



NEWS RELEASE

How to Keep Electronic Assets Safe

Free June 8 “Hacking the Human” webinar to provide tips for controlling shareable data through smart tools that keep sensitive information secure

PHOENIX, Ariz. (May 22, 2017) – A trusted employee ‘takes home’ his work by forwarding documents from your office to her personal email address. A disgruntled employee decides to print a copy of your firm’s business plan before he takes a job with one of your competitors. A client copies and pastes a recent proposal you submitted and sends it to another vendor to see if they can match or beat your fee. These types of scenarios play out every day, particularly for small and medium-sized businesses that struggle to keep electronic assets safe.

“More often than not, intellectual property, customer information and other sensitive data can be jeopardized by the simple act of sharing data with others,” said Michael Cocanower, founder and president of Phoenix-based itSynergy. “We live in a digital world, which helps us work more efficiently, but many people don’t think about the ramifications of sharing unsecured data.”

Cocanower, who has been recognized nationally and locally for his IT expertise, will conduct a free, 15-minute “How to Keep Electronic Assets Safe” webinar on Thursday, June 8 at 11:30 a.m. The webinar, part of a monthly “Hacking the Human” series, will provide participants with tips for controlling shareable data through smart tools that keep sensitive information secure. Interested participants should register at <http://www.itsynergy.com/webinar>.

“This webinar is designed to give you peace of mind that your company’s information stays safe,” Cocanower said. “We’ll review how you can control shareable data and discuss some of the smart tools that allow you to decide who can see every file you send electronically. Additionally, you’ll learn how to customize each type of document so that you can prevent people from copying, pasting, and printing. We’ll also familiarize you with revoking and granting access.”

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.

itSynergy also is announcing its new schedule of “Hacking the Human” webinars for the next six months. The schedule follows:

July 13 – Combating Spam

Ever wonder where all of the spam in the world today comes from? Ever wonder why the technical brains of the world haven't figured out a solution to solve that problem yet? Us too! Join us for a 15-minute primer on where spam comes from and why it is difficult to stop. We'll also cover some of the technologies that have been put in place to stop (or cut down on spam) but that most people still don't use.

- How are the bad guys able to get so much spam through after all these years of fighting it?
- What technologies exist to help fight spam and how can I use them (or check to see if my company is using them)?
- Different types of spam (grey mail, etc.)
- Spoofing and how the tech pros determine the 'truth'

August 10 – Protecting Your Privacy Online

It seems every day there is a new news story about online privacy. Information about you, your family, and your online activities is very valuable, and a large number of companies are vying to get that data from you and turn it into profit, starting with your Internet provider. If these existing efforts weren't bad enough, Congress recently passed and the President signed into law a repeal of Obama-era regulations that would prevent ISPs from selling your data. Join us to learn about how to be aware of what you are exposing online, and then use that information to make intelligent decisions about what to share and what to keep private.

- Learn how to take inventory of exactly what you are giving away online
- Review common sites (Facebook, LinkedIn, etc.) to understand where to find privacy settings and how to set them to your liking
- See how to use some simple techniques to hide your identity in certain situations
- Leave knowing that you are in control of information and whatever is being shared is done only because you have made a conscious decision to do so

September 14 – Air Gap Attacks

Did you know criminals have invented ways to affect your computer without ever actually touching it - even if it isn't connected to the Internet or another network? This type of attack is called an 'air gap' attack because the attack is designed to jump the 'air gap' between the source and the target machine that isn't connected to anything. Join us to learn about the types of air gap attacks and what you need to be on the lookout for to avoid them.

- Learn the various types of air gap attacks that have been used
- Get tips on what to be aware of in your surroundings to avoid being the victim
- Steps you can take to help protect yourself from an air gap attack
- The types of things attackers can do once you have been compromised via an 'air gap' attack

October 12 – Two Factor Authentication

One of the best ways to defeat any attack involving compromise of a password is to utilize two factor authentication. This month we'll teach you what two factor authentication is and why it helps to defeat attacks. We'll then discuss many locations where it is available, and how to turn it on and use it.

You'll leave armed with the knowledge of how to make settings changes that will protect some of your most frequently visited and most valuable online assets such as email, file sharing sites, banking sites, and more.

- Learn what two factor authentication is
- See various common methods that can be used for two factor authentication
- Learn the types of attacks that can be thwarted using two factor authentication
- See a list of many common websites and services that have two factor authentication available, and learn how to enable it

November 9 – Your Phone - Hacker's Friend?

When you think about hacking, do you think mostly about your computer? What you may not realize is that more and more, thieves are targeting your phone just as much as any other device. Because your defenses may be a bit lower when it comes to your phone, these attacks can be very successful. Join us to learn about what you need to be aware of when it comes to potential attacks on your phone, and how you can protect yourself.

- What types of attacks are launched by criminals against your phone?
- What physical measures do you need to take to protect your phone from being hacked?
- What can the bad guys get by targeting your phone?
- Learn the steps you need to take to recognize an attack and protect yourself

December 14 – ATM Security

Out shopping for the holidays? Decided to stop at an ATM for a bit of extra cash? How can you protect yourself from getting hacked at the ATM? Join us to learn how to leave the ATM with just cash, and not as the victim of a newly stolen identity or theft victim whose accounts will shortly be drained of cash.

- What techniques do criminals use at an ATM to 'get you'?
- What happens once your information has been stolen from a compromised ATM?
- Learn what to look for when approaching/using an ATM to help ensure it hasn't been compromised
- Understand how to select an ATM with the lowest probability of criminal exploit

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

###

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.

Media Contact:

Sue Kern-Fleischer, PublicizeThis!, (602) 810-1404, sue@publicizethis.com