

# CE BITS & BYTES

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

## WHAT'S NEW



### CETech's Seminar with the FBI was a Resounding Success!

We're still buzzing from the excitement of our recent Executive Cybersecurity Seminar, "Grim Tales of Cybercrime as Told By an FBI Agent." Hosted at the scenic Oak Hill Country Club, the seminar offered our community an invaluable opportunity to dive deep into the world of cyber threats. Our special guest, FBI Special Agent Jordan Slavik, shared insights from his firsthand experiences on the Cyber Task Force. We discussed the impacts of AI on cybercrime—everything from the mysteries of dark net marketplaces to cryptocurrency's role in criminal operations.

Attendees walked away with the FBI's top 10 recommendations for handling cyber incidents—a crucial toolkit for today's digital age. It's easy to see why this event was a highlight of our year. A huge thanks to all who attended and made it a success!

**585-441-0055**



## Here's What Google Maps Timeline Knows About You (And It's More Than You Think)

It's 10:00 p.m. – do you know where your children are? Google probably does. Thanks to Google Maps' Timeline feature, the tech company probably knows where your whole family has been – down to the GPS coordinates. The feature was first rolled out in 2015 on Android devices and two years later on Apple, but many people still don't know how much information the app actually collects. Before you hit the road this holiday season, take a minute to review your privacy settings to see if the risk is worth the benefits.

### WHAT GOOGLE MAPS TIMELINE CAN SEE

With Google Maps Timeline, you can go back to any day and see in detail where you were, when and for how long. For example,

the map will show you when you left work, got home and any pit stops you made. It can also tell if you traveled by bike, car, train or bus. If you haven't changed the settings, this information may have been stored for YEARS. This kind of tracking is helpful if you forget the name of that new lunch place you visited last month with the great chicken wrap. However, if you care about your privacy and prefer not to have your home address or daily jogging routine under Google's watchful eye, you need to turn this feature OFF.

### PROS AND CONS

Under the guise of being a digital assistant, Google collects that information to make your life easier. At the same time, it's creating detailed profiles of all of us. In

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some ways, this makes our lives easier. In other ways, it invites severe risks.

### UPSIDES

**Find what's lost:** Has your kid ever lost their phone during an errand spree and is not sure if they left it in the cart at Target or the bathroom at Cheesecake Factory? Yeah – it's not a good feeling. If your phone is connected to the Internet, Google Maps Timeline can retrace your steps.

**Peace of mind:** Many parents gain peace of mind about their children's safety by knowing where they are and where they've been.

**In business:** Employers can also use the feature to ensure employees working remotely are where they are supposed to be when they are supposed to be there.

**Tailored ads:** Because Google apps speak to each other, your ads and recommendations are customized to your lifestyle.

### DOWNSIDES

**Peeping Toms:** Anyone who gets hold of your account can build a profile of you. They know where you live, work and hang out. Threat actors weaponize profiles in extortion schemes or impersonate people to commit other heinous crimes.

**Not 100% accurate:** You must be connected to the Internet and logged

*“Before you hit the road this holiday season, take a minute to review your privacy settings to see if the risk is worth the benefits.”*

in to Google for the feature to work.

**A lot less privacy:** It's creepy when an app tracks and stores personal information!

How To Turn Tracking OFF

If you don't feel like having Google's eyes on your every move, follow these steps on one of your devices to update the settings. Here's how to do it from your computer:

### CHANGE SETTINGS USING YOUR COMPUTER

1. Log in to your Google account.
2. Tap your profile icon or initials, and select “Manage Your Google Account.”
3. Click on “Data & Privacy.”
4. Scroll to “History Settings” and select “Location History.”
5. Pause your history.
6. **BONUS TIP:** Delete your timeline history by going to Maps Timeline, “Manage Location History,” and selecting an auto-delete option.

### TIPS FOR USING GOOGLE TIMELINE

If the benefits outweigh the risks for you or your family, do two things. First, define a timeline to delete stored data. You can delete your location history after 3, 18 or 36 months – or keep it forever (which we don't recommend). Once you pick an option to remove the data, Google is legally obligated to delete it.

Second, use MFA on your devices and accounts so that even if someone finds your phone or hacks your account, they can't get in. Take control of your privacy and review this buried feature in Google's Maps app!

*“[CETech] was very helpful and easy to communicate with. Much appreciated!!!”*

—Melissa Austin  
Huntington Study Group

## Free Report

### The Top 10 Ways Hackers Get Around Your Firewall And Anti-Virus To Rob You Blind

- **The #1 threat to your business that even the BEST firewalls and anti-virus software can't protect against.**
- A common misconception about employee devices on your office network and exactly what you need to do now to shut this down immediately.
- The shocking facts about why small business are the #1 target of cybercriminals - more than half of the reported cyber attacks are focused on small business for this one main reason that is easily fixed.
- How to keep your network secure with the proliferation of mobile devices, cloud applications, e-mail, and social media sites connecting to your computer network.



## Cartoon of the Month



*“A hacker logged into my fitness tracker and stole all my steps!”*

Claim your free copy today at [www.cetechno.com/10ways](http://www.cetechno.com/10ways)

## SHINY NEW GADGET OF THE MONTH

**BOSE QUIETCOMFORT 45  
WIRELESS HEADPHONES**

If there's one thing we could all use more of, it's sleep. Whether it's a new baby at home or the constant blather of airplane patrons on your red-eye flight threatening your rest, to ensure you can get quality sleep anywhere, you need a good pair of noise-canceling headphones – like the Bose QuietComfort 45 wireless headphones. Not to mention, it's an essential productivity tool for employees who need to tune out office (or home) chatter.

The Bose QuietComfort headphones have a 24-hour battery life and foldable design for when you're on the move. These headphones are highly rated for their unrivaled comfort and get bonus points for being one of the more affordable options in the noise-canceling headphone market.

*“Christmas gift suggestions:*

*To your enemy, forgiveness.*

*To an opponent, tolerance.*

*To a friend, your heart.*

*To a customer, service.*

*To all, charity.*

*To every child, a good example.*

*To yourself, respect.”*

*– Oren Arnold, novelist,  
journalist and humorist*

# WFH Strategies That Actually Work

We all value work and family balance. But during the holidays, that seesaw tends to teeter more toward family, even when end-of-year deadlines hang over our heads. No one wants to be the office jerk who says NO to flexible working routines. However, if you say yes, you may open your business up to lowered productivity and increased security risks – unless you have clear WFH strategies.

A recent study by Tenable found that 67% of business-impacting cyber-attacks targeted remote employees. Working remotely is like having your cake and eating it too. Still, it's entirely appropriate to ask your employees (and yourself) to eat the cake at the dinner table. What we mean is that to support your employees' productivity and company security, make sure you're implementing some Work From Anywhere (WFA) best practices. Just as they can't eat the cake off the floor, if your employees are going to work from home or Grandma's basement, they need to check that their setup meets simple expectations.

## **WFH/A BEST PRACTICES:**

### **A Decent Internet Connection**

Most video calls require at least 5 Mbps, but 50 to 100 Mbps ensures that multiple people can stream at once without issues.

### **Access Shared Company Resources**

Make sure employees have tested their connection off your company's network BEFORE they leave. Can they access the VPN? Are their login credentials stored safely in a password manager?



### **A Place To Work**

Preferably a room with a door (that closes... and locks). Nobody wants Grandma crashing a Teams meeting. Noise-canceling headphones are also an excellent idea.

### **Agree On Core Working Hours**

If your employees are working remotely (not taking vacation), make sure they've agreed to be available at certain times, including team meetings. Yes, this means they can't watch their kids and should have childcare set up.

### **Have A Project**

Especially for short-term WFH situations, having a clearly outlined deliverable is an easily tracked productivity metric. They either got it done or they didn't.

### **Have A Cyber Security Policy**

According to Tenable's survey, 98% of remote workers use a personal device for work every single day. A cyber security policy includes all aspects of your company, not just remote work. However, remote work is unique, and you may need to take extra steps to protect your business if remote work is happening at your company.

This includes installing security software on devices and enforcing multifactor authentication on their device, work applications, and when accessing the company's network. Train your team on at-home security, like how to spot phishing e-mails, create strong passwords and keep kids or other family members away from work devices.

### **Remember...**

Nobody wants to get tied up in a security snafu or lose productivity over remote work. Make remote work policies a core pillar of your company so that whenever an employee requests time off, you have a policy in place to ensure they can do their best work and do it safely!



*Mike Michalowicz has always believed that he had the formula to success and has proven it on multiple occasions. He is the creator of the Profit First method, which hundreds of thousands of companies across the globe use to drive profit. He is the author of multiple books, including Get Different and The Toilet Paper Entrepreneur. Mike is a former small-business columnist for the Wall Street Journal and currently leads two new multimillion-dollar ventures as he puts his latest research to the test.*



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## Win a \$25 Gift Card!

Congratulations to Lindsey Pacitto from Town of Hamlin and Kate Szymanski from Love Beets! They were the first two contestants to guess the correct answer in last month's trivia challenge.

You can be the Grand Prize 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.\**

**What's the vertical three-dot menu icon called?**

- A. Kebab
- B. Hamburger
- C. Meatball

Email your answer to [kaustin@cetechno.com](mailto:kaustin@cetechno.com), or call 585-441-0055!

*\*One winner per company per quarter*

## Spotlight: Literacy Rochester Brain Game 2023

The energy and enthusiasm were high at the recent Literacy Rochester's Brain Game! The event saw trivia enthusiasts from across the region go head-to-head in a friendly yet fierce competition, all in support of a noble cause. Kudos to Andrew Brady of Great Tie Consulting for clinching the Brain Cake, and a round of applause for General Code, who secured the much-sought-after Brain Game Trophy!

At its core, the Brain Game serves a purpose bigger than just fun and games. All funds raised during the evening directly support Literacy Rochester's mission to enhance reading, math, English, and digital literacy skills for adults throughout

Monroe County and beyond. Their tireless efforts have empowered countless individuals to fully engage in their communities, achieving personal and professional goals.

We're thrilled to have been part of such an impactful event and are already marking our calendars for 2024. We can't wait to bring our A-game once more and hope to see many familiar



faces there. Remember, our competitive spirit is unmatched, so gear up for another intense round of trivia!