ThinkTech
You have enough to think about

tech-ade

Turn your technology lemons into lemonade

How Would You Like To Have *This* Corporate Embarrassment On Your Record?

Back in April, the largest known e-mail security breach took place when Epsilon, an online marketing corporation, had their *clients'* lists of e-mail addresses stolen by sophisticated cyber thieves.

Epsilon was in charge of maintaining the e-mail databases and campaigns of some of the largest corporations in the country, including 1-800 Flowers, Best Buy, Walgreens, JPMorgan Chase, Capital One, and more. In fact, there's a good chance that you've received multiple "apology" e-mails from these vendors.

While some said the breach didn't cause a whole lot of damage, we disagree. Essentially, these cyber criminals now have the ability to invent highly sophisticated phishing attacks by creating e-mail offers that look like legitimate promotions coming from companies they (the people whose e-mail addresses were stolen) buy from and trust.

And though it's already common for cyber thieves to impersonate credible organizations with what appears to be legitimate e-mail messages that seek to verify account information, this recent breach of security allows cyber thieves to be smarter and even more targeted with their scams.

Two Key Lessons

First, you need to be a lot more wary of e-mail promotions and communications that ask you to provide your credit card information or to validate your account information (username, password, social security number, etc.). No valid company will ever ask you to send important, confidential information in that manner.

Second, this breach serves as a warning to all businesses that they must have the MOST up-to-date security systems in place for their computer network, especially if you handle client data such as credit cards, bank accounts, social security numbers, passwords, client lists and more. Epsilon has responded to the security breach, apologizing to all of those affected, but the damage is done to their organization, not to mention their clients.

That's why we urge all of our clients to enroll in our TotalCARE Support Plan. (Okay, that may sound self-serving but that doesn't make it untrue!) This service allows us to monitor your network's anti-virus, firewall and security settings to make sure your network is protected against these damaging events. **To find out how this plan can help you, call us at 508-992-2541.**
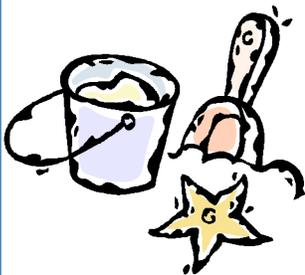
7 Simple Ways To Keep Your iPad Secure

- **Don't leave it lying around** Although this is common sense, you've probably violated this rule more than once. iPads are easy targets for thieves, so don't let it out of your sight when in a public place – and don't leave it in plain view in your car or you might end up with a broken window in addition to a stolen iPad.

- **Use a passcode** Although it's not 100% hacker-proof, it will block unauthorized users from accessing your information.

- **Consider enabling automatic data erasing** You can configure your iPad to erase your data after 10 failed passcode attempts. Clearly this is not a good solution for anyone who constantly forgets a password or those who have kids who might try to endlessly log in to use your iPad.

- **Sign up for MobileMe** As mentioned opposite, this software will allow you to locate a lost iPad and, if it's not recoverable, you can remotely wipe the device of your private information.

- **Limit its capabilities** You can set your iPad to restrict certain functions such as access to Safari, YouTube, installing applications and explicit media content using a passcode. In the corporate world, an IT administrator could set these restrictions for company owned devices. At home, you can use this to restrict what your children can do with your iPad.

- **Install software updates** As with all software, make sure you have the latest security updates and patches installed to protect against hackers and viruses.

- **Only connect to trusted WiFi networks** Public WiFis are open territory for hackers and identity thieves. Whenever you connect, make sure it's a legitimate, secure connection.

Shiny New Gadget of the Month:

mobileme

If you're a Mac device junkie and have a Mac at home, a PC at work, an iPhone in your pocket and an iPad in your car, check out MobileMe. This software allows you to store email, contacts and calendars — even shared ones — in the cloud and automatically keeps them in sync across all your devices.

Other cool features include the ability to remotely locate a lost iPhone or iPad. And if you're certain it fell into less-than-honest hands and you don't think you'll be getting it back any time soon, you can remotely wipe the device clean of all your data.

The Gallery enables you to create a beautifully displayed online gallery of your photos and share them with others in just a few clicks, allowing your friends and family to add photos of their own. And the iDisk app gives you the power to store and share large files online as well as access them remotely.

MobileMe costs only $99 for a year's subscription and $149 for a family pack that gives you one individual account with 20GB of storage and 4 family accounts with 5 GB of storage. Not sure if it's right for you? Then sign up for a free 60-day trial at:

www.apple.com/mobileme

"How Cloud Computing Will Cut Your IT Costs In Half, Eliminate Expensive Computer Upgrades And Free You To Work From Anywhere On Any Device"

FREE Lunch & Learn Seminar
Tuesday, June 21, 2011
Fall River Chamber of Commerce
11:00 a.m. – 1:00 p.m.

If you are the owner or manager of a company with 10 or more PCs that has heard all the hype around cloud computing but still don't know what it is and how it can help you, read on...

On Tuesday, June 21st, we'd like to invite you to join us and your peers for an eye-opening seminar that will explain in simple, non-technical terms what cloud computing is, the pros and cons and how it can help you significantly cut the complexity and cost of IT.

Here's What You'll Learn:

- In non-techie terms, what is cloud computing and how it can significantly cut your IT support, hardware and software costs. In fact, it can eliminate the need for you to pay for ongoing IT maintenance and upgrades altogether

- 5 questions you need to ask yourself to determine if cloud computing is a good fit for your company.

- Answers to frequently asked questions about security, where your data is stored and Internet speed and connectivity.

- How you and your employees can easily work from home or on the road without being saddled with VPN issues, slow connectivity or other problems.

- How to have automatic "business continuity" so you never lose data or experience significant downtime due to natural disasters, viruses or even employee sabotage.

- A significant competitive advantage you'll gain with cloud computing, and why you NEVER want your competition to get there first.

Seating Is Limited; Register Today:

Due to space limitations, seating will be limited to the first 30 who register and will be secured on a first come, first served basis. All attendees will be served a gourmet lunch and will be given a **FREE COPY** of the book, "Hassle-Free Computer Support", by Pam & Nathan Viveiros.

To register:

1. Go online to:
   www.thinktechonline.com/cloudseminar

2. Call our reservation hotline at: **508-992-2541**

3. Send an email with your full contact details, as well as your guest's name to:
   pam@thinktechonline.com

FREE!

Three Things Every Business Owner Or Manager Must Know About Finding An Honest, Competent, On-Time & Fairly Priced And Ethical Computer Consultant

A Live Interview With Nathan Viveiros, President Of ThinkTech Computers, Inc.

Nathan Viveiros
President
ThinkTech Computers, Inc.
508-992-2541 • www.ThinkTechOnline.com

Meet Our New Client Of The Month!

Every month I choose one very special person to be my "Client Of The Month." It's my way of acknowledging clients and thanking those who support me and my business with referrals and repeat business. This month's Client Of The Month is **Joaquim C. Barros, CPA.** Congratulations! You have won a $50 Gift Certificate to your favorite restaurant. *You might be my next Client Of The Month…watch for your name and picture here!*

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"You have enough to think about"

Services We Offer:

- IT Consulting Services
- Network Design & Repair
- Disaster Recovery & Backup Solutions
- Virus/Spyware Protection & Removal
- Network Security
- PC and Server Maintenance & Support
- E-mail & Internet Solutions
- Helpdesk Support
- Managed Spam Filtering
- Storage Solutions
- Network Monitoring to Prevent Problems

How Exposed Are You Online?

Is privacy in America dead? With all the camera phones, online tracking software and social media sites, you can pretty much bet on it. But that doesn't mean you can't protect yourself.

For starters, go to Google Maps and search on your name to see if they have a picture of your home mapped out. If so, you can request to be removed. Next, set up a Google alert for your name (and company name if you're a business owner). Google will e-mail you any time something is posted about you with a link so you can keep an eye on reviews, photos, etc. Next, go to www.Spokeo.com and search on yourself – you might be shocked at how much information is posted about you, your home, your income and personal life. You can request to be removed from this site by going to www.spokeo.com/privacy.

I'd Love To Hear From YOU!

Is there an article you would like to comment on? Is there a topic you want me to research? Have a funny story or a resource you want to share with the other subscribers? Send it to me! We are always looking for new and useful content to add to Tech-ade.

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NATIONAL INSTANT MESSAGE SPELLING BEE

ROTFL...ROLLING ON THE FLOOR LAUGHING.

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