



NEWS RELEASE

Keep Electronic Devices Safe from Cyber Thieves While on Vacation

Free May 11 “Hacking the Human” webinar to provide tips for using and caring for laptops, tablets, cell phones and more while traveling

PHOENIX, Ariz. (April 27, 2017) – It’s that time of the year when most Arizonans plan to escape the brutal summer heat. And, they’ll take an average of three electronic devices with them. While people take the time to secure their homes before leaving town, many don’t realize that cyber thieves are lurking near the airports, hotels and even rental car facilities.

“Having your electronic devices hacked while you’re on vacation can spoil any great memories you had,” said Michael Cocanower, founder and president of Phoenix-based itSynergy. “People don’t realize how vulnerable they are to cyber crime when they are traveling.”

Cocanower, who has been recognized nationally and locally for his IT expertise, will share “Summer Vacation Tips” during the next free, 15-minute “Hacking the Human” webinar on Thursday, May 11 at 11:30 a.m. The webinar will cover everything from protecting privacy, safe ways to get Internet access while traveling, and what to watch out for while on a trip. Interested participants should register at <http://www.itsynergy.com/webinar>.

“People need to be careful of fake Wi-Fi networks when connecting to the Internet away from home, and they also need to protect themselves when they connect at the airport and in a hotel,” he said. “In addition, many people make the mistake of renting a car with Bluetooth, plugging their phones in and not erasing the data when they return the car. I’ll cover these topics as well as what to do if you lose your electronic devices on a trip.”

The “Hacking the Human” webinars take place at 11:30 a.m. on the second Thursday of each month. The webinars are geared towards non-technical end users in business at any level in the company. Each webinar provides useful tips to ward off cyberattacks and more complex social engineering schemes that result in theft and corporate espionage.

Details for the June “Hacking the Human” webinar follow:

June 8 – Protecting Your Electronic Assets

More and more, the most valuable thing a company has is no longer physical, like machinery or buildings, but it is their information, including documents, spreadsheets, PDF files and more. If that information were to fall in the wrong hands, it could be potentially disastrous for an organization. Learn some of the latest technologies available to help you maintain control of your data even when it leaves your organization. Want to be able to revoke access to a file you emailed to someone? Want to allow them to open the file but not print it? Want to keep them from copying and pasting the data to a file they control? All possible and relatively easy to do with the right tools – register today to learn more.

For more information, call itSynergy at (602) 297-2400 or visit www.itsynergy.com.

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About Michael Cocanower, Founder and President of itSynergy

He has his black belt in the Kung Sul division of Hwa Rang Do, a Korean martial art, so it's fitting that Michael Cocanower's passion is helping small and medium-sized businesses defend themselves against malicious cyber intruders. A Phoenix native, Cocanower founded itSynergy in 1997, and under his leadership, the company has experienced exponential revenue growth. A long-standing Microsoft Partner, itSynergy provides strategic technology management services for small and mid-sized organizations on a fixed monthly fee. Cocanower has received numerous awards and widespread industry recognition throughout his career, including being named one of 20/20 Visionaries in *Channel Pro Network* magazine's May 2016 issue. The magazine regularly turns to him for input on current IT trends, and called him a "shrewd and articulate observer of the SMB market." In addition, the Arizona chapter of Entrepreneurs' Organization (EO) recently appointed Cocanower to the board of directors as membership chair.

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