

NEWSLETTER



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HAPPY 11 YEAR
ANNIVERSARY JASON ST.
PETER!



In This Edition:

One of the world's most popular travel seasons is quickly approaching: the winter holidays. Despite the radio hits chiming something about being "the most wonderful time of the year," expenses, travel and an increase in scams are enough to raise the blood pressure of even the jolliest among us. Don't rush to the spiked eggnog just yet – we've got some tips to make this season as cheery and bright as it should be.

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 forget the name of a lunch place you visited last month with an amazing chicken wrap.

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What Google Maps Timeline Knows About You

It's 10 p.m. – do you know where your children are? Google probably 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 this holiday season, take a minute to review your privacy settings to see if the risk is worth the benefits.



Happy Thanksgiving



This monthly publication is provided courtesy of Kari Renn, President of Loyalty.

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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 creating 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 is not sure if they left it in the cart at Target or the bathroom at The Cheesecake Factory? Yeah, it's not a good feeling. If your phone is connected to the Internet, Google Maps Timeline can retrace your steps.
- 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 also use the feature to ensure employees working remotely are where they are supposed to be when they are supposed to be there.
- Tailored ads: Because Google apps speak to each other, your ads and recommendations are customized to your lifestyle.

“Before you hit the road this holiday season, take a minute to review your privacy settings to see if the risk is worth the benefits.”

Downsides

- Peeping Toms: Anyone who gets 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 in to Google for the feature to work.
- A lot less privacy: It's creepy when an app tracks and stores personal information!

How To Turn Tracking OFF

Are you concerned about your online privacy and don't want Google to track your every move? You can take control of your privacy by adjusting your settings. Here's how to do it 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 & Privacy."
4. Scroll to "History Settings" and select "Location History."
5. Pause your history.

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

Tips For Using Google Maps Timeline

If the benefits outweigh the risks for you or 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 that even if someone finds your phone or hacks your account, they can't get in. Take control of your privacy and review this buried feature in Google's Maps app!



FREE CASE STUDY:

Discover how Fox Converting, a Green Bay manufacturing giant, transformed its operations by transitioning to Loyalty's managed IT services program. This change led to significant cost savings, improved efficiency, and enhanced cybersecurity. Learn from their experience and understand the importance of cybersecurity preparedness for all businesses.

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CARTOON OF THE MONTH



“Son, there are three things I want you to never forget ... never give up on a dream ... marry for love ... and use eight-digit complex passwords!”



Work From Home Strategies That Actually Work: Keep Your Team Productive

We all value work and family balance. But during the holidays, that seesaw tends to teeter more toward family, even when end-of-year deadlines hang over our heads. No one wants to be the office jerk who says NO to flexible work schedules. However, if you say yes, you may open your business up to lowered productivity and increased security risks – unless you have clear work from home strategies.

A recent study by Tenable found that 67% of business-impacting cyber-attacks targeted remote employees. Working remotely is like having your cake and eating it too. Still, it's entirely appropriate to ask your employees (and yourself) to not eat the cake off the floor or in bed. What we mean is that to support your employees' productivity and company security, make sure you're implementing some work from home best practices. Just as they should eat their cake at the table, if your employees are going to work from home or Grandma's basement, they need to check that their setup meets simple expectations.

Work From Home Best Practices:

- Most video calls require at least 5 Mbps, but 50–100 Mbps ensures multiple people can stream at once without issues. Make sure to verify with employees that they have a good connection prior to transitioning to a home work environment.
- Make sure employees have tested their connection off your company's network BEFORE they leave. Can they access the VPN? Are their login credentials stored safely in a password manager? Do they know who to contact to resolve VPN issues?
- Ensure employees know they need a quiet place to work, preferably a room with a door (that closes ... and locks). Nobody wants Grandma crashing a Teams meeting. Noise-canceling headphones are also an excellent idea.
- Agree on core working hours. If your employees are working remotely (not taking vacation), make sure they've agreed to be available at certain times, including team meetings. Although employees shouldn't feel limited to working only during core hours, they should be available to collaborate with team members when needed.

- For short-term work from home situations, having clearly outlined deliverables is an easily tracked productivity metric. Be sure to communicate clearly with employees that productivity is a measure of success and will be evaluated through project deliverables or key metrics.
- According to Tenable's survey, 98% of remote workers use a personal device for work every single day. A cyber security policy includes all aspects of your company, not just remote work. However, remote work is unique, and you may need to take extra steps to protect your business if remote work is happening at your company. This includes installing security software on devices and enforcing MFA on work applications and when accessing the company's network. Train your team on at-home security, like how to spot phishing e-mails, create strong passwords and keep kids or other family members away from work devices.

Remember ...

In today's evolving work landscape, providing employees with the option to work from home is not just a matter of convenience, it's a powerful tool for attracting and retaining top talent. For employees, the ability to work from home can be a game-changer, opening up a world of possibilities and making it easier to balance work and personal life. By making remote work policies a core pillar of your company culture, you not only demonstrate your commitment to employee well-being but also ensure that both you and your employees can reap the benefits of this valuable perk.



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Airline Ticket Scams Are Soaring

Scammers love travel season. They know your eyes are peeled for a cheap ticket and have devised convincing ways to get their hands on your money. Tricked consumers have spent months of their lives dealing with the consequences of these scams and lost thousands of dollars in the process.

In a recent plague of travel scams, criminals are pretending to be “travel agents” selling plane tickets. Between 2020 and 2021, digital fraud in travel and leisure increased 68.4% globally, according to TransUnion’s 2022 Global Digital Fraud Trends Report.

How Plane Ticket Scams Work

Travel scammers use a handful of tactics to steal your information. They create fake websites, pose as travel agents and send you “confirmation” e-mails that don’t include an airline ticket. Some call your phone to “confirm your information” for a flight, asking for your credit card, bank or personal information. Or they use social media ads or e-mails advertising free or cheap tickets. These are all major red flags to watch out for. Before clicking or booking anything, pay attention to these travel tips to avoid getting scammed out of thousands of dollars of your hard-earned vacation savings.

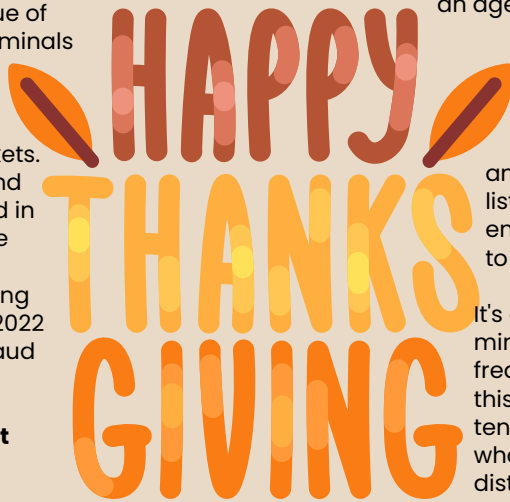
Here’s How To Avoid Travel Scams

1. *Always verify that an agent or agency is legit.* In the U.S. and Canada, you can use the Better Business Bureau (BBB) or travel associations like the International Air Transport Association to verify agent credentials. Read customer reviews and look for weird grammar errors in e-mails and on websites. However, the BBB recommends booking directly through hotels or airlines.

2. *Check for a ticket confirmation number.* If you don’t get a ticket number with your confirmation e-mail, a scammer may have reserved you a seat instead and stolen your money.

3. *Watch out for online deals.* Scammers use fake e-mails and ads to boast amazing deals on hotels or flights. If you think they are too good to be true, they are. Research flight prices a few weeks before booking your flight, if possible, to ensure you get the best deal relative to the average cost of a plane ticket.

4. *Be skeptical of “confirmation calls.”* If you get a follow-up call from an agent to verify your personal information, it’s probably a scam. If you are working with a travel agency, you can hang up and call the number listed on the website to ensure you are talking to the real travel agent.



It’s essential to bear in mind that, although we frequently emphasize this point, cybercriminals tend to target individuals who are rushing or distracted. The holiday

season, in particular, presents an opportune moment for cybercriminals to exploit the hustle and bustle of our daily lives. So, stay vigilant, stay informed, and put these practical tips into action as you embark on your next adventure. Wishing you safe travels!

Learn Any Skill Faster With The 85% Rule

Everyone wants to learn new skills as quickly as possible, but each individual has different learning strategies. Some people try to push themselves out of their comfort zone, which a Yale study confirmed does work – but pushing yourself too far can have adverse consequences. Instead, we should try to find our sweet spot.

A recent study conducted by the University of Arizona found that we maximize our learning efficiency when we fail 15% of the time. This means that we learn best when we’re succeeding at a given task 85% of the time. It’s okay to fail sometimes, and failing 15% of the time may even be the best way to learn. Do you let yourself fail when learning new skills?



A WORD FROM THE LOYALTY TEAM...



In this season of gratitude, we want to express our heartfelt appreciation to our valued clients. Your trust and partnership have fueled our commitment to innovation and heightened security measures, allowing us to continually enhance our services and provide you with the best possible experience. We are deeply thankful for the opportunity to serve you and look forward to even more remarkable achievements together in the future!



READING CORNER

Smartcuts By Shane Snow

Many who crave success try to follow a similar path to obtain it. They’ll make countless sacrifices, pay their dues and work diligently to climb the corporate ladder. Too often, this think-inside-the-box mentality limits these individuals instead of helping them grow.

Shane Snow’s Smartcuts flips the script by telling readers to ditch conventional wisdom to start thinking smarter about how to accomplish their goals using his 9 principles for success.

