

DataGrams

Proven, Field-Tested Network Security Strategies To Help Our Clients Make Confident, Real-Time Cybersecurity Decisions.

WHAT'S NEW?

WE'D LOVE TO SEE YOU ON SOCIALS



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"You can sum up this year's budget with one word."

How To Get Your Cyber Insurance To Actually Pay Out On Your Claim

If you've read the headlines, you see it is *very common* for an insurance company to **deny a cyber policy pay-out** to an active client with cyber coverage.

The Force Awakens

The cyber insurance market has seen significant growth in recent years, especially through 2019 and 2020. During the boom, middle-market companies were requesting cyber insurance policies with low rates and broad coverage terms. Underwriters had not yet amassed meaningful data on cyber claims so cyber policies were written ad hoc, with possibly less-than-adequate research into the extent of their liability.

Later, a closer look at the underwriting process revealed that the industry was taking on far more risk than previously anticipated.

As cyberattacks became frequent and sophisticated, it was apparent that the insurers were not prepared to handle the claims and the insureds were not prepared to combat the attacks.

The Empire Strikes Back

This increase in threats and claims has forced the insurance industry to harden its defenses in order to manage losses and insurance carriers have now shifted toward micro-level assessments.

Many insurers are denying cyber claims for reasons including: poor prevention practices, failure to document preventative measures, security lapse third-party IT vendor (MSP) and not implementing the insurer's required end-user security practices to fully comply with the cyber policy.

A New Hope

The micro-level assessments and questionnaires administered by insurance companies required to write a cyber insurance policy are extraordinarily lengthy and time consuming, and that's if you already understand the questions. If not, you could be tied up for weeks requesting clarification from your insurance company.

We can help your organization wade through these ambiguous questionnaires and translate their requirements.

Your investment in this service is well worth the cost.

Ensuring your company is, and remains, compliant up to the MINUTE of a cyber attack is the **ONLY** way to satisfy a cyber insurance policy and actually get paid on a claim when you need it. And, of course, every policy is different—so if you switched insurance companies, it's time to revisit the requirements from scratch.

Let us know if we can help. We're here.

FREE REPORT: "The CEO/CFO's Guide To Co-Managed IT"
 "So your internal IT team can focus on keeping your network secure."
 DOWNLOAD the FREE REPORT at datalinkmsp.com/partnership



This monthly publication provided courtesy of Richard Frielink, Founder & President of Data-Link.



Our Mission

To provide IT solutions and services that allow our clients to succeed in an ever changing and challenging business environment.

How Can I Avoid Data Loss?

- Back up data properly—if breached, your business can continue to operate.
- TEST the backup regularly. (We visited a company and found they had neglected to plug their physical backup device into the power outlet.)
- Auto-lock devices and use MFA
- Continuous security training for all staff.
- Remain compliant (i.e. HIPAA, PCI)

.... and much more.

How Much Does It All Cost?

Depending on the size of your organization, plan to spend hundreds to thousands of dollars to properly back up your data each month. Continuous security training is easy and cheap. Expect to spend \$100 per 200 users per month. Full management by an IT firm will cost several thousands of dollars per month. Co-Managed IT (Internal IT + IT Firm) will run you a few thousand dollars per month but will take the place of additional direct hires.

How much will it cost my organization if I DON'T protect it from data loss?

Calculate cost per record. IBM's and Ponemon's "Cost of a Data Breach Report 2021" defined an average of \$161.00 per record for their company. Then to it, add loss of business, investigation costs per-hour rates of security personnel, loss of hours of IT and communications personnel, legal fines and negligence lawsuits. Not to mention damage to the company's reputation.

How does all of this affect my organization's bottom line?

Multiple factors of a data breach affect bottom-line profitability. If an organization plans and dutifully implements necessary network security protocols your bottom line won't suffer at the hands of a data breach. You can rest assured that you've taken the necessary precautions to make sure your company will weather any cybersecurity storm that comes into your path.

So ask yourself: Do you want to write the checks to properly back up your data? Or a giant check to get the data back if it's stolen? The choice is yours.

EMERGENCY

(630) 406-8969



Coming up in the next issue:

- ◆ Quantum Computing, Autonomous Systems and You
- ◆ AI's Role In Cybersecurity

Are you new here?

Schedule a Complimentary
**10-MINUTE
DISCOVERY CALL**

with an Engineer and our Cyber Wingman to discuss your network's security.

datalinkmsp.com/discoverycall



In honor of Opening Day:
From Abbott and Costello's "Who's On First" routine.

"Ok, you got a first baseman. When you pay the first baseman every month, who gets the money?"
"Every dollar of it." "Who gets it?" "He does."
.... "I don't give a darn!". "Oh! That's our short stop."



Your Business Isn't Too Small To Get Hacked, Only Too Small To Make Headlines

Here are just some of the business giants that suffered breaches in Q1 of 2023



Voice Cloning Scam

This story presented courtesy of the FTC's Consumer Advice division.

You get a call. There's a panicked voice on the line. It's your grandson. He says he's in deep trouble — he wrecked the car and landed in jail. But you can help by sending money. You take a deep breath and think. You've heard about grandparent scams. But darn, it sounds just like him. How could it be a scam? Voice cloning, that's how.

Artificial intelligence is no longer a far-fetched idea out of a sci-fi movie. We're living with it, here and now.

A scammer could use AI to clone the voice of your loved one. All they need is a short audio clip of your family member's voice — which they could get from content posted online — and a voice-cloning program. When the scammer calls you, they'll sound just like your loved one.

So how can you tell if a family member is in trouble or if it's a scammer using a cloned voice?

Don't trust the voice. Call the person who supposedly contacted you and verify the story. Use a phone number you know is theirs. If you can't reach your loved one, try to get in touch with them through another family member or their friends.


Scammers ask you to pay or send money in ways that make it hard to get your money back. If the caller says to wire money, send cryptocurrency, or buy gift cards and give them the card numbers and PINs, those could be signs of a scam.

If you spot a scam, report it to the FTC at [ReportFraud.ftc.gov](https://www.ftc.gov/report-fraud).

* Commenters on this article reported being called several times and said the voice clones sounded identical to their loved ones'. One commenter even established a code sentence for their family to use in case of emergency to thwart these scams in the future.

Example of a Family Emergency Scam Call

Hi Grandpa, it's me. 

Sebastian? Is that you? 

Yes, it's me, Sebastian. Grandpa, I'm in trouble, and I need money for bail.

What happened?

Please don't tell Mom or Dad. I'll get in so much trouble.

Please help me!

Thank You For Calling!

Thank you to those who called in a referral this month, sent topic requests for the Weekly IT Tip emails, requested more information or sat for an appointment. We appreciate you!

Eat Mor Chikin?

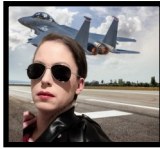


Chick-fil-A has been hit with a proposed class action lawsuit in Georgia federal court that alleges the company's failure to protect consumer data led to a breach of roughly 71,470 customer accounts.

(Cyber Wingman's Rant)

You would not believe...

how many times I have taken a call from an unknown, panic-stricken CEO or CFO reporting their network was breached just to find fee resistance at our proposal meeting. I most recently got "My current guy (one man show) is 1/3 of your price... probably because he doesn't have the overhead you do."



You're absolutely right! We pay for best-in-class security solutions and have some of the best (and highest paid) engineers in our market who answer the phone live. Your "one-man-show" clearly does not/cannot offer *nearly* the same protections and service, and guess what, your network *still* has holes in it... it's all right here in our report. Proper network security is expensive, folks! When is a good time to get serious about it?... *before* you're ransomed, ideally, but *definitely* after. End rant.

Post-pandemic workers value

flexibility and autonomy in their careers. Return-to-office mandates could cause many workers to flee the coop for more remote pastures.

At The End Of Your Rope In A Negotiation?

If they're still trying to strong-arm you into paying a higher price, try "It sounds like you're willing to risk losing the entire deal in exchange for, in essence, not a lot of money."

What If Your Internal IT Department Is Overwhelmed, Unable To Keep Up And Facing Projects They Cannot Handle On Their Own, Putting You At Risk For A Significant, Expensive IT Failure?

instant download

FREE SPECIAL REPORT

The CEO/CFO's Guide To Co-Managed IT

Co-MIT is the newest trend in IT support and we've been doing it for years! We know **your internal IT staff** is smart, hardworking, capable and dedicated people. We ARE them and we know what it takes! Find out how Data-Link can work WITH your IT department to supplement your company's IT support to **fortify your network** against ransomware.

Even better, Co-MIT costs much less than hiring additional IT staff.

Want to learn more?

DOWNLOAD this FREE REPORT at datalinkmsp.com/partnership



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4		9	7		2		6	
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