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How to protect your customers' information?

We have all heard about Target and Neiman Marcus data breach exposing their customers' information to the black market. Both corporations have taken steps to rectify this unfortunate event by informing their customers if their data was stolen, giving one year credit monitoring subscriptions and working with banks to return any fraudulent charges.

It's important to know that not only big corporations are at risk. Small businesses are also being targeted by Identity Thieves and Hackers. According to Javelin Strategy & Research, small business owners are being disproportionately victimized by identity thieves. In 2011, self-identified small business owners experienced a fraud rate 1.9 times higher than consumers who do not own small businesses.

So how can we avoid being at risk? Start by protecting your intellectual assets, training your staff and keeping up to date with technology.

1. **Use Antivirus and Antimalware protection** – A virus can infect all computers in your network, destroy data and compromise your business information. Having an enterprise solution that doesn't slow down your computer is key. We use and recommend ESET Antivirus for Business. It is also important to have another piece of software that checks and makes sure the antivirus is running and operating correctly.
2. **Update your computer, network, software, and phones**– Computer programs, apps and operating systems are constantly improved based on customer feedback and security enhancements. When you purchase any one of them you receive automatic updates that will make your devices work well and stay protected. Make sure all your applications are to the latest version, especially Windows and Mac security updates, antivirus and antimalware protection. It is also a best practice to have a third party review your applications to make sure they are up to date.

[Read the full article](#)

Got Questions? Call 855-564-3166 or [email us](#) today!

Tip of the Month:

Hold down the ALT + TAB key at the same time to switch between programs quickly in your computer.

Small Business Security Part 1 - Antivirus

Learn more about Business Antivirus and how to choose the best solution for your business, in this 7 part series hosted by our CEO, Nathan Whittacre.



3 Keys to Marketing Your Business Effectively With LinkedIn by Yokel Local Internet Marketing

Make sure to be logged into Facebook and Like Yokel Local's page to take advantage of this presentation.

