CSU Connection
January 2024

We believe that experienced, reputable and fast responding IT support should be the standard.

CSU COMPUTER SERVICES UNLIMITED

Our Services:

- Data Backup & Recovery
- Managed Services
- IT Consulting
- Network Security
- Cloud Computing
- Remote IT Services
- Cyber Security Training
- Mobile Device Management
- VoIP Phones

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Lock Your Digital Door to Keep Cybercrime OUT this Year!

Have you ever lived in a small community where crime rates are so low that people genuinely feel comfortable leaving their front doors unlocked?

Well, think of business computing 25 years ago – it was kind of like that. You had some security measures, but you didn't always need to use them. It was mostly harmless mischief if someone broke in. Fast forward to 2024, and it's a whole new ballgame.

Today, it's not just about locking your digital door; you need multiple layers of protection, like having three heavy-duty locks, alarms, security cameras, and a guard dog. Why? Because cybercriminals are constantly targeting businesses of all sizes with increasingly sophisticated attacks.

Let's break down the major cyber threats you should be aware of in 2024:

1. The Ransomware Renaissance:

Ransomware is a specific kind of attack where criminals lock you out of your network and demand a hefty fee to let you back in. They might not even release your data. In 2024, cybercriminals will use advanced technology to make their attacks more efficient and devastating.

2. Cloud Concerns:
As we rely more on the cloud, we must address unique security challenges like data breaches, insider threats, shared infrastructure risks, lack of control and visibility, and compliance making them prime targets for cybercriminals to access your network, form attack botnets, or disrupt critical systems requirements.

3. Invisible Attacks: Advanced Persistent Threats (APTs) are sneaky long-term attacks that criminals use to monitor your activities. In 2024, they'll become even harder to detect by using your legitimate software and tools to bypass security.

4. Moblie Menace: Your mobile devices are no longer safe. Expect more threats like malware, banking trojans, and phishing attacks aimed at stealing your personal and financial information.

5. Covert Attacks Through the Tools You Rely On:
Supply chain attacks will increase. Cybercriminals compromise trusted vendors or third-party service providers to gain access to multiple organizations, potentially leading to data theft and long-term security risks.

6. AI: The Game Changer:
Both attackers and defenders are using Artificial Intelligence (AI) to automate attacks and enhance security measures. AI is the future of cybersecurity operations.

7. The Internet of Targets: Think of IoT (Internet of Things) devices like your TV, doorbell, and refrigerator. These gadgets often have weak security making making them prime targets for cybercriminals to access your network, form attack botnets, or disrupt critical systems.

To maximize your security, check out our list of must-know business-defense moves for 2024 on page 3! ⟶

Tech Facts

1. In 2021, an Apple II computer manual signed by Steve Jobs sold for almost $800,000 at auction

2. File hosting service Dropbox was founded by MIT students Drew Houston and Arash Ferdowsi in 2007. It's now thought to be worth over $9 billion

3. The name wifi was coined by brand consulting firm Interbrand when asked to come up with a name that was "a little catchier than 'IEEE 802.11b Direct Sequence'."

10 BUSINESS-DEFENSE MOVES TO KNOW IN 2024:

AUDIT
Assess your current security status to identify strengths and weaknesses

CONTINUOUS MONITORING AND IMPROVEMENT
Regularly update your security measures and adapt to emerging threats.

DETECTION
Invest in monitoring tools and threat intelligence for swift threat identification.

INCIDENT RESPONSE
Prepare for breaches with well-defined response procedures.

VULNERABILITY MANAGEMENT
Regularly test for system weaknesses and patch them.

AWARENESS AND TRAINING
Educate your team about cybersecurity best practices

DATA PROTECTION AND ENCRYPTION
Use encryption to protect sensitive data and implement data backup and recovery plans.

COMPLIANCE AND REGULATIONS
Ensure your business complies with legal and regulatory requirements.

PREVENTION
Strengthen defenses with firewalls, intrusion detection, and strong access controls

Choose the Right IT Partner
Find a cybersecurity partner who understands your business's unique needs.

Here's What Google Maps Knows About You (And It's More Than You Think)

It's 10:00 p.m.- do you know where your children are? Google probabaly does. Thanks to Google Maps' Timeline feature, the tech company probably knows where your whole family has been- down to the GPS coordinates. The feature was first rolled out in 2015 on Android devices and two years later on Apple, but many people still don't know how much information the app actually collects. Before you hit the road, take a minute to review your privacy settings to see if the risk is worth the benefits.

What Google Maps Timeline Can See

With Google Maps Timeline, you can go back to any day and see in detail where you were, when, and for how long. For example, the map will show you when you left work, got home, and any pit stops you made. It can also tell if you traveled by bike, car, train, or bus. If you haven 't changed the settings, this information may have been stored for YEARS. This kind of tracking is helpful if you forgot the name of the new lunch place you visited last month with the great chicken wrap. However, if you care about your privacy and prefer not to have your home address or daily jogging routine under Google's watchful eye, you need to turn this feature OFF.

Pros and Cons

Under the guise of being a digital assistant, Google collects that information to make your life easier. At the same time, it's created detailed profiles of all of us. In some ways, this makes our lives easier. In other ways, it invites severe risks.

Upsides:

Find what's lost: Has your kid ever lost their phone during an errand spree and not sure if they left it in the cart at Target or the bathroom at the Cheesecake Factory?

Peace of mind: Many parents gain peace of mind about their children's safety by knowing where they are and where they've been.

In business: Employers can use the feature to ensure employees are working remotely where they are supposed to be.

Tailored ads: Because Google apps speak to each other, your ads and recommendations are customized to your lifestyle.

Downsides:

Peeping Toms: Anyone who gets a hold of your account can build a profile of you. They know where you live, work and hang out. Threat actors weaponize profiles in extortion schemes or impersonate people to commit other heinous crimes.

Not 100% accurate: You must be connected to the internet and logged into Google for the feature to work.

A lot less privacy: It's creepy when an app tracks AND stores personal information!

Turn Tracking OFF From Your Computer:

1. Log in to your Google account.

2. Tap your profile icon or initials, and select **"Manage Your Google Account."**

3. Click on **"Data and Privacy."**

4. Scroll to **"History Settings"** and select **"Location History."**

5. Pause your history.

6. **BONUS TIP:** Delete your timeline history by going to Maps Timeline, **"Manage Location History,"** and selecting an auto-delete option.
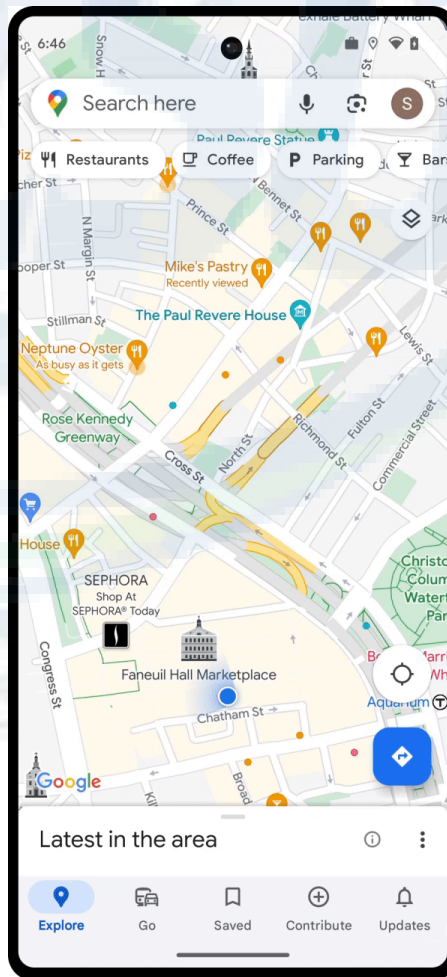
TIMELINE TIPS!

If the benefits outweigh the risks for you and your family, **do two things.**

First, define a timeline to delete stored data. You can delete your location history after 3, 18, or 36 months- or keep it forever (which we don't recommend). Once you pick an option to remove the data, Google is legally obligated to delete it.

Second, use MFA on your devices and accounts so if someone finds your phone or you get hacked, they can't get in. Take control of your privacy and review this buried feature in Google Maps App!

IT'S BIRTHDAY TIME!

Happy Birthday month to our very own boss lady, Michelle Sherman!!

Happy Birthday to the one and only Melvin/Marv!!

Happy 33rd Birthday to CSU!

We can't find words to express our gratitude for all the things she does to meet everyone's needs- computers and people!
You are the best!!!
Thank you for your devotion and fun<3

You bring a joyous, lively spirit to CSU. Marv is absolutely irreplacebale!
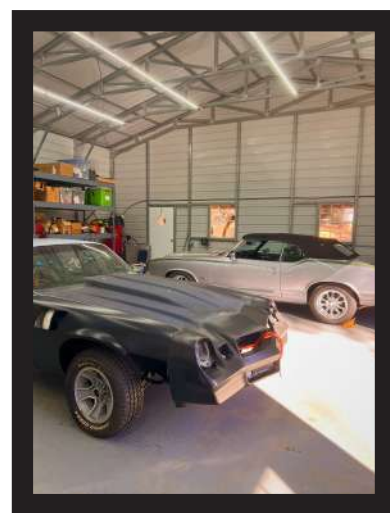
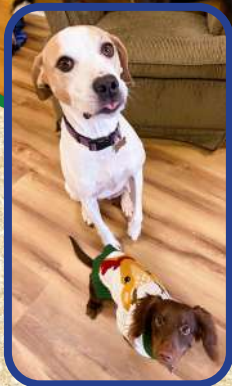*We appreciate you for what you do and who you are :)*

What's NEW at CSU?!

The Sherman boys went and picked up a new project car...

Cutlass, meet Camero.

Paola

Emily

Will

Byron

Michelle

Heath

Nina

Wanda

Johnny

WINNER!

Melvin

Mike

Chuck

Melvin has done it again... He wins!!

Let's face it: He has a lot of fans. And Facebook friends :)

CSU's Annual Ugly Christmas Sweater Competition

SO CUTE

Big bro!

Kora Marie Mia Hayes
11/19/2023 8:27pm
6lbs 9.2oz 17¾"

New life!

Welcome Bonnie's newest great grand-daughter, Kora Marie, to the world!

She now has 8 grandchildren and 2 great-grandchildren (Baby Kora, born November 2023 + her big brother Kameron born October 2022).
Wow!

CSU COMPUTER SERVICES UNLIMITED

Proudly serving our community for over 30 years

COMPUTER SERVICES UNLIMITED

Happy New Year

CSU Connection *January* 2024

You take care of running your business, we'll take care of your technology.

"A fresh start isn't a new place, it's a new mindset."

in this issue...

Birthdays, new projects, new life, and some friendly, but ugly, competition...