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Customers!**



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**Fred Holzager,
IT Director**

**Holzager Technology Services
and
Publisher of**

The Tech Insider

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Snapple Real Fact # 333

Long Island is the largest island in the Continental U.S.

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The Tech Insider



“Insightful Tips To Make Your Business Run Faster, Easier and Be More Profitable”

Why Your Small Business Needs Cloud Back-Up

It is always better to be safe than sorry. And given the fact that files can disappear or be corrupted in an instant, small businesses need robust data backup systems in place. Without one, you could very well lose lots of money and have your hard-earned reputation irrevocably damaged. With a basic understanding of how cloud backups work, you can set up a plan that is economical and customized to the needs of your business. Here are tips on how to go about choosing a cloud backup provider.

Learn More About Their Storage Capacity

Before partnering with a cloud backup provider, ask them where they store their data. Many providers use cloud servers over which they have little control, which could be hazardous as it makes it harder to monitor activity and respond to anomalies. To avoid this fate, choose a backup service that operates their own cloud-based servers. Next, you will have to determine whether your business assets can be backed up, since some cloud storage providers do not have the capacity to save bigger files like videos or other

multimedia files. By asking these questions, you can find a cloud backup service that fits your business needs, and more importantly, can take care of all your files.

Get Details on Their Security



It will be important for the cloud backup provider to explain in no uncertain terms how they will store your files. They should be encrypted and stored on multiple servers because redundant storage ensures your data has multiple copies saved

online and can be retrieved at will. Even if an uncontrollable disaster befalls your company or the backup provider’s system, you’ll still be safe.

Compare Your Budget and Backup Costs

Before considering any cloud backup provider, you need to know how much the service is worth to you. How much money would you lose if your server crashed and all the data it stored was irretrievable? Compare that amount with the cost of a provider’s service, which could be charged by storage tiers, per

(Continued on page 2)

“We Love Referrals” 2018 Offer

Keeping with the spirit of helping others, if you refer a business to us and they become our customer, we will donate \$100 to your favorite charity.

At Holzager Technology Services, we believe that referrals are the greatest form of flattery. By recommending your partners, associates, or professional contacts, you can help them enjoy worry-free IT and support a worthy cause of your choice!

For more information, please see our website at www.tech4now.com/we-love-referrals, contact us by phone at 201-797-5050 or email us at info@tech4now.com.

Quotations

"The world as we have created it is a process of our thinking. It cannot be changed without changing our thinking."

Albert Einstein

"The only people with whom you should try to get even are those who have helped you."

John E. Southard

"To handle yourself, use your head; to handle others, use your heart."

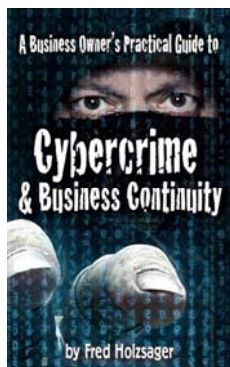
Eleanor Roosevelt

"Everyday may not be good...but there is something good in every day."

Anonymous

"A good laugh is sunshine in the house."

William Makepeace Thackeray



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"We make all of your computer problems go away without the cost of a full-time I.T. staff"

Ask us about our fixed price services HTS Insight Hassle-Free Agreements— Computer Support at a flat monthly fee you can budget for just like rent!

Why Your Small Business Needs Cloud Back-Up

(Continued from page 1)

gigabyte, or on a flat-fee unlimited plan. When asking about the price of cloud backups, make sure to clarify any service limitations or restrictions. For example, how quickly can your storage capacity be upgraded? Is it possible to run out of storage? These are not things you want to discover in the middle of hurricane season.

Clarify Data Recovery Timelines

Although storage availability is important, how quickly backups can be created and restored is also an essential factor. Ask providers how often backups will be created (e.g., hourly, daily, weekly), and how long it will take to restore them (e.g., hours, days, etc.). If those timelines are too long, it may be time to look for a better



provider or backup package from that vendor.

The most important factor is to know your needs before meeting with a potential provider. Let them know your business needs, budget, and recovery timelines. Seek out a provider whose solutions and pricing are flexible and customized to your needs so you're not stuck in a cookie-cutter plan.

We can answer your questions regarding the importance of cloud backups for your business. Contact us today at (201) 797-5050 or www.tech4now.com to find out more about cloud backup services and other dynamic ways to protect your data. For more insights on your Backup needs, please visit our *Free Recovery Time ROI Calculator* on our website:

<https://www.tech4now.com/free-stuff/rto>

The Facebook Data Breach Scandal Explained

Back in March, news broke that a British consulting firm, known as *Cambridge Analytica*, collected private data from over 50 million Facebook users without their consent (some reports say the number is closer to 87 million users, and other reports claim it is even higher). The British company supposedly used this information in 2016 to influence voter behavior during the US presidential election and UK's Brexit campaign.

How Did They Harvest the Data?

In 2015, a Facebook personality quiz app called "This is Your Digital Life" was created by Cambridge psychology professor Aleksandr Kogan. Around 270,000 Facebook users signed up and gave information about themselves in exchange for humorous results. What users didn't know was that Kogan's firm, Global Science Research, struck a deal with Cambridge Analytica to share the information that was gathered. Aside from collecting information about the Facebook users, the app also mined some data about the users' friends.

What Information Did They Collect?

Facebook sent a message to these users believed to be affected, saying the information likely included one's "public profile, page likes, birthday and current city".

From what we know, they were also able to gather data based on:

- Data from platforms that are also owned by Facebook - *Instagram* and *WhatsApp*.

- Advertisers and other third-party partners.
- Apps and websites which use Facebook services.
- Your location.
- The devices you use for Facebook access.
- Payments handled by Facebook.
- Messages, photos and other content that other users send to you.
- The information you disclose to Facebook.
- Your activities on Facebook.

What Happened to the Sourced Information?

Cambridge Analytica analyzed the collected data to create psychological profiles. The data was detailed enough to create a profile which suggested what kind of advertisement would be most effective to persuade a particular person in a particular location to lean a particular way.

Although there is still a huge debate about how effective these plans were, there's no doubt that tens of thousands of users were manipulated into signing away their data without knowing it.

What Can I Do to Keep My Information Safe?!

Glad you asked! In the wake of this worldwide privacy scandal, it's time to revisit some social media best practices. Therefore, we are following up this article with "Three Critical Tips to Maintain a Secure Facebook Account" in Quick Tech Productivity Pointers on the next page.



Trivial Matters

Computers have become a very important part of our daily life. Here is some trivia about these awesome devices that we can't seem to live without.

- The first electronic computer weighed more than 27 tons and took up 1800 square feet (We've come a very long way!).
- HP, Microsoft and Apple were all started in a garage.
- An average person normally blinks 20 times a minute, but when using a computer he/she blinks only 7 times a minute.
- There are more than 6000 new computer viruses released every month.
- More than 80% of the emails sent daily are spam messages.



- The house where Bill Gates lives, the founder of Microsoft, was designed using a Macintosh computer.
- If your work involves the extensive use of computers, then by the end of your average working day, your fingers would have traveled 12.6 miles.
 - Facebook has over a billion users. If it was a country it would be the third largest in the world.
 - TYPEWRITER is the longest word that you can write using the letters from only on one row of the keyboard of your computer.
- STEWARDESSES is the longest word which can be typed with only the left hand.
- Every 1 out of 8 couples met their spouse on the internet.

Quick Tech Productivity Pointers

3 Critical Tips to Maintain a Secure Facebook Account

Whether you were effected by the Facebook data breach or not, you should consider the following 3 tips to maintain a confidential Facebook profile.

Download your Facebook Data

The thought of a complete stranger going through your account is pretty disturbing. Yet, you're probably curious about the amount of information you uploaded to your social media sites over the years. Fortunately, Facebook allows you to download a copy of all your data. You simply have to log in to its web version and then...

-On the site's main navigation, click on the down button right next to the *Quick Help* icon.

A menu will pop up and you'll find *Settings* right above the Log Out option.

- Click on *Settings* and you'll automatically be redirected to General.

- Within the General page, press *Download a copy of your Facebook Data*.

- It will redirect you to a different page where you'll need to press *Start My Archive* button to proceed with the download process.

Once that's done, you'll be able to see an archive of all your Facebook activity, such as the statuses you've posted, messages you've sent, and ads you've clicked on.

Change Your Privacy Settings

After going through all your data, you might realize that everything you shared is harmless. But, that doesn't mean it won't end up in the hands of cybercriminals who can use it against you. We suggest going back to the *Settings* page and clicking on *Privacy*. That's where you can modify whether you want your posts to be seen by the public or only by your friends. You can even control who's allowed to send you friend requests, view your friends list, and most importantly, decide whether search engines are allowed to link to your profile.

Check or Delete Apps

You know those personality quizzes that you and your friends always had a ball answering? Apparently, Cambridge Analytica gathered all the responses from one of those app developers. Luckily, you can stop them from further accessing your profile. In *Settings*, click on *Apps* to see all the apps linked to your profile. Beside each one, you can choose *Edit Settings* to review its authorizations or click *Remove* to completely get rid of it.



If this recent breach has you unnerved, we can provide more tips and tools, and even assess your current level of security. Contact us today at (201) 797 - 5050 or www.tech4now.com, and we'll help you with your privacy concerns.



Are You Protected From A Data Breach?



Think cybercriminals only target the big companies?

More than 75% of data breaches target small and medium sized businesses.

We can help you with the following:

- 1. TRAIN YOUR EMPLOYEES**
Train your employees to help protect your sensitive data.
- 2. PROTECT YOUR NETWORK**
Protect your network with VPN's, firewalls, vulnerability scans, penetration testing, etc.
- 3. SECURE YOUR DEVICES**
Identify, track, and secure (encrypt) your employee's devices—smartphones, USB drives, tablets and laptops.
- 4. SECURE PHYSICAL SPACE**
Track and log visitors, limit access with locked doors.
- 5. CREATE CLEAR POLICIES**
Create clear and concise written policies on the use and disposal of sensitive data.
- 6. WHERE'S YOUR DATA?**
Locate, understand, and limit where all of your sensitive data resides.
- 7. PROPER DISPOSAL PROCEDURES**
Ensure that you have the proper procedures and documents in place to dispose of any devices, equipment, and paper records.



LET US HELP YOU PROTECT YOUR BUSINESS AND DATA.

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Contact us at (201) 797-5050 or www.tech4now.com/pii-protect.

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"We make all of your computer problems go away without the cost of a full-time I.T. staff"

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"Your breadth of experience and speed to resolution helps us keep our business strong and current. The way we see you is not as an IT computer guy, but as a proven Trusted Business Advisor." —Nabil Ishac, Architect & Owner, Ishac Design Architect

June 2018

The Lighter Side...

For Entertainment Purposes ONLY!

Unusual Phobia

Did you hear about the mathematician who's afraid of negative numbers? He will stop at nothing to avoid them.



Good Driving

"You know, somebody actually complimented me on my driving today. They left a little note on the windshield, it said 'Parking Fine.'"

Acting Humor

Why do we tell actors to "break a leg?" Because every play has a cast.

Did you hear about the actor who fell through the floorboards?

He was just going through a stage.

Laboring

A woman in labor suddenly shouted, "Shouldn't! Wouldn't! Couldn't! Didn't! Can't!" "Don't worry," said the doc. "Those are just contractions."



A Bear in a Bar

A bear walks into a bar and says, "Give me a whiskey and ... cola." "Why the big pause?" asks the bartender. The bear shrugged. "I'm not sure; I was born with them."

Twitter Ailment

A man tells his doctor, "Doc, help me. I'm addicted to Twitter!" The doctor replies, "Sorry, I don't follow you ..."

Mechanic vs Cardiologist

A heart surgeon came to the mechanic to repair his car. The mechanic had a look at the car's engine, opened a valve and fixed it. The mechanic said, "I repaired the engine which is the heart of the car. You also operate on the hearts of humans, so our jobs are quite similar. So, why is it that you earn more than me?" The doctor replied, "Can you repair the car when the ignition is running? We can."

