

# MAD TECH

## A Parents Guide To Protect Your Kids Online For Summer

Your iPhone is  
Leaking your Financial  
Information

If you have an iPhone, iMac, or iPad then the chances are you have the RSR. RSR is Apple's Rapid Security Response to security vulnerabilities found that needed to be addressed immediately. Apple is not going to give all the dirty details yet, but what is known are the general areas for security concerns. The current vulnerabilities can include hackers stealing your iPhone data, financial information then using this to make ransom demands. How many of you use the Apple wallet? Then pay attention. When apple says there is an update... push it through. It really is that easy. The RSR will look like this: iOS 16.4.1 (a). So, take a minute. Go to your settings and check if you need to push an update. Then select it and you will save yourself a headache from hackers.

Safety doesn't happen by accident.



This month's  
publication  
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Data IO

## JUNE 2023



Our Mission is to secure 130,000 small  
business from outside threats to create  
certainty and stability for small businesses  
to thrive.

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# A CYBERSECURITY WISE MOM'S GUIDE

Protecting Your Kids Online for the Summer

Summer break is here for some of us and quickly approaching for the rest of us. And what is the first thing kids want to do is sleep, eat junk food and be on devices all day. That is if your kids are like mine. Despite their WANTS. I am the parent and it is essential for us parents to ensure our children's safety while they indulge in the luxury of technology. As a mother of five including teenagers, tweens and children, I have put together some practical tips to help you protect your kids while they enjoy social media, online games, cell phones and communicating during their well deserved break. And safety doesn't happen by accident.

## Open Communication

Open communication and clear expectations are critical components for the use of technology. Create boundaries like where they can game, use social media, talk with friends, etc. For example. They can not bring it in their rooms, only be on tech in common home areas, etc. Encourage them to share their online experiences and let them tell you what they see. What worries them. By fostering trust, they will feel more comfortable sharing with you and wanting your opinion. Do you remember not wanting to talk to your parents because they did not listen Just fussed?

## Privacy Settings

You can control what other see and have these talks with you kids. Teach them how to change the settings and empower them to control their digital life. Every social media, online game, app, program has privacy settings built in. Create boundaries together of who will see their photos, share their experiences and has access to them. To find most of these look for the settings, then privacy and security. You will have options in there.

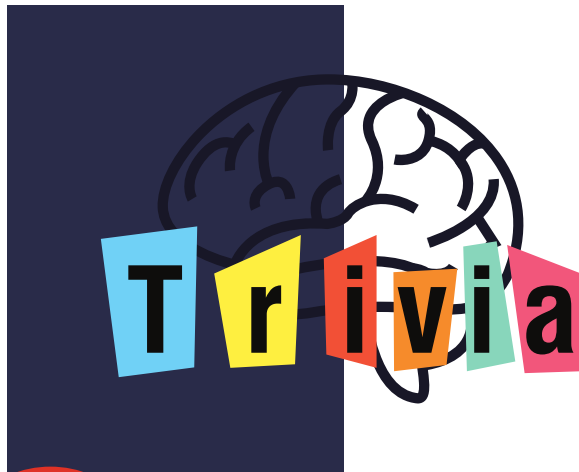
## Monitor Online Activity

Regularly monitor your child's online activities without invading their privacy. Set rules on the usage of social media, online games, and cell phones. Including time limits and appropriate content. Yes they will complain, but what teenager will not. As a parent, take time to set up parental controls where you can. You can get apps or devices that will filter content, block inappropriate websites, and track their online behavior. Examples are apps like BARK and devices like a Fortinet Firewall you can easily set up to protect your children.

## Protect Identity

Establish the importance of having strong and unique passwords and enabling multifactor authentication set up for their email, accounts, social media, games and anywhere they have their personal information. Then get a password manager please. This will make your life easier. Managing thier passwords and yours. Creating a strong and unique password looks like this: more than 8 characters including upper and lower case letters, numbers and special characters. Setting up multifactor authentication is found in the privacy and security settings in any app or game. This step will stop around 76% of hacks and it is free.

**"Multifactor authentication will stop around 76% of hacks and it is free."**



As we embark on summer break and as parents mitigating the eternal struggle of boredom, think about prioritizing your children's online safety. By implementing these tips, we can ensure they have a secure and enjoyable experience on social media, online games, and their cell phones. They may not enjoy the limits for now but as a parent it is your duty to teach and protect. They can hate you now but appreciate you later.

These simple steps can seem hard to enforce as a parent because of the response. However, the benefit is far reaching and can give you peace of mind. Knowing that you are preventing online predators, addicting content and inappropriate access is empowering. You just have to do the hardest thing a parent has to do sometimes. To not care about their response in order to protect them.

**WHO** Else Wants To Win A \$25 Gift Card?

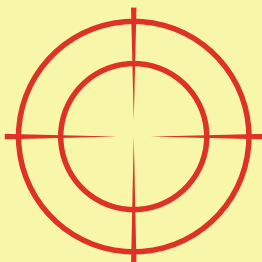
You can be the Grand Prize  
 Who else wants to win a \$25 Gift Card?  
 Just be the first person to correctly answer this month's trivia question and receive a \$25 gift care to Amazon. Ready? Call us right now with your answer!

How many websites are on the Internet (as of March 2023)?

- a) Just over 1 billion
- b) Just over 5 billion
- c) About 10 billion
- d) About 25 billion

email your answer to [mary.hamilton@maddata.io](mailto:mary.hamilton@maddata.io)

**Do You Safeguard Your Company's Data And Your Customers' Private Information BETTER THAN Equifax, Yahoo and Target Did?**



If the answer is "NO" – and let's be honest, the answer is no – you are leaving yourself and your company open to massive liability, millions in fines and lost business, lawsuits, theft and so much more.

Why? Because you are a hacker's #1 target. They know you have access to financials, employee records, company data and all that juicy customer information – Social Security numbers, credit card numbers, birth dates, home addresses, e-mails, etc.

Don't kid yourself. Cybercriminals and hackers will stop at NOTHING to steal your credentials. And once they have your password(s), it's only a matter of time until they destroy your business, scare away your customers and ruin your professional and personal life.

**Why Not Take 4 Seconds Now To Protect Yourself, Protect Your Company And Protect Your Customers?**

Our 100% FREE and 100% confidential, exclusive CEO Dark Web Scan is your first line of defense. To receive your report in just 24 hours, visit the link below and provide us with your name and company e-mail address. Hopefully it will be ALL CLEAR and you can breathe easy. But if your company, your profits and your customers are AT RISK, we'll simply dig a little deeper to make sure you're protected.

Don't let this happen to you, your employees and your customers. Reserve your exclusive CEO Dark Web Scan now!

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## Shiny New Gadget Of The Month:



### Timekettle's WT2 Edge AI Translator Earbuds

One of the most common things people wish to learn is how to speak a new language. When you can speak other languages, new doors open and additional opportunities become available. But not everyone has the ability or time to learn a new language. That's where Timekettle's WT2 Edge AI Translator Earbuds help. You and the person you're speaking with will each put on one earbud and begin communicating. The earbud will automatically translate your and their words into the other's native tongue, allowing for seamless communication. You can even connect your earbud to your phone if you need to speak to a group of people at once. With Timekettle's Translator Earbuds, you can easily travel the world and converse with locals.

# Is Work Consuming Your Life? Get Your Life Back



Early in my career, I met with an executive and noticed something strange on her desk. In a small picture frame, she had a little note that said, "Eat lunch." I asked her why she needed that note, and she replied she never eats lunch. Her job was all-consuming.

That horrified me. I felt sad that a competent business leader seemed so powerless in the fight to reclaim her life from her job. Work is not supposed to be like that. It is not supposed to suck the life out of you. Throughout my career, I developed three ways to reclaim my life from my work. To fully get your life back, you have to do all three.

#### Set Personal Goals

"Think of simple things, like how many nights per week you want to eat dinner with your family. Several colleagues set and track their "family dinner" metric goals. It works. An extremely busy tech entrepreneur set a goal of having a proper "cellphones off" two-week vacation every summer. I've heard all kinds of goals entrepreneurs set and the work they are willing to put in to meet them.

#### Schedule Personal Time

An hour ago, I called one of my colleagues. Rather than hearing "hello" when he answered, I heard, "I put the diaper bag on the stroller!" I jokingly told him that I didn't have the diaper bag. "Oh, sorry, how's it going?" he said, turning his attention to me. My colleague was at the zoo, midday on a Thursday, with his wife and two kids. business why.

Was I mad that he was not working? No way! I was proud of him. My colleague is one of the hardest-working people I've ever met. And yet, he schedules personal time. If somebody is trying to schedule over one of your personal commitments, tell them you are unavailable. It's none of their

#### Delete, Delegate, Delay And Do.

When a task is begging you to complete it on your off time, your first instinct should be to delete it. If the task is a high enough priority that it has to get done, your second instinct should be to delegate it to a capable person. If the task is important enough that it has to get done, and there's nobody to delegate it to, consider delaying doing it yourself until a time that works for your calendar. If that isn't practical, then your last resort is to do that task.

If you set personal goals, schedule personal time and practice the Delete-Delegate-Delay-Do framework, you can achieve career success and get your life back.



Dr. Geoff Smart is the chairman and founder of ghSMART, a leadership consulting firm that exists to help leaders amplify their positive impact on the world. Dr. Smart and his firm have published multiple New York Times bestsellers. He stays active in his community and has advised many government officials.

### Client Spotlight: Built By Grid

Drew White founded Built by Grid in 2020 during the height of Covid. Built by Grid builds custom lockers, cabinets, flooring and other furnishings for professional gyms across the united states. His company is leading the industry with their style, customer service and creating a new high standard for products in this industry. So, next time you are at a Planet Fitness... take a look at the cabinets. Now you know who produced them. If you want to know more about this company here is their website. <https://builtbygrid.com/>





# CREATE AN EXPERIENCE YOUR CUSTOMERS WON'T FORGET

Businesses that create an exceptional customer experience will always hold a position within their industry. This is especially noticeable with companies like Apple or Disney. Around 58 million people travel to Orlando annually to visit Walt Disney World, and many who visit annually cite the customer experience as their primary reason for returning. Apple consistently goes above and beyond to help its customers with whatever they need, and because of this, it's rare to walk by an Apple Store that isn't full of customers.

So, how can you create a similar following for your business? It starts with creating a phenomenal customer experience for everyone walking through your doors. Here's how to do so.

- Ensure you and your team are knowledgeable about the products and services offered. You should never have to say, "Give me one second while I find out."
- Give your customer-facing employees the power and tools to rectify customer problems.
- Find ways to amaze your customers. Even something as simple as providing a discount on your customer's birthdays can make them loyal for life.

## THE SECRET TO HIRING THE RIGHT EMPLOYEES FOR YOUR BUSINESS

Hiring can be one of the most stressful situations a business leader can experience. Who you hire plays a role in every aspect of your business's success, from customer satisfaction to profitability. This leaves many wondering how to ensure they hire the right people.

Begin by carefully analyzing the potential hire's résumé and cover letter. Ensure their skills and experience are a good fit for the position while checking for grammar and spelling errors. When you bring them in for the interview, ask questions about how they handled difficult situations in the past and don't be afraid to role-play. From there, you should have them take a skills test or participate in an exercise, if applicable, to ensure they can do the job well. If everything goes well, and you think they're a good fit for the position, call their references and run a background check. Performing these steps will help ensure you hire the right person for your open position.

# How to Use AI for Your Business



How to create the right prompts with tools like Chat GPT to help you in your business. I know, using these tools feels weird. But the better questions you ask... the better answers you will get. If you are struggling with knowing how to ask AI questions to get the assistance you need. Then keep reading for a fail proof formula to help you.

AI tools are a blank canvas and need you to ask them the right questions. Here is the formula you should try to ask them. 1. Take on the Persona of [who you want it to sound like.] 2. [Verb] [Format and length] [Objective] 3. The output should include relevant [Data]. 4. The writing style is [tone of voice] targeted towards [audience].

Here is an example of what this prompt could be. Take on the persona of a cybersecurity coach teaching a 45 minute webinar to small business owners. The output should include the relevant ways to remove your data from big data companies. The writing style is relatable and credible targeted towards executives in the c suite.

Then see what it comes up with. Chat GPT is my choice for these tools and once I learned how to ask it the right questions it has given me the best framework to execute my educational goals with clients and small businesses.

If you found this useful then email me how you used it and what you were able to create with this new formula. My email is Mary.hamilton@maddata.io.

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