

TECHNOLOGY INSIDER

"The latest in technology news, trends & tips for business"

Our Mission:

At BoxMeta, we are committed to providing valuable, no-nonsense, quality technology services and solutions to our clients. We will understand our clients' goals and help accomplish them through simple and affordable technology solutions.

HURRY!!

Windows 10 is FREE until July 29th..The Microsoft deadline for upgrading to Windows 10 for FREE is July 29th. **Call BoxMeta to schedule your Windows 10 migration plan.**

What's Inside:

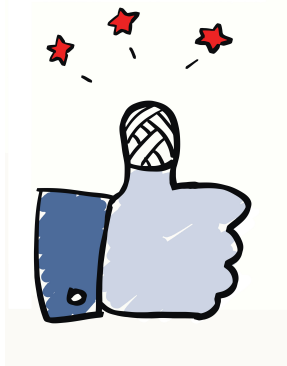
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5 Ways To Spot A Social Engineering Attack

Social engineering is a method cyber con artists use to lure well-meaning individuals into breaking normal security procedures. They can be devastatingly effective, and outrageously difficult to defend against.

Social Engineering replaced Hardware and Software exploits as the top attack technique in 2015.

The key to shielding your network from this threat is ongoing awareness throughout your organization.



Here are just a few examples of Social Engineering schemes:

1. **Baiting** – In baiting, the attacker dangles something enticing to move his victim to action. It could be a movie or music download. Or something like a USB flash drive with company logo, labeled “Executive Salary Summary 2016 Q1,” left where a victim can easily find it. Once these files are downloaded, or the USB drive is plugged in, the person’s or company’s computer is infected, providing a point of access for the criminal.
2. **Phishing** – Phishing employs a fake e-mail, chat or website that appears legit. It may convey a message from a bank or other well-known entity asking to “verify” login information. Another ploy is a hacker conveying a well-disguised message claiming you are the “winner” of some prize, along with a request for banking information. Others even appear to be a plea from some charity following a natural disaster. And, unfortunately for the naive, these schemes can be insidiously effective.

7 Notable & Expensive Social Engineering Attacks

- *The Trojan Horse* - the original Greek / Trojan myth..The This was such a notable example of social engineering that an entire class of Malware has been named after it..
- *RSA Secure ID* (2011, \$66mm) emails to low profile employees, tricking them to open the message with an infected Excel spreadsheet
- *Associated Press* - (2013) Their twitter account got hacked and reported explosions at the White House. The markets dropped 150 points immediately.
- *Target* (2013) - 40mm credit and debit cards compromised
- *Ubiquity Networks* (2015, \$39mm) employee in HK was victim of a 'CEO' email scam, impersonating another member of the staff.
- *Landstar* (2016) Breached TWICE compromised W2 information of all 1,362 employees
- *Apple iCloud* - (2014) The shocking news of Robin Williams' death in 2014 was used to lure celebrities with a video to exploit their accounts. 500 celebrity photos were leaked.

3. **Pretexting** – Pretexting is the human version of phishing, where someone impersonates a trusted individual or authority figure to gain access to login details. It could be a fake IT support person supposedly needing to do maintenance...or an investigator performing a company audit. Other trusted roles might include police officer, tax authority or even custodial personnel, faking an identity to break into your network.

4. **Quid Pro Quo** – A con artist may offer to swap some nifty little goody for information... It could be a t-shirt, or access to an online game or service in exchange for login credentials. Or it could be a researcher asking for your password as part of an experiment with a \$100 reward for completion. If it seems fishy, or just a little too good to be true, proceed with extreme caution, or just exit out.

5. **Typosquatting** - very similar to a phishing attack, but the hacker doesn't reach out to the victim directly. Instead they sit on a similar domain and wait. Usually the domain is only a character or two off of the main brand's domain. The hacker buys domain names and squats on them, matching a brand's look and feel. When a user fills out a form, they will use the login credentials to cause harm.

The best defense against social engineering attacks is education.

Call BoxMeta today to sign up for our FREE Employee Cyber-security Seminar.

Who Wants to Win a \$25 Gift Card?

The first person to answer correction will win a \$25 Gift Card.

Email your answer to: trivia@boxmeta.com

In each equation below, part of a common name has been replaced with a definition for a word that is contained within that name. By answering the definition and completing the equation, you will find the name.

(Ric + difficult = ric + hard = Richard)

1. Put on clothes + ald
2. Fishing pole + ney
3. P+ make a mistake + y
4. Be in debt + n
5. That girl + r + adult guy

Gadget of the Month:



Finally! An Easy Way To Control The Family Net

Do you have children aged 6 to 16?

Circle With Disney is a new device that helps make Internet struggles at home a thing of the past.

Imagine: no more

negotiating with kids to get off the web and come to dinner (or get their homework done).

This 3½-inch white cube with rounded corners (it's not exactly a circle...) lets you control Internet usage around your house with a tap on your iPhone. (Android compatibility coming soon.)

With presets by age group, or custom controls, Circle helps you restrict who in your family surfs what, and when. It also tallies how much time each person spends on any site.

Circle also lets you put your whole home network on pause, sets up in about five minutes and works with your router.

Just \$99 at
MeetCircle.com

Business Briefings

Want to know your Lyft or Uber passenger rating?

Ratings are a two-way street with both Uber and Lyft. Passengers are rated too, by their drivers. To find your average Uber passenger rating, open your Uber app and tap the menu bar in the top left corner. Then follow this path: Help > Account > "I'd like to know my rating." Lyft has no such system, however their support team may send your average passenger score to you if you request it. Want to improve your score? Be nice to your driver and show up at your pickup location on time.

Forget apps...here comes the voice-controlled future. Soon, we won't be fumbling around, trying to figure out which app turns off the sprinklers in the front yard... Apple Siri, Amazon Echo and now Google Home all point to the future of digital living. When it comes to voice plus smart machines vs. finger taps on a phone, voice wins, hands down. You don't want to use a weather app, you just want the forecast. Your customers won't go to your website and download an app; they'll interact with your business in some way by voice. That future will arrive in the next five to 10 years. (<http://www.inc.com/john-brandon/google-home-amazon-echo-alexa-and-the-future-of-all-business.html?cid=readmoretext3>)

Skip the airport – just hop in your e-jet and fly! By 2018, owning your own battery-powered VTOL (Vertical Takeoff and Landing) two-seater could be one step

closer to reality. That's the plan for the Lilium Jet, being developed in Germany under the auspices of the European Space Agency. This Jetsons-looking aircraft sports "fly-by-wire" joystick controls, retractable landing gear and gull-wing doors. Its developers claim it will have a top speed of 250 miles per hour and could be available to the public as soon as 2018. Designed for daytime recreational flying, it's quieter – and safer – than a helicopter, thanks to its battery-powered ducted fan motors and intelligent, computer-controlled takeoffs and landings. And pricing, according to its developers, will be far less than similar-sized aircraft. (<http://www.gizmag.com/lilium-electric-vtol-jet-aircraft-esa/43191/>)

Is your mobile website stressing people out?

Of course, page-load times can affect conversion and brand perception. But did you know they also affect user heart rate and stress levels? According to a 2016 study on mobility by Ericsson, page-loading delays lead to an average 38% jump in heart rate.

Remember the last time you watched a horror movie? It's about that stressful... Not how you want your visitors to feel. To keep your page loads painless and your visitors happy, make sure your website is mobile-friendly. It needs to be quick and easy to navigate and engage with. You have a lot at stake in your website – and making it stress-free for visitors could make a big difference. (Hubspot Blog)

7 Simple Eye Exercises to Keep Your Eyes Healthy

As we spend more and more time looking at computer screens, we need to remember to take care of our eyes. We exercise our arms, legs, abs, and even our behinds, but have you ever thought of exercising your eyes? Any eye doctor will tell you that it is good to keep your eyes healthy, and doing some simple exercises is a great way to improve the health of your eyes.

- 1. Roll your eyes.** Rolling your eyes is something you do when annoyed, but if done properly, it can help to improve your vision. Roll your eyes slowly to the left in a circle. Repeat 5 to 10 times. Roll your eyes slowly to the right in a circle. Repeat 5 to 10 times
- 2. Look to the side.** Sit or stand still for this exercise. Look as far right as you can (but don't put too much strain on your eyes). Hold your gaze for 5 to 10 seconds. Look to the far left. Hold your gaze for 5 to 10 seconds. Look back to the center for a second or 2. Repeat this exercise 10 times
- 3. Go Cross eyed.** Pick an slender object like a pen to focus on. Hold the object at arm's length, in front of your face. Bring the object towards your nose, slowly while keeping both eyes on it. After it reaches your nose, slowly move it back to arm's length. Repeat 5 to 10 times
- 4. The surprised look.** Squint your eyes as if trying to see something far away. Keep your eyes squinted for 5 seconds. Open your eyes as wide as you can. Keep your eyes open for 5 seconds. Repeat 10 times.
- 5. Use your hands to heat your eyes.** If you've ever been annoyed by constantly seeing those "floaters" that come up when your eyes are strained or tired, you will want to try this exercise: Rub the bottom part of your palms together to heat up the skin. Press (lightly) your palms over your closed eyes. Hold for 5 seconds. Repeat 5 times.
- 6. Refocusing.** If you find your eyes getting tired, or the images on your screen going a bit blurry, it is a good time to do this exercise. Look away from your screen. Pick an object 10 feet away from you and an object 25 to 30 feet away from you. Facing the objects you've chosen, put your thumb in front of your face, at arm's length and focus on that. Put your thumb down and look at the object that is 10 feet away from you. Now switch to the object that is 25 to 30 feet away. Work backwards from there and look at the object 10 feet away. Put your thumb back in front of your face and focus on it at arm's length. Repeat this process 5 to 10 times.
- 7. Close your eyes.** If your job requires you to stare at a screen for 8 hours, or you haven't been getting enough sleep, or your eyes are just overworked, sometimes the best "exercise" to improve your eye health is closing them for a few minutes. Even if you are not able to go to sleep, just the act of resting your eyes will help relieve any strain on your eyes. Turn off your monitor and turn your chair away from any bright lights. Lean back in your chair, or put a small pillow under your head for support. Close your eyes. Leave eyes closed for 5 to 10 minutes. Repeat twice per day.



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

Cybercrime is at an all-time high, and hackers are setting their sights on small and medium businesses who are "low hanging fruit." Don't be their next victim! This report reveals the most common ways that hackers get in and how to protect yourself today.

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Free Report Download: Top 10 Ways Hackers Get Around Your Network Security

You Will Learn:

- 1) Why Education the most important defense against hackers
- 2) How can a hacker get around the toughest network security
- 3) What else can you do to protect your network and data

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