

TECH TALK

MONTHLY

Your Monthly Dose Of
Tech & Business News



Monthly update from Mark

Recently it seems as though Big Tech is finally taking consumers' privacy concerns more seriously. Companies like Apple and Google are taking steps to protect our data and give us more choice about who can access our information.

But is it enough?

Big Tech knows more about us than even our other halves do. From our likes and dislikes to our vacations, shopping habits, and even what we like to watch. Everything we do online is watched and tracked. And somewhere out there, there are files on each and every one of us that reveal our deep inner behaviors.

Are enough people aware of how to change their settings to keep their information private?

And what are the risks to us if nothing further is done?

On the flip side of this, if we're no longer tracked online, it means that adverts become less targeted, and recommendations are less accurate. Most people may not mind this, but what does it mean for business owners like us?

Advertising becomes a lot more difficult. You'll wind up spending more on things like Google Ads, to get fewer results. Your business may not get in front of enough of the right people online. And that's certainly a worry to those who rely on adverts to attract new business.

So where do we draw the line when it comes to online privacy?

We'd love to hear your thoughts. Drop me an email to mark@phrixus.com

Until then, stay safe,



WHAT'S INSIDE?

EXTRA SECURITY?

02 SURE, JUST COMBINE
YOUR RDP WITH A
VPN, MFA AND ACL

03 FRIEND OR FRAUD?

DID YOU KNOW?



The most popular
language on the internet
by far is English. More
than 25.3% of the
internet is in English,
19.8% is in Chinese, and
8% is in Spanish.

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EXTRA SECURITY?

SURE, JUST COMBINE YOUR RDP WITH A VPN, MFA AND ACL

Ha ha... we threw all those confusing acronyms in the headline deliberately. Welcome to our world!

Before you start to panic, this isn't going to get too technical or complicated.

1 MFA

Set up **Multi-Factor Authentication** across your devices. This is where you have to generate a code on a separate device to prove it's really you logging in.

2 ACL

Limit who can access your network, by setting up **Access Control Links**. This is like a security guard on the door deciding who can get in, and who can't.

3 VPN

Set up a **Virtual Private Network**. This is an encrypted 'tunnel' for your connection into your business. No-one else can see what info you're sending or receiving.

There are even more acronyms that can help, but I don't want you to glaze over 😊

Let me make it simple – my team and I can make it a lot more secure for you and your team to access your information remotely, but still easily.

Let's talk.



Hopefully you're aware of the risks of fake accounts on social media. Accounts are created to catfish; con people out of money; and for other kinds of exploitation.

But did you know that fake accounts can be created for other services too?

Most of the businesses we interact with now need you to create an account. Think food ordering, online shopping, maybe even for businesses like yours.

But what's the harm in that, right? These fakes won't be creating accounts on your website to trick you into anything. They won't be able to access your products or services for free. Aside from creating spam in your CRM, what's the problem?

Actually, these fake accounts can result in huge fraud. Recently, for example, the US Secret Service announced it had recovered \$2 billion in fraudulent Covid-19 relief claims.

And it's on the rise, because there are now software tools which automate account creation and mask real identities.

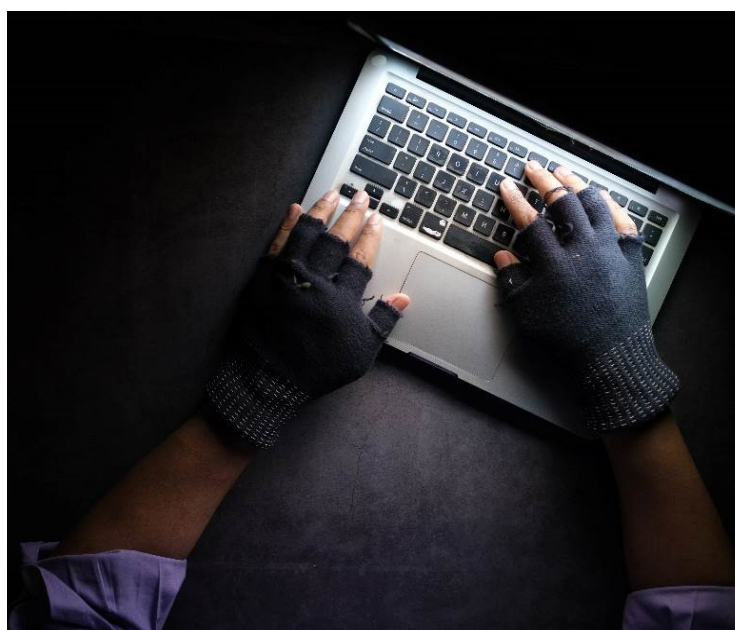
In the world of retail, bots exist to buy up limited edition or highly desired items, with a view to reselling them for a higher price. And the lengths these bots go to, in order to make fake email accounts look like real humans is incredible.

They sign up to mailing lists, send emails, watch YouTube videos, all to build up normal email account activity, before creating accounts with the desired retailer, ready for the drop.

When the item is released, these bots are all logged in and checking out at the same time, making it next to impossible for real humans to make a purchase.

While this may not directly affect your business in this way, it's making it very difficult for all of us to be recognised as real individuals online. It may be only a matter of time before this is recognised as a form of fraud.

Have you considered how fake account fraud could affect your business? Perhaps it's time to take a look at the way accounts are created to do business with you.





WE LOVE REFERRALS

The greatest gift anyone can give us is a referral to your friends. Referrals help us keep costs down so we can pass the savings to our clients.

If your friend ends up becoming a client - we'll gift them their free first month of service (for being a friend of yours) AND we'll gift you \$500 cash.

Simply introduce me via email to mark@phrixus.com and I'll take it from there. I personally promise we'll look after their business with a high level of care and attention (just like we do with all our clients).

Are you keeping track of the applications your staff use?

With so many different applications available to your organisation you need to be aware of what your staff are using and installing on their systems, without an authorised application policy businesses are blind as to what their staff have access to and where company data is stored.



NEED A LAUGH?



Q How do you choose a strong password?

A Go to the gym and find the one lifting the heaviest weights!



TECHNOLOGY TRIVIA



Which phone giant owns Cartoon Network, CNN and HBO?

The first person to email me at **mark@phrixus.com** and give a correct answer gets a \$50 Amazon Gift Card

Well done to Tori for winning last months prize and knowing RealNetworks and Philips were offered the iPod concept before Apple.



Many thanks to everyone that voted for us in the local business awards, we are very pleased to say we have made it through as a finalist.

The winners will be announced at the presentation ceremony at Hornsby RSL once the restrictions are lifted.