



Issue 3 Fall Newsletter 2020

What is MFA and Why Do You Need to Implement It, Phishing—A Targeted Online Attack, Cybersecurity Tips and much more!

Diversified Digital is excited to share our Quarterly Newsletter, which is specifically designed for your busy dental practice. We want to provide you with articles and information that can help you achieve your IT practice goals, helpful hints and tips for the staff, contests and humor to make you chuckle & smile!

We want this newsletter to be valuable for you. If there is something you would like to talk about, explain or share, email me with your request at lisa@diversifieddigital.com. We are here for you!

OUR PARTNERS:



What is MFA and Why Do You Need to Implement It?



Gary Salzman, CEO Black Talon Security



The “MFA” that we will be discussing in this article is not the Museum of Fine Arts... but rather **Multi-Factor Authentication**.

Using passwords to protect your data used to be sufficient. It had been the best solution for controlling access to systems containing sensitive data. Unfortunately, this is no longer the case. We seem to have too many passwords for our various devices, passwords are too simple (i.e., password, 1234, our pet's name, etc.), we use the same or similar passwords for almost all of our accounts and we are not changing passwords on a regular basis. Believe it or not, many individuals share their passwords with others—which is a recipe for disaster.

Hackers will try and steal your passwords by methods such as key logging and phishing. When these cybercriminals have gained access to your system, they will then have the ability

to steal and destroy your data, change programs and/or services, transmit spam or malicious code.

In order to provide you with additional layers of security and more protection to combat hackers, most organizations are now using Multi-Factor Authentication (MFA). The more layers you have in place, the less risk you have of an intruder gaining access to your critical systems and data.

MFA increases the security of user logins beyond just having a longer and more complex password. **With MFA, users are required to acknowledge a phone call, text message or an app notification on their smartphone after correctly entering their password.** This added layer of security will help you further protect your practice from being the next victim of a cyberattack.

While multi-factor authentication is much stronger than simply using passwords—don't let your guard down. Cybercriminals have also found ways to hack MFA. It is critical to follow “best practices” when it comes to all types of data security. Make sure that you are working with a company that is providing ongoing vulnerability management, penetration testing and continual staff training.

HELP US HELP YOU!

To help us provide you a faster resolution to a computer issue when you call us, please have the following information when you call us.

Paper Scanners or Printers: Make, Model and brief description of issue.

Software: What software program. What is happening and what should have happened.

Hardware: Battery backup, server, router, cables.

Internet: On one or all the computers.



Tech Tips: Keeping Your Laptop Clean

Working from home or even your office, keeping a laptop clean can certainly be a challenge. Let's help you fix that! Before you start, power down your laptop and unplug it from the charger.

Case of the laptop: Add a couple drops of dishwashing detergent to several cups of warm water. Dip a LINT FREE cloth into the soapy water. Wring it out well and wipe down the case of your laptop. Rinse the cloth out with clean water and wipe it down again. Use a dry cloth to dry the case.

Screen: Wipe your screen down with a microfiber cloth to clean. Do not press too hard.

The Keyboard: Potentially the dirtiest part of your machine. You can carefully give it a good shake over a trash can to get the big pieces of debris out then use compressed air and give the keys a good shot of air. There is also a compressed air blower that uses no chemicals and has a small brush attachment to get in between the keys and crevices.

After it is free from loose debris, dip a lint free cloth with isopropanol alcohol and wipe down the keys. Alcohol evaporates almost immediately. DO NOT use soapy water. You can use this technique with your mouse and desktop keyboard too.

Vents and USB Ports: Using the air device of your choice, clean the vents, USB ports and other nooks & crannies.

Now that it's clean again, plug it in, turn it on and back to work you go!



Phishing—A Targeted Online Attack



Phishing attacks are becoming increasingly more targeted with new tricks being used like job dismissal emails to attacks disguised as delivery notifications. It is one of the oldest and most flexible type of attacks. They are used in many ways, for different purposes to lure unsuspecting users to the site and trick them into entering personal information.

Financial credentials such as bank account passwords, credit card information or login details for social media accounts in the wrong hands opens the doors to various malicious operations, such as money stolen, or networks being compromised. Therefore, Phishing is a popular threat.

Phishing is a strong attack done on large scales by sending fake emails. These emails sent under the names of legitimate institutions or promoting fake pages in the hunt for innocent people's credentials.

Targeted Phishing attacks can have serious consequences. Once a fraudster has gained access to an employee's mailbox, they can use that information to carry out further attacks on the company.

Be wary of the following communications:

Delivery Services: Especially with the amount of ordering and delivery that is being done due to Corona virus.

Postal Services: Using small images of a postal receipt to get you to open them.

Financial Services: Offers being sent with various new benefits, and bonus with your credit. They contain links or files to get more information from you.

Tech Services: Emails, calls from "Support Companies" wanting access to your Network.

DON'T TAKE THE CHANCE WITH EMAILS YOU ARE UNSURE OF, DELETE THEM WITHOUT OPENING OR IF YOU ARE NOT SURE, GIVE US A CALL TO HAVE ONE OF OUR TECHS LOOK AT IT!

Phishing Statistics

- 91% of cyber attacks start with phishing emails.
- 99.7% of documents used in attachment-based malware campaigns rely on social engineering.
- 65% of social engineering attacks like spear phishing are successful.
- 60% of company employees on average will fall for a spear phishing attack.
- 70% of consumers would consider leaving a business that falls victim to a ransomware attack.

Cybersecurity Tips for your Practice

Cybersecurity threats are real, and businesses must implement the best tools and tactics to protect themselves, their patients, and their data.

1. Train employees in security principles
2. Protect information, computers, and networks from cyber attacks
3. Provide a firewall security for your internet connection
4. Create a mobile device action plan
5. Make back up copies of important business data and information
6. Control physical access to your computers and create user accounts for your employees
7. Secure your Wi-Fi networks
8. Employee best practices on payment cards
9. Limit employee access to data and information, and limit authority to install software
10. Password authentication

For more information, please call us!

Computer Humor



"In return for an increase in my allowance, I can offer you free unlimited in-home computer tech support."

TECH JOKES:

Why can't cats work on the computer?

They get too distracted chasing the mouse around.

- CAPSLOCK—Preventing login since 1980
- Bugs come in through open WINDOWS
- If at first you can't succeed, call it Version 1.0

Recipe: Apple Cobbler Popcorn

Serves: 4

Ingredients

- 8 cups popcorn
- 3 tbsp butter, melted
- 1 tsp cinnamon
- 2 tbsp brown sugar
- 1/2 tsp kosher salt
- 1 cup dried apples, chopped
- 1 cup pecans, broken

Directions

- 1) Pop popcorn
- 2) Once popped, drizzle melted butter over popcorn and toss to coat
- 3) Combine cinnamon, brown sugar and salt
- 4) Sprinkle mixture over popcorn and toss to coat
- 5) Add dried apples and pecans to popcorn and toss to mix
- 6) Serve and Enjoy!

3D's Recipe Contest Corner

Get out your favorite recipe and submit it to our 3D's Recipe Contest. All entries will receive a surprise gift. All selected recipes featured in our newsletters will receive a personalized gift valued at \$40.00. At the end of the year, all the recipes received will be turned into a cookbook for those who submitted tasty recipes.

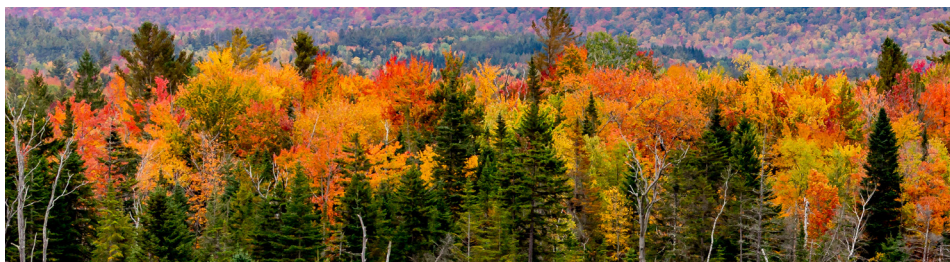
Entering is EASY!

Email your recipe to Lisa at lisa@diversifieddigital.com. Keep an eye out to see if yours is featured.

Send us those recipes because, "In this life, we have two groups of people, those that dream of cake and those that bake it happen!"



Awesome Places in Ohio to Visit This Fall



Ohio is undeniably at its most beautiful in the fall. Take advantage of the stunning fall foliage, crisp air, and comfortably cool temperatures while they last. If you want to make the most of this autumn season, visit one of these 8 beautiful destinations that stunningly showcase autumn in Ohio before the winter season arrives.

Cuyahoga Valley National Park (Peninsula) Ohio's own national park is unbelievably gorgeous in the fall.

Hocking Hills State Park and Old Man's Cave (Logan) Ohio's arguably most beloved state park is home to the famous Old Man's Cave, trails and stunning fall foliage during the autumn season.

Ohio's Amish Country The only thing more heartwarming than Ohio's Amish Country is Ohio's Amish Country in the Fall.

Cleveland Metroparks If you're in the Cleveland area, visiting the Metroparks in

autumn guarantees you some stunning fall foliage to enjoy and photograph. Squires Castle, Coe Lake & many more.

Mill Creek Park and Lanterman's Mill (Youngstown) This location is home to the second largest Metropark in the U.S. (after Central Park in New York City), and it's unbelievably gorgeous in the fall. This quiet gem has Fellows Riverside Gardens, Lanterman's Mill and more.

The Covered Bridges Byway (Ashtabula County Covered Bridge Tour) Drive through America's shortest and longest covered bridges along this scenic route, which features 18 covered bridges in Ashtabula County.

Metroparks of Toledo Area If you're in the Toledo area, the Metroparks are a prime location to take in some beautiful fall foliage.

Mohican State Park (Loudonville) Stay the night in a cozy cabin (or treehouse) at this serene state park in the fall.

WHO IS DIVERSIFIED DIGITAL LLC?

Diversified Digital is an IT company that **SPECIALIZES** in Dentistry. With over 20+ years in the dental industry as a Managed Service Provider, we provide comprehensive solutions to meet your business goals.

Our team consists of highly trained professional technicians, a personable front office team comprised of one team member with 15 years experience as a dental Office Manager.

Your calls will always be answered by a **LIVE** person during office hours. If you need assistance outside of business hours or on the weekend you can call **888-734-3701**.

We oversee the entire office and network needs, from hardware and software to printers and internet providers, and we provide 3rd party support. One quick call to us and we will handle all the communication needs to keep everything up-to-date and running smoothly.

We have partnered with Black Talon Security, the #1 dental security company, to provide you with the security that your dental office needs. Have you ever had sleepless nights wondering what you would do if a disaster happened at the office? With our MSP/Disaster Recovery Package, we can provide you recovery in about 15 minutes.

Our team at Diversified Digital is committed to provide you the **INDIVIDUAL** care and service you need. We will not recommend things you do not need. You will always know your total costs up front with no long-term contracts.

Call us to find out how we can **PARTNER** with you at **888-734-3701** or email us at Don@diversifieddigital.com

*** For Your Information ***

Thinking of changing ISP (Internet Service Provider) or Phone Systems?

Please take the time to call us while you are in the planning stages for our advice to help make a smooth transition. There are times that we are needed on the day of the switch over and having that planned saves you a lot of frustration, possible down time and puts you on our schedule for that day.

Holiday Hours

Closed November 26th & 27th, December 24th & 25th, December 31st at NOON & January 1, 2021

From our family here at Diversified Digital to all of you, we wish you a wonderful Holiday Season to you and your staff.

Secure Your Life...Secure Your Practice—Cybersecurity Webinar



Gary Salman, CEO

These webinars will be presented by Gary Salman, CEO of Black Talon Security. Gary has over 30 years of software development, security and law enforcement experience. He blends his knowledge of technology and law enforcement to deliver advanced cybersecurity solutions.

Cybersecurity is not what is used to be. Breaches and leaks, once rare and relatively low impact, have become commonplace, rendering data more vulnerable than ever. Our partner Black Talon Security is offering you an opportunity to broaden your education on Cybersecurity and its dangers. "It's Real" not a case of IF but WHEN you or a close associate may experience this. As your partner we want to keep you informed of all things possible to help your practice.

Black Talon Security and KaVo Imaging are very excited to announce an all new LIVE cybersecurity webinar series called "Secure Your Life...Secure Your Practice."

This **FREE**, seven-part series will teach you and your team the necessary techniques to stay safe. This is a "must see" event and these tips and tricks may help reduce the chances of you becoming the next victim of ransomware or a cyberattack.

Attendees will learn:

- How to secure their social media (such as Facebook, Instagram & LinkedIn)
- How to identify threats in email targeting their practice
- How to properly implement remote access to their system
- How to implement FREE tools to keep their identity safe
- How to prevent your MSP/IT Vendor and 3rd parties from putting your practice at risk
- Watch a live hacking event and see the ramifications this could have on your practice

Register here to take advantage of this very informative and eye-opening opportunity.

<https://register.gotowebinar.com/register/6784002545900032271>

Diversified Digital Fun!



You can have a real Thanksgiving without any pumpkin pie
 You can have a happy holiday if you really try
 You don't have to eat so much you feel like your belly will pop
 You don't have to eat extra stuffing, you can tell yourself to stop
 So, forget mashed potatoes and gravy
 For Thanksgiving is truly the best when we spend time
 with family and give thanks for the ways
 we are blessed!

SPEND THE DAY APPRECIATING
 - EVERY LITTLE THING -
THAT COMES
Your way,
AND YOU'LL END
THE DAY FEELING DEEPLY
Grateful for your life



OCTOBER
 BREAST
 CANCER
 AWARENESS
 MONTH