

DataGrams

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

Time's up!

October 10, 2023 marks the End Of Support for Server 2012 Operating Systems.

Aging systems can make your company a target for cybercrime. Call us to upgrade.



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Global Mega Trends For Technology To The Year 2030

By the year 2030, technology will be everywhere. The IoT (Internet of Things) will continue to grow. (OK, Captain Obvious.)

We've seen Amazon Alexa, smart watches and the Amazon Go Store et al emerge since 2010 and the landscape will continue to get wider—affecting convenience in daily routines and the greater good of humanity.



Smartphone storage will continue to grow to TERABYTE storage chips that can process massive amounts of data, power 5G and artificial intelligence (AI).

Augmented and virtual reality technology will evolve toward a total reality-virtuality continuum.

AI will continue to emerge. Robotics are already being commissioned locally to bridge the employment gap. Industrial, aerospace, smart home infrastructure and automotive industries will become fully automated and intelligent.

Seamless integration of video, voice and data services will provide access and ubiquitous connectivity anytime and anywhere by 2030.

Peer-to-peer services (like Uber) are expected to transform and penetrate several non-traditional applications.

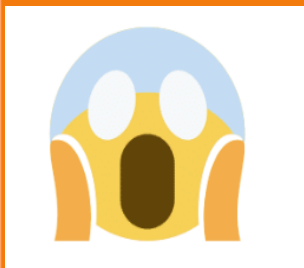
Intelligent assistants will optimize and personalize daily experiences across all activities and environments.

What will these advancements mean for YOUR industry?

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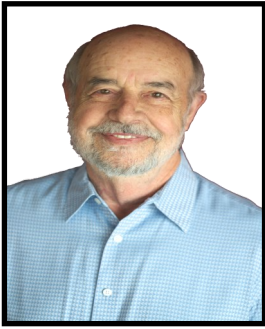
Does The Thought Of Your In-House Computer Expert Leaving Scare You To Death?



Here's a scary question a lot of businesses don't think about: What would happen if your computer guy suddenly quit?

Drop me a line to discuss your network and business goals to decide on some IT coverage options to fit your business "just in case". It can be a plan to take over your IT entirely, or just for the short-term. Seamless transition is key. Your IT expert might need to go but we're not going anywhere.

-Angela (Director Of Operations) ajamerson@datalinkmsp.com (630) 406-8969 ext 576



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

Our Mission

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

EMERGENCY

(630) 406-8969



Coming up in the next issue:

- ◆ Cybersecurity Heroes: Defenders Of The Digital World
- ◆ Secrets Of The Dark Web: The Cybersecurity Battlefield

Are you new here?

Schedule a complimentary 10-Minute Discovery Call to tell us about your IT trouble!

DataLinkmsp.com/discoverycall

Update Your iPhone MANUALLY, ASAP To Protect From Spyware



Notice release 09/07/2023

Apple urges iPhone users to manually update their devices to protect against two zero day, zero-click spyware threats. Even fully-patched, fully-protected iPhones are at risk.

Zero-click means that the user is not required to initiate any action to activate the spyware on their device. It can be delivered through various means such as text messages, emails, or even unanswered WhatsApp calls.

To Manually Update your iPhone:
Settings > General > Software Update

FBI Warns About Crypto Recovery Scams



The FBI has recently issued a warning about cryptocurrency recovery service scams. These scams involve criminals contacting victims through social media or online ads, pretending to help recover lost cryptocurrencies.

In 2022, reported losses from cryptocurrency investment fraud exceeded \$2.5 billion, primarily targeting individuals who had lost access to their wallets due to malware or phishing attacks. Scammers often pose as government agencies.

It's essential for cryptocurrency investors to be cautious, verify the legitimacy of such services, and prioritize security to protect their assets. Beware of unsolicited offers for recovery services, look for transparency about fees and processes, use a service recommended by a trusted source and always protect your personal info.



Employee Engagement: The Difference Between Pity, Sympathy, Empathy & Compassion

Engaging with others' emotions encompasses four distinct states: pity, sympathy, empathy, and compassion. Pity often carries a condescending tone, making it distant. Sympathy is warmer but still lacks a deep emotional connection. Empathy goes further, involving understanding and sharing another's feelings. Compassion, however, stands out by combining empathy with action, actively seeking to alleviate suffering.

Recognizing these emotional states helps us connect more genuinely with others, offering support when needed. It's essential to comprehend these differences to navigate human connections effectively and provide meaningful support in times of distress.

A Fall Cocktail from Martha Stewart



- 8 ounces bourbon in a pitcher
- 16 ounces apple cider
- Juice of 1 lemon
- Rim: Lemon juice and brown sugar
- Garnish: Sliced apple

“You can drink a *couple* of these. I would not go more than two, in case you have to give a speech tonight or find your way home,” jokes Martha.

It's Easy To Stay Safe Online

#BeCyberSmart



Data-Link Associates, Inc.

National Cybersecurity Awareness Month



Since 2004, the President of the United States and Congress have declared October to be Cybersecurity Awareness Month, helping individuals protect themselves online as threats to technology and confidential data become more commonplace. The Cybersecurity and Infrastructure Security Agency (CISA) and the National Cybersecurity Alliance (NCA) lead a collaborative effort between government and industry to raise cybersecurity awareness nationally and internationally.

It's Easy To Stay Safe Online

This year's campaign theme—"It's Easy To Stay Safe Online" reminds internet users that there are plenty of simple ways to keep personal information and private data secure when browsing and using the internet.

A Great Time To Educate Children About Safety

This is a great month to take an opportunity to educate children about cyber threats and phone safety.

Having a family code word for an emergency or to authenticate oneself can help keep families safe.

Parental locks

Consider scheduling time to rehash the parental locks for websites and television.

PC Mag's list of Top Parental Control Software released in late 2022 includes Norton Family, Circle Home Plus, Mobicip and Locategy.

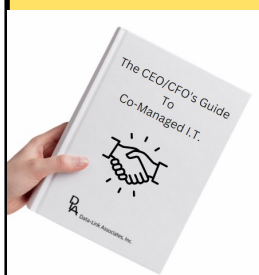
Here is a list of 4 things the Cybersecurity and Infrastructure Security Agency (CISA) recommends everyone do to stay cyber safe.

4 Things To Keep You and Yours Cyber Safe

1. *Turn on Multi-Factor Authentication*—Implement MFA on your accounts to significantly reduce the chances of getting hacked.
2. *Update Your Software*—Turn on automatic updates and restart your devices when prompted. This includes cell phones.
3. *Think Before You Click*—More than 90% of successful cyber attacks start with a phishing email.
4. *Use Strong Passwords*—Use a password manager to generate and store unique passwords. Strong passwords are at least 15 characters, never used anywhere else and randomly generated.

Our world is increasingly digital and startlingly interconnected. So, while we must protect ourselves, it will take all of us working together to adequately protect the systems we all rely on. Being cybersmart is contagious. Take the four basic steps outlined above and help two family members, friends or colleagues do the same.

Much like the recycling campaigns in the 90s. (Remember those?) Everyone must do their part for cybersecurity.



FREE REPORT: The CEO/CFO's Guide To Co-Managed I.T.

Partner your internal IT Department with Data-Link Associates

DOWNLOAD this FREE REPORT at
datalinkmsp.com/partnership

There’s Gotta Be A Pony In Here Somewhere...

There’s an old, not very funny joke about two young boys who were extreme opposites in their personalities. One was a hardened pessimist. The other, an overly enthusiastic optimist. Their parents became concerned about both boys’ extreme personalities and took them to a therapist to bolster the mood of the pessimist and tamper down the exuberance of the optimist.

The therapist took the pessimistic boy and placed him in a room filled with brand-new toys and told him to play with anything he likes, in an effort to show him what happiness feels like. But instead of responding positively, the boy burst into tears. Baffled, the therapist asked “What’s the matter? Don’t you want to play with all these new toys?” The boy replied, “Yes, but if I do, they’ll no longer be new and will eventually get broken!”

The therapist then decided to work on the boy who was overly optimistic. To dampen his enthusiasm, he put the boy in a room piled floor to ceiling with manure. But instead of being disgusted, the boy energetically gave a squeal of delight, climbed up the tallest pile of crap, dropped to his knees and started earnestly digging through the manure with his bare hands! The therapist, shocked by his reaction, said, “What are you doing?!?!” The boy replied, “With all this manure, there’s gotta be a pony in here somewhere!”

I’ll be here all night, folks.
Tip your waiters.

Running a business can feel like this—we’re in a room full of poop piled up to the sky, BUT we keep digging with the hope that there’s gotta be a doggone pony in here somewhere. That’s what makes entrepreneurship unique: we are willing to dig through a lot of crap with no guarantees of

success in search of the “pony” we’re looking for, and FIND IT.

In an already ‘overflowing’ situation, the *last* thing ANY business owner needs is to be receiving constant, unwanted dung deliveries of malware, ransomware, slow technology and affected production numbers to further bury their pony, but a lot do and call it run-of-the-mill business adversity.

In the world of cybersecurity, I’ve noticed that those CEOs who fear the worst and worry the ‘toys will break’ are the organizations that spend adequate time and money on their cybersecurity and tech. Lo and behold, they have minimal problems.

The optimists tend to be those CEOs who think hackers and thieves can’t touch them because of whatever self-soothing lies they tell themselves so they can sleep at night while their company, their employees and their futures remain unprotected. They’re laser-focused, digging in search of that pony, and keep blinders on to the cyberthreats swarming around gunning to take their company out.

All of us are dodging cyber-dung deliveries, especially in 2023, where a ransomware attack happens every 11 seconds.

Need help digging? We’re professionals with degrees in the art of dodging and digging through these types of threats, and we wield expensive, state-of-the-art shovels.

If you would like to rent my shovel and someone who knows how to operate it, you have my number.

Dedicated to your security.

Your Cyber Wingman,
Pam

Can You Open The Lock Using The Clues?



- 682 One digit is correct and in its place
- 614 One digit is correct but in the wrong place
- 206 Two digits are correct but both are in the wrong place
- 738 All digits are wrong
- 380 One digit is correct but in the wrong place

The ghost on the front page has the answer to this puzzle.



Workspace

Meet Us On Socials!

for trusted daily cyber news and happenings in your feed

