

JUNE 2021

TECHNOLOGY INSIDER



Can your
staff access
ALL your
business's
info?



*Your monthly newsletter,
written for humans not geeks*

I'm sure you'd be horrified if they could. Because some parts of your business need to stay private, don't they?

Though you may take an open and honest approach with your staff, sharing sales figures and turnover with them, there may still be some documents you don't want them to see.

Perhaps details of how much net profit you make. How much you take out of the business. Or even what their colleagues earn. Then you start to think about customer databases and confidential documents. For some of your team, this is information they really don't have reason to see.

This is just asking for trouble. And not only because of the risk of an insider leak.

The easier it is for everyone inside your business to access files, the easier it is for people OUTSIDE to access them too.

Especially cyber-criminals. Who are constantly trying to steal your files and sensitive data for their own gain. Either to sell it, or to hold it hostage and charge you a large ransom fee to gain access to it.

**This will shock you.
In a data risk
report on 785
businesses,
researchers found
53% of them had
more than 1,000
sensitive files that
were available to
every single
employee**

Access to data is a huge concern.

Do you know exactly who has access to which data and files in your business? Is it easy to grant access to those who need the data, and block others? Or is this something you need to address?

DID YOU KNOW?



Did you know...Alexa doubles up as a PA?

Alexa is great for many things. She always reminds us when it's time to take the dinner out of the oven. She gives an accurate weather forecast. And she definitely has a good grasp of our music tastes.

But did you know she can be even more useful than that? She can help with your work life and make you more productive.

Give Alexa access to your contacts and calendar. She makes it faster to call colleagues, schedule meetings, and find someone's details.

She can also give you reminders for appointments and meetings, which is perfect when your head is down and you're losing track of time.

You can also use a great service called Zapier to connect your Alexa to hundreds of other apps - some you may use for work already.



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Technology update



Imagine if you could travel back in time to the year 2000, and put your smartphone from today in the hands of your younger self.

Your young mind would be blown.

Over the years, technology has developed and advanced in ways we could never have imagined 21 years ago. Some of it has been lauded. Some of it has been condemned.

We all complain now and again about mobile phones and their addictive qualities. But without them, keeping our businesses going – especially during the last year or so – would be extremely difficult.

There's also something to be said for the way social media and video calling has kept people connected during the pandemic.

Mobile phones have revolutionized the way we live our lives. Who would have guessed 20 years ago that we wouldn't be buying physical music albums (or even MP3s)... and instead we'd just rent music, or listen to it for free?

And what about Audible, the Kindle and other ways of consuming books? Has the digitalization of books taken something away from the ritual of curling up with a good book? Or do you think this is just another step towards a more convenient lifestyle?

What are your favorite and worst pieces of the technology we take for granted today? We'd love to hear your thoughts.

FUN TECH QUIZ

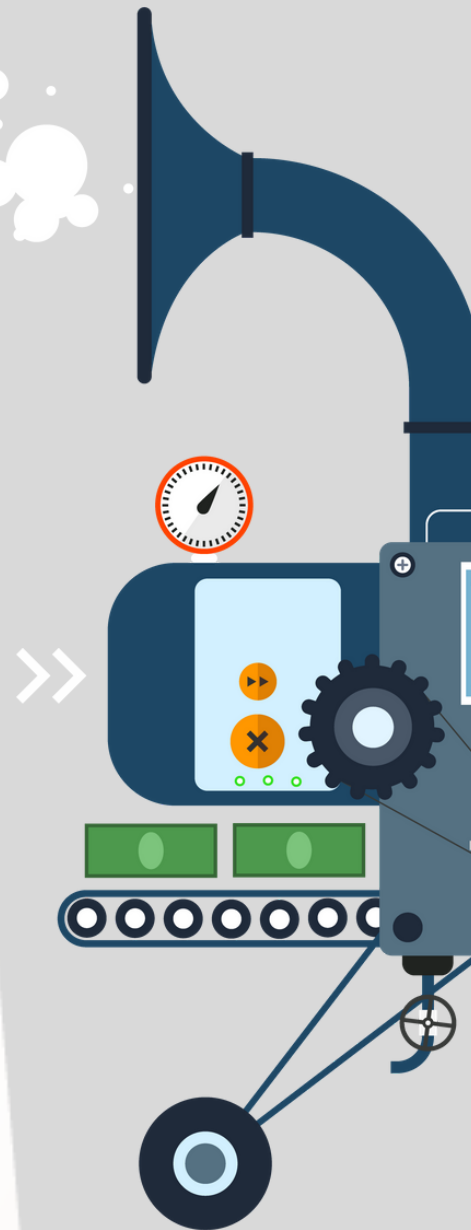
Ready for another round of our tech quiz?

Can anyone in your office get 5 out of 5 on this one?

1. Which was the first product to be produced by Apple, where the name started with their trademark small letter 'i'?
2. If a website address ends with .mx, which country is it based in?
3. Which company made the iconic 'Chocolate' phone?
4. What is the name for the smallest possible unit of data in a computer?
5. If you have a file that ends in .ppt, what kind of document is it?

The answers are below.

1) The iMac, in 1998. Next was the iBook laptop in 1999, then the iPod in 2001. The iPhone arrived in 2007 and iPad in 2010.
2) Mexico | 3) LG | 4) A bit (short for binary digit) | 5) A PowerPoint document





INSPIRATIONAL QUOTE OF THE MONTH

"Don't become a slave to technology—manage your phone, don't let it manage you."

Richard Branson



Tech Fact#1

We will take more photos in the next two minutes than were taken in the entire 19th century

Tech Fact#2

In 1991 it would have cost \$3.56 million to buy the computing power found inside an iPhone 5s... and that's now an 8 year old phone

Tech Fact#3

There are 7.6 billion people on the planet. 5 billion of them use a mobile phone... only 4.2 billion use a toothbrush

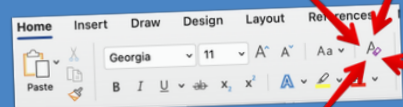
MICROSOFT 365 TIP

Copy and paste. How many times a day do you think you use it?

But isn't it annoying when you paste some text into a document – and it still has the formatting from when you copied it.

Did you know that in a Word document you can click one little button to remove all formatting before you paste?

Next time you've pasted something, highlight it and click the 'clear formatting' button. It's in the Home menu and looks like an A with an eraser over it.



EVERY MINUTE, 4 MORE BUSINESSES BECOME VICTIMS OF MALWARE

And with one billion pieces of malware out there, it's highly likely that your business will be affected at some point.

It's scary stuff.

Worse still, some kinds of malware are very difficult to recover from. It's rarely as simple as deleting an infected file. The most destructive malware can be the hardest to tackle.

You need to protect your business with more than just antivirus software.

Keeping your data safe and secure requires a combination of:

- Specialist software
- Staff training
- And other safety measures, which will differ from business to business, depending on many factors

While it's not realistic to protect yourselves from 100% of malware attacks (without completely crippling your staff's ability to freely do their work), you can take the right measures to minimize the risks and be instantly aware when you are under attack.

Is your business prepared for this?

For a limited time, we're offering a security review. Our experts will assess your business, its current security measures, and make recommendations for additional measures to keep your data safe.

Visit personalit.us/discovery to book a no obligation 15 minute call video call.



Let's talk on a video call



Three questions for you:

1. Do you currently have an IT support company?
2. How happy are you with them?
3. If the answer isn't "I'm so delighted I could run around my house fist pumping the air", let's jump on a video call.

The pandemic has taught businesses just how important it is to get proactive, responsive IT support.

We're now taking on new clients again.
Set up a 15 minute exploratory video call at
www.personalit.us/discovery



CALL: 336.283.6234 WEBSITE: www.personalit.us

Q

A

QUESTION

My Wi-Fi is working but my computer keeps disconnecting

ANSWER

It's possible that your PC's network card isn't receiving full power. Go to advanced settings in power options. Click 'Wireless adapter settings', and 'Expand power saving mode'. Set this to maximum power, and you should see some improvement.

QUESTION

My monitor is blank - I promise it is plugged in and switched on

ANSWER

OK, that's a good start. Is the power cable faulty? Try replacing it with one that is definitely working on another machine and see what happens. If it's still blank, try connecting your monitor to another PC. If it still doesn't work, it looks like it's a problem with the monitor. If it works on another PC, it's likely a problem with computer's graphics card.

QUESTION

My keyboard is making weird noises and won't type words properly

ANSWER

It's possible you've enabled toggle keys and filter keys in your Windows settings. To disable them, go to control panel and select 'Ease of access'. Click on 'Change how your keyboard works', then uncheck the boxes next to Toggle keys and Filter keys.