear and speak to visitors via your phone.

Receive instant alerts for trick-or-treaters or package deliveries. Pair with Alexa for hands-free convenience and enjoy peace of mind with the Ring Protect Plan, which records and stores your videos. A must-have for a safe, festive season!



Haunted Smartwatches

It's Halloween, and Apple Watch users are getting a bit of a scare. "Ghostly" taps, swipes and calls are happening on smartwatches without physical touch. It's either their late great-granny trying to say hello from the afterlife, or...it's a glitch. Apple is leaning toward the latter. MacRumors shared an internal memo stating, "Some customers may report their Apple Watch Series 9 or Apple Watch Ultra 2 is experiencing false touches on their display." Sometimes, these phantom activities prevent users from entering their passcode. If you experience "ghost" glitches on your smartwatch, Apple recommends restarting your device and keeping your software up-to-date.

FROM HERO TO ZERO TO HUMAN: LANCE ARSTRONG'S ADVICE FOR BOUNCING BACK FROM BIG MISTAKES



Former professional cyclist Lance Armstrong was widely celebrated for his seven consecutive Tour de France victories from 1999 to 2005. A cancer survivor and elite athlete, he was a hero to many. However, in the early and mid-2000s, his career was marred by a highly publicized doping scandal. The United States Anti-Doping Agency stripped Armstrong of his titles and banned him from professional cycling for life after concluding he had used performance-enhancing drugs throughout his career.

Armstrong's public mistake cost him over \$100 million, his career, his reputation and many friends. But he chose not to curl up in the fetal position and lose what he still had left: his wellness, lifestyle and family. He embraced his mistake, eventually rebuilding his professional and personal life. Today, Armstrong is an entrepreneur, philanthropist, podcaster, author and speaker who is open about what it took to go from hero to zero to human. At a recent industry conference, Armstrong spoke to entrepreneurs about how he survived his downfall and rebuilt a career and life he's proud of.

Choose An Authentic Path Forward

After being banned from professional cycling, losing endorsements and many personal relationships, Armstrong felt he had three choices: lie down and give in to the suffering, retain some of his endorsements by becoming the face of anti-doping campaigns or try to rebuild on his own. He chose the latter. "Anti-doping wasn't my life's work, and it never will be, so I chose a more renegade path," he explains. "It took longer, but I walk my path every day, and I'm glad

I chose the path I did." Armstrong focused on his passion for investing, including early-stage investments in companies like Uber and DocuSign, which eventually paid off in spades.

Authenticity in his personal life was essential too. "We all live these interesting lives, and it's just a big canvas. At the end of the day, we get to look at the painting and say, 'What do you think? How are you, Lance, as a friend? How are you as a father? How are you as a husband?'" he says. Working on being a good father, partner and friend kept him focused on his path forward.

Maintain Wellness

Despite the upheaval, Armstrong maintained important routines like cycling and swimming, and maintained the rhythm of staying healthy and focused. Still, the experience was traumatic. "I had to do a lot of work to remedy that," he explains. "I'm talking deep work, trying to understand early life, early career, the downfall, where we go from here.... I've devoted a ton of time on that."

Lean On Your People

After he had admitted his mistake, Armstrong lost half his friends and working relationships. Still, close friends and family remained. "As much as that sucks, you see these folks that are like, 'I'm here right now. Now we go. Now we rebuild,'" Armstrong recalls. "I think that's the most important thing: if there are ever any headwinds working against you, that team of folks around you has to be the right team. People are everything."



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Win a \$25 Gift Card!

Last Month's Trivia Challenge Quiz:

Q: Earlier this year, the FBI took down what's considered the world's largest "botnet" – a group of computers that have been infected with a virus and are controlled by someone else without the owners knowing – ever. How many computers were infected?

The answer was: D. 19 Million.

Who will be the Grand Prize Winner of this month's Trivia Challenge Quiz? The winner will receive a \$25 gift card to Amazon.

Q: No longer just an anti-alien tool, what product did rapper M.I.A. launch in her new company, Ohmni?

- A. Pocket-Size Laser
- B. Magnetic Tent
- C. Tin Foil Hat
- D. Bluetooth Sound Wave Generator

Email your answer to jmorgan@cetechno.com

One winner per company per quarter

Lights Out For Business: Resiliency Amid Internet Outages

Businesses are increasingly reliant on the Internet. CRM platforms, virtual meeting apps, online sales, POS systems and even office printers require the Internet so you can do everything you need to deliver high-quality products and services to your customers. However, Catchpoint's 2024 Internet Resilience Report states that 43% of businesses estimated they lost "more than \$1 million due to Internet outages or degradations in the month prior to the survey."

It's tempting to blame the Internet provider when the Internet goes out. Unfortunately, outages happen. Pointing fingers at vendors won't change that. Instead, the solution must come from within.

What's Going On With Internet Connectivity

In July, a global Internet outage forced millions of computers offline, including at major airlines, banks and hospitals. The root cause of the disruption was a single software update deployed by cyber security firm CrowdStrike.

Cyber security reporter Brian Krebs famously described the Internet as "held together with spit and baling wire."

It's easy to forget that the Internet, like other tech, is evolving and complex. It connects countless systems and devices globally, creating a web of dependencies. A disruption in one part of the network can ripple through and affect other systems, as seen with the CrowdStrike update. Internet outages can have serious financial and security consequences, so preparing for an outage is crucial.

Resilience Comes From Within

After an outage, you may be tempted to fire your service provider. However, Catchpoint CEO and co-founder Mehdi Daoudi explained in an interview with Tech Brew that it's not a good solution (unless they prove unreliable). Daoudi said that after an outage, it's better to work with your vendors to figure out what went wrong and how to be better prepared. Some companies have hired chief resilience officers, but the title doesn't matter as much as having a leader in your company who spends time thinking about resiliency.

"It's important that companies embrace resiliency and reliability. How?

By encouraging the learning from failures, by not firing," Daoudi told Tech Brew. "What did we learn from this outage? What can we do to strengthen our postures going forward?"

The Internet is complex, and outages happen. To safeguard against the inevitable, businesses must cultivate resilience internally and proactively collaborate with Internet vendors to avoid damaging consequences



"A disruption in one part of the network can ripple through and affect other systems."