



# COMPUTER DEPOT BUSINESS SOLUTIONS

Tech Bits and Bytes to Help Your Business Run Faster, Easier and More Profitably

Computer Depot Inc. Business Solutions Newsletter

October 2022



Thomas Hill, President & Founder

*"Listening is the best defense against bad or flat out wrong assumptions."*



## Keep Your Information Secure

### *By Using Strong Passwords*



## TRIVIA CONGRATULATIONS

**Colleen Garrett**,  
of CSK Cabinets



Who knew that the single most expensive breach to date was in 2011. Hackers stole an unknown number of names and emails, affecting up to 75 clients, including Best Buy, JPMorgan Chase and Target from **Epsilon**. It caused a headache to the tune of up to

**\$4 billion.**

**TURN TO PAGE 3 FOR  
THIS MONTHS TRIVIA**



We use passwords for just about everything. Most of us have to enter a password to get into our computers, then enter more passwords to access our e-mail, social media profiles, databases and other accounts. Even our cell phones and tablets can and should be password-protected. In fact, if you aren't securing all of your devices and accounts with passwords, you should definitely start. It could help prevent your business and personal information from becoming compromised.

### **Why Passwords?**

We use passwords to ensure that those who don't have access to our accounts can't get access. Most of our devices hold large amounts of personal information. Think about the potential harm someone could do if they gained access to your personal cell phone. They would immediately be able to see all of your contacts, pictures and applications. They might even be able to log in to your e-mail, where they could obtain your banking information. If this type of access falls

into the wrong hands, it could be detrimental to your life. Passwords offer the first line of defense to prevent others from obtaining sensitive information.

This becomes even more important if you own a business. Each of your employees should be utilizing strong passwords to access company information. If your business is not using passwords - or is using simple passwords - you could be opening yourself up to hackers and cybercriminals. If a cybercriminal gains access to your company's private information through a weak password, they will gain access to customer information, which could damage your reputation and open you up to lawsuits. That being said, everyone within your business needs to utilize complex and unique passwords.

### **Making A Strong Password**

Not all passwords are created equal. When it comes to making a strong password, you must think about it. If you use a password that you can't remember,

*Continued on pg.2*

then it's essentially useless. And if you use a password that's too easy to remember, your password probably won't be strong enough to keep cybercriminals out. Your password should be long, have a mix of lowercase and uppercase letters, utilize numbers and special characters, have no ties to personal information and should not be a word from the dictionary.

In the grand scheme of things, it's not enough to just create complex passwords. They also need to be unique. In addition to this, you should use a different password for each and every one of your accounts to help maximize their effectiveness. Think about it this way: let's say you use the same password across your business e-mail accounts, social media accounts and bank accounts. If someone decrypts the password for your Facebook page, they now have the password for more valuable accounts. If you can't tell that your social media account was compromised, the cybercriminal could try to use that same password to gain access to more

important accounts. It's a dangerous game that can be avoided by using unique and complex passwords for every account you use.

### Remembering All Of These Passwords

You may be worried about remembering all of your passwords if you have to create a unique one for each of your accounts. Your first thought may be to write them down, but that might not be the most secure option. If someone gets their hands on your little black book of passwords, they'll immediately gain access to all of your accounts with a handy directory showing them exactly where to go. Instead, you should utilize a password manager to help keep track of all of this sensitive information.

With a password manager, you only have to worry about remembering the master password for your password manager. All of your other passwords will be securely hidden. Password managers also give you the option to create random passwords for your accounts to bolster their security. That way you can have the most complex password possible without worrying about forgetting it. Additionally, password managers can also help remember the answers to security questions and more so that you never get accidentally locked out of one of your accounts. They're easy to use,

*"We get prompt, accurate, and courteous service from Computer Depot Business Solutions."*

*Charlotte Moser*

*Sequoyah Swimming Pools, Inc*



convenient and secure.

Passwords are an important part of your cyber security plan. Make sure you and your employees are using complex and unique passwords. It can also help you to implement some training so your employees understand the importance of secure passwords. When used correctly, passwords will help deter any would-be cybercriminals from accessing your sensitive information.

**"You should use a different password for each and every one of your accounts to help maximize their effectiveness."**



### "I DIDN'T KNOW"

**Unfortunately, That Excuse Doesn't Replenish Your Bank Account, Resolve A Data Breach Or Erase Any Fines And Lawsuits.**

It's coming ...

- That day a hacker steals critical data, rendering your office useless ...
- That day when your bank account or credit card is compromised ...
- Or that day when your customers' private lives are uprooted ...



**Cybercriminals and hackers are constantly inventing NEW ways to infiltrate your company, steal your assets and disrupt your life. The ONLY way to STOP THEM is by CONSTANTLY EDUCATING yourself on how to PROTECT what's yours!**

Now, for a limited time, we have the perfect way to help reduce your risk and keep you safe! Simply sign up to receive our FREE "Cyber Security Tip of the Week." We'll send these byte-sized quick-read tips to your e-mail in-box. Every tip is packed with a unique and up-to-date real-world solution that keeps you one step ahead of the bad guys. And because so few people know about these security secrets, every week you'll learn something new!

**Get your FREE "Cyber Security Tip of the Week" at [www.ComputerDepotBusiness.com/drip-tips/](http://www.ComputerDepotBusiness.com/drip-tips/) Or Call Melissa at (865) 909-7606**

**ARE YOU  
HIPAA  
COMPLIANT ?**

**COMPUTER DEPOT Busi-**

**HIPAA FACTS**

*Protect Your Practice  
from HIPAA Violations*

**Top 3 Causes of  
Data Breach**

Employee Action

Third-Party Error

Lost or Stolen Devices

The average cost  
**per lost record:**

**\$401**

HIPAA Fines Can Range From

**67%** of healthcare organizations plan to spend money on HIPAA audit services.

Want to avoid a data breach and validate your compliance?

Are you doing **everything** your insurance company requires of you?

Call us today: 909-7606

**Take Advantage Of Google Reviews**

When you are deciding on a restaurant to dine at, you might check the Google reviews to help with your decision. The same thing goes for your business. Before people come in to buy your product or services, they might check your Google reviews – so it’s important that your reviews positively reflect your business. If you own a company, you should understand how Google reviews work and do everything you can to encourage customers to leave positive ratings and comments.

If you haven’t already claimed your Google business profile, you should do so immediately. It will allow you to add pictures and a description so customers know what to expect from your business. When customers have completed a purchase with you, encourage them to leave a review if they had a positive experience. Some customers may need help with the review process, so teach them how to leave a review if they have never done it before. Make sure you thank customers who leave positive reviews and try to fix the issues explained in your negative reviews. Being a responsive owner will reflect positively on your business. When you use Google reviews to your advantage, you will see a boost in clientele.

This Month’s

**TRIVIA**

**What was the first computer virus released in the wild?**

Email your answer to  
RHill@ComputerDepotOnline.com

Three friends go to heaven where they are asked, "As people gaze into your casket, what would you like to hear them say about you?"

The first said, "I would like to hear them say I was one of the great doctors of my time and a great family man."

The second said "I'd like to hear them say I was a great husband and school teacher who made a huge difference in the children of tomorrow."

The third guy thinks about it, then replies, "I'd like to hear them say, 'Look, he's moving!'"



"And remember to check with your accountant, as the gifts I've bestowed upon you may be subject to tax."

**Shiny New Gadget  
Of The Month:**



**Bril**

It might be surprising to hear, but our toothbrushes are some of the dirtiest items in our households. There’s a good chance that there are more than a million kinds of bacteria living on your toothbrush right now. Unfortunately, rinsing your toothbrush after brushing is only so effective. That’s why Bril was invented.

Bril is a portable toothbrush case that sterilizes your toothbrush after every use. It contains an all-natural ultraviolet light that kills 99.9% of germs on contact. It’s simple to use as all you have to do is place your toothbrush inside and close the lid. Bril does the rest.

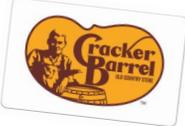
It’s the quickest, most effective and easiest way to ensure your toothbrush head stays clean.



October 2022



## Look What's Inside...

- Can Passwords Keep Your Information Secure?
- Hurry-You could WIN this month's Trivia and this 
- Do You Take Advantage Of Google Reviews?
- Shiny New Gadget Of The Month
- It Goes Fast So Don't Miss The Fall Fun

COMPUTER DEPOT BUSINESS SOLUTIONS - AFFORDABLE IT HELPDESK AND CYBER SECURITY SUPPORT IN 20 MINUTES OR LESS

## Let The Good Times Fall

Football, perfect cool mornings, 70 plus Pumpkin Spice items on the shelves at Trader Joes, corn mazes, and Fall Festivals EVERYWHERE... what's not to love about fall?! Here are three more of our favorites:

- 1. Hike a trail in the Smokies.** There are many. Pick one. Then go. It is hard to choose so here is just one idea: The Roaring Fork Motor Trail area of the Smokies has beautiful forest that dazzle with color in the fall. The Baskins Creek Trail may not have the most impressive waterfall but it is absolutely amazing to see how the forest has healed itself since the Gatlinburg fires.
- 2. Bike the Scenic Virginia Creeper.** If you have never biked the Virginia Creeper, October is the month to go. You should know that this is NOT a well kept secret,

so if you can go on a weekday, do so. It is almost entirely downhill so be sure your bike's brakes are good. Anyone who



- can stay upright on a bike can do this. The later in the month you go, the more colorful the trail will be as the ground becomes more littered with leaves.
- 3. Go Apple Picking.** There are so many orchards to choose from, so pick one. Make sure it is one where you can actually pick apples from the trees. Bonus if they have hot made-while-you-watch apple cider doughnuts, apple cider slushies, and fried, not baked, apple pies. You deserve it after all that hiking, biking, and apple picking!

## Contact Us

COMPUTER DEPOT  
BUSINESS SOLUTIONS  
For over two decades  
Serving Knox and  
Sevier Counties

5416 S Middlebrook Pike  
Knoxville, TN 37921  
Phone: (865) 692-4247

or  
10721 Chapman Hwy  
Seymour, TN 37865

Phone: (865) 577-4775

Email:  
thill@ComputerDepotOnline.com

Visit us on the web at  
[www.ComputerDepotBusiness.com](http://www.ComputerDepotBusiness.com)