

Gulfcoast Networking Newsletter

Your IT Management Experts

September 2019

Hello! We're pleased to send you this monthly issue of the Gulfcoast Networking Newsletter. It's our way of saying that you're important to us and we truly value your business. Please feel free to pass this newsletter on to friends and colleagues. Enjoy!

MONTHLY QUOTES:

"Quality means doing it right when no one is looking."

Henry Ford

"Success is getting what you want. Happiness is wanting what you get."

Dale Carnegie

"Your imagination is your preview of life's coming attractions."

Albert Einstein

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Cut the Risks of Losing Data to Departing Employees

One of the most common ways of losing data is when an employee leaves an organization, whether they are let go, are retiring, or just moving on. This is an issue that business owners have to watch out for.

If employees take data when they leave, the costs can be massive. An average data breach costs around \$900,000, researchers say. We then must factor in the time spent repairing the damage and recovering position, the legal implications of having allowed data breaches that may well make an organization non-compliant, and the damage to an organization's reputation with both clients and partners.

The best approach to deal with data loss is prevention and recovery. To prevent losing data, organizations must have mechanisms and policies in place to mitigate these occurrences. All companies should:

- Make sure that all employees are aware that all data is company property and remains so, even if it was solely created by a departing employee;
- Include policies and information regarding the way data should be handled and who owns it in all documentation, including employment contracts, so that no employee can say they didn't know the rules;
- Ensure everything is tidied up when an employee leaves, e.g., repossess all company IT hardware, laptops, phones, etc. and make sure all accounts whereby an employee could access data are closed down;
- Maintain backups at all times, so if an employee walks away with data, you can always recover from your backup.

In terms of recovery, the aforementioned backups should be created and constantly updated. All of your most important content must be archived; if for some reason, e.g. ill will due to redundancy, an employee deletes data, not only do you need to be able to recover it for yourself but you need to be able to show it existed should legal action be necessary.

Special care should be taken with shared files in SaaS applications such as Office 365 etc.; never leave these files in the control of just one person, and make sure they can be quickly restored to the whole group who need them should they be accidentally or deliberately deleted.

New Privacy Tool on Facebook

A lack of user privacy has been one of the major complaints about Facebook, but the company has now released a new feature that shows you what other apps and websites are sharing with Facebook, and how you can control it.

The new feature is Off-Facebook Activity, allowing you to see the data available to third-party apps and how they employ it. One example might be that you're considering buying a hybrid vehicle; Facebook can tap into your searches and will start showing you adverts for that type of vehicle.

The new OFA feature allows you to tell Facebook to stop sharing any information derived from your profile, and the targeted advertising will disappear. Facebook has promised to improve users' privacy, particularly after they were recently fined \$5 billion by the FTC.

The advertising library on Facebook is also being updated, so that users will have the chance to click on "why am I seeing this ad?" and also "why am I seeing this post?" This allows you to keep track of the ways Facebook decides what you'd like to see.

This new feature is currently offered only to users in Ireland, South Korea, and Spain, but it will go global quite soon.

Users will be able to employ the business tools on Facebook to show the data Facebook has received from other apps and websites. If you wish, you can strip this information out of your account and tell Facebook to stop gathering information in future. Simply go to Settings>Your Facebook Information>-Facebook Activity and this will be available.

This will prevent any information that identifies you, your interests and preferences from being revealed to Facebook, although it's worth noting that the data is being made anonymous, rather than being completely deleted.

If you want to take control of the advertising you're shown on Facebook right now, before OFA is made available, just go to the Settings page and choose Preferences; in the Advertisers and Businesses section you will see the advertisers that have targeted you using Facebook information, and you can block any you wish from targeting you in future.

News Bytes

New Apple Card for iPhone

Having trialed its new digital credit card, the Apple Card, with employees and test groups, Apple has now made its MasterCard iPhone based credit card available to the wider public.

The new credit card is designed to be run from the Wallet app on all iPhones running iOS 12.4 and above. A matching physical card can be ordered in-app.

The card claims to remove a long-standing bugbear of credit card users, i.e., the difficulty in tracking transactions when vendors don't use their business names on statements; Apple will show full names and type of spending whenever feasible. Apple Card users will get 3% cashback on any purchases of Apple goods or services, 2% if using the Apple Pay digital payment process, and 1% if using the physical Apple Card. There will also be 3% cashback on all purchases from Uber or Uber Eats, with more companies promised in future.

Apple claims that the new card will offer ease-of-use, transparency, and security at a new level. As the card is backed by Goldman Sachs, there was speculation that only high-income customers will be accepted for the card, but it seems most people with a good credit rating will be accepted, although as with other cards the limits could vary considerably. Interested customers can apply for the card directly from the Wallet app on their iPhones.

Huawei License Extension

As widely predicted, the US Department of Commerce has awarded Huawei an additional 90-day Temporary General License to operate in the US so that customers will still be supported up to November 18. Wilbur Ross, Secretary of Commerce, stated that while the government still was urging customers to move away from using Huawei products, more time is needed during which users are entitled to the support they need.

Huawei was originally banned from dealing with US companies in May, due to allegations that the company has frequently acted as a front for espionage activities on behalf of the Chinese government, but it was immediately granted a 90-day license to continue operating temporarily, which ran out on August 19.



Question of the Month

Question: How to remove duplicate cells in Excel?

Answer:

If you're working with a large spreadsheet, the last thing you want to do is go through by hand checking every cell to see if you have duplicate values anywhere. If you're using Microsoft Excel, you don't have to do this; a handy time-saving feature makes it simple to hunt down those duplicates and eliminate them.

Firstly, you'll want to find the duplicate values, which is a simple process: just highlight all the cells in which you want to search for duplicate values. Go to the home tab and select Conditional Formatting. A drop-down menu will appear, in which you should select Highlight Cells Rules> Duplicate Values. The program will highlight all the cells that contain a value duplicated elsewhere.

In order to eliminate these duplicate values, simply once again highlight all the cells from which you wish duplicate values to be removed and click on Data> Remove Duplicates. Check that Remove Duplicates window is showing the column you want to be cleaned and click okay to confirm. You will then be shown the results of your action, detailing the number of duplicates that have been deleted and the number of unique values remaining.

Jailbreaking a Phone and Why You Should Avoid it

Jailbreaking a phone is making modifications to it so that you can access its complete file system. Once the phone has been jailbroken, you can make changes that aren't available to users using factory settings.

Theoretically this gives you control over areas the manufacturer or phone company didn't want you to have, which sounds attractive but certainly has drawbacks, and you should definitely think twice before allowing your phone, tablet or other device to be jailbroken.

There are a number of reasons why people have their phones jailbroken. One of the most popular is so that they can use an app that is otherwise blocked for their device, for example, Apple doesn't allow certain apps on the App Store, but these can be run on a jailbroken iPhone. You do need to ask yourself though, why did Apple block those apps in the first place?

Another reason for jailbreaking is to get hold of free apps: It is fairly simple for a competent hacker to purchase an app, hack it, modify it, and then release it on a jailbroken app store free for anyone who wants it.

Although this is popular, it's certainly unethical and frequently illegal – if you wouldn't steal from your neighborhood store, why is it okay to steal from a virtual one?

Customization is another reason people like to jailbreak phones: on the iPhone you are restricted to a limited number of colors and themes, whereas if your iPhone is jailbroken you can customize to your heart's content. You can also strip out any bits of the operating system you don't like but that Apple makes it compulsory to keep, such as the Mail app.

The very things that make jailbreaking a phone attractive, i.e., the fact that it will be more open and can use more apps, is also a good reason not to do it. Being open to more apps means being open to more potentially malicious ones that have not been tried and tested by Apple.

Once you've jailbroken your iPhone, you've also violated the end-user license agreement and invalidated any warranties you may possess.

Jailbreaking a phone isn't illegal – the Library of Congress Copyright Office ruled this in 2010 – but what you use it for when it's been jailbroken may be, and just as importantly jailbreaking could allow those who want to undertake illegal activities much easier access to your phone.

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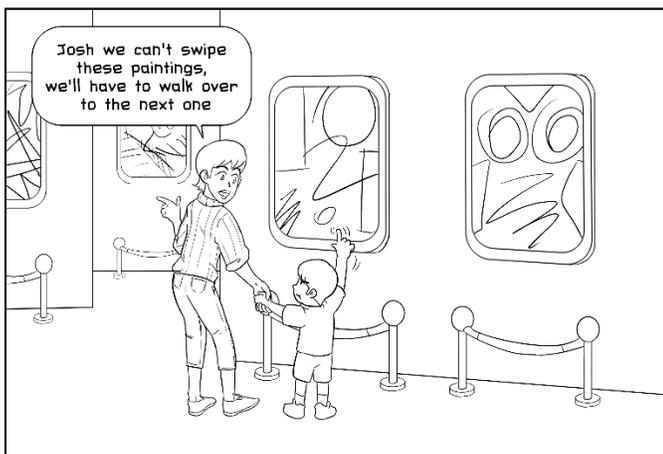
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A MONTHLY NEWSLETTER TO INFORM AND ENTERTAIN OUR CLIENTS

SEPTEMBER 2019

APP OF THE MONTH: TIP YOURSELF

Tip Yourself is a fun new app that allows you reward yourself by giving you a tip: every time you use the app to tip yourself, it will move your selected amount from your checking account to a secure "Tip Jar". There are no charges for this, and the app is as secure as any online bank. The funds in your Tip Jar are available for withdrawal at any time. Whether you are saving up the cash you're not spending on something you've given up, like cigarettes or doughnuts, or maybe fining yourself for charity (digital swear box, anyone?), The Tip Jar app makes it easy and fun. Available on Google Play or the App Store now.



Gulfcoast Networking, Inc.

FROM THE DESK OF:

Rob Marlowe

If you don't have a managed-service agreement in place, please let us know and we'll conduct a needs analysis and provide you with a proposal free of charge!

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OFFER OF THE MONTH

Try Cloudcare AV for 30 days FREE! Go to gulfcoastnetworking.com/september for details