

Online Security For Kids To Stay Safe



Kids' lives are online more than ever, from socializing with friends and interacting with family to online learning and education. As parents we want to make sure they do so in a safe and secure manner. However, this is hard as many of us never grew up in such an online environment like this. Below we cover key steps on how you can help kids make the most of online technology safely and securely.

Education/ Communication

First and foremost, make sure that you foster good open communication with your children. Far too often parents get caught up in the technology required to block content or what

mobile apps are good or bad. No parental control technology is perfect, and some have privacy concerns due to the data they collect. Ultimately this is not a technology problem but a behavior and values problem. Teach your kids to behave online as you would in the real world. A good place to start is to create a list of expectations with your kids. Here are some to consider (these rules should evolve as kids get older):

- Times when they can or cannot go online and for how long.
- Types of websites and/or games they can access and why they are or are not appropriate.
- What information they can share and with whom. Children often do not realize what they post is permanent and public, or that their friends may share their secret with the world.
- Who they should report problems to, such as strange pop-ups, scary websites, or if someone online is being creepy or a bully?
- Treat others online as they

Marco's Corner

A FREE Disaster Prevention Planning Kit to all our clients and friends. (See Insert).

Why are we doing this? Because we want to give it to you as a way of showing our gratitude for the great year we have had, even with 2020 being what it is. And if a disaster does strike, and of course no one wishes for such an event, YOU will be really grateful to have planned out in advance what you need to do to minimize your downtime and costs to your business.

At this season of Thanksgiving, we want to say thank you to our clients and newsletter subscribers. You are some of the most business-savvy individuals in Northern Nevada. We love watching you grow your business, and we learn much from your commitment to YOUR clients, and your true understanding of customer service. From the blogs you follow to the books you recommend; we appreciate your desire to learn. We think of you each month when we write our newsletter. We want our newsletter to be full of information we pass along to you — to help you be a better boss, manager and business professional. And because of that goal, you (unknowingly) push us to excellence every month, as we plan articles for you. Happiest Thanksgiving wishes to you and your family in this very difficult year.



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would want to be treated themselves.

- People online may not be who they claim to be, and not all information is accurate or truthful.
- What can be purchased online and by whom, to include in-game purchases.

Consider tying these rules to their academic grades, completion of chores, or how they treat others. Once you decide on the rules, post them in the house. Even better, have them review and sign the document; that way, everyone is in full agreement. The earlier you start talking to your kids about your expectations, the better.



Not sure how to start the conversation? Ask them what apps they are using and how they work. Put your child in the role of teacher and have them show you what they are doing online. Keeping communication open and active is the best way to help kids stay safe in today's digital world.

For mobile devices, consider a central charging station

somewhere in your house. Before your children go to bed at night, have all mobile devices placed at the charging station, so your children are not tempted to use them when they should be sleeping.

Security Technologies and Parental Controls

There are security technologies and parental controls you can use to monitor and help protect your kids. They typically provide capabilities to enforce usage limits or hours as well as content protections. These solutions tend to work best for younger children. Older kids not only need more access to the Internet but often use devices that you do not control or cannot monitor, such as those issued by school, gaming consoles, or devices at a friend's or relative's house.

This is why communicating with your kids about your expectations and the dangers that exist on the internet is so important.

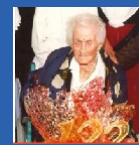
Leading by Example

Set a good example as parents or guardians. When your kids talk to you, put your own digital device down and look them in the eye. Consider not using digital devices at the dinner table and never text while driving. Finally, when kids make mistakes, treat each one as an experience to learn from instead of engaging in an immediate disciplinary action. Make sure they feel comfortable approaching you when they experience anything uncomfortable online or realize they themselves have done something wrong.

Random Interesting Fun Facts



There actually aren't "57 varieties" of Heinz ketchup, and never were. Company founder H.J. Heinz thought his product should have a number, and he liked 57.



The oldest person ever to have lived (whose age could be authenticated), a French woman named Jeanne Louise Calment, was 122 years old when she died in 1997.



What do Miss Piggy and Yoda have in common? They were both voiced by the same person, puppeteer Frank Oz.



Lincoln Logs were created by John Lloyd Wright, son of famous architect Frank Lloyd Wright, in the 1920s. They were named after Abraham Lincoln, who grew up in a log cabin.



Play-Doh started out as a wallpaper cleaner before the head of the struggling company realized the non-toxic material made a good modeling clay for children and rebranded it.

Security Risks of IoT Children's Toys



Like many other kinds of devices, smart IoT (Internet of Things) toys represent a security risk that has to be managed on two fronts:

- Unauthorized access to device data and hardware can jeopardize the user's privacy.
- Vulnerabilities in connected devices can be used to gain access to other parts of the network.

Because of the user base for these toys, that risk is amplified: Children may be less able to protect their privacy, and they may use devices in ways that are less secure.

Parents have an obligation to keep their kids safe and to educate them about the proper ways to use smart toys.

Safety strategies for smart toys

There are several simple steps parents can take to make sure the IoT children's toys in their homes are safe, secure and properly used.

Safety strategy No. 1: Not in use? Turn it off.

It's important to keep in mind that IoT devices are probably still collecting data, even when they're not actively being used. Turn off smart toys and other household devices, like smart speakers, when they're not in use.

Safety strategy No. 2: Buy only the latest and greatest.

Purchasing IoT children's toys is not a time when you want to go the used or refurbished route. Pick up only devices that incorporate the latest technology because smart toys may not ever receive security patches or other updates. One important feature to watch out for is old devices that still rely on the WPA2 Wi-Fi. Avoid these products if possible, in favor of ones with the newer, more secure WPA3, or try an Ethernet connection if applicable.

Read reviews to find out what other users and security experts think. Pay special attention if the device your child wants has speakers, microphones, cameras, displays or GPS functionality. Keep an eye on the news. If vulnerabilities are discovered, discontinue use of the device immediately.

Safety strategy No. 3: Talk to your children.

Educating your children about the proper way to use smart toys is one of the most important things you can do to ensure their safety. There are resources available from the Federal Trade Commission and the National Center for Missing & Exploited Children. Monitor

how your kids use IoT children's toys and share simple security best practices with them. Most importantly, make sure they know how to recognize anything that's inappropriate or out of the ordinary.



Safety strategy No. 4: Practice good password hygiene.

Using good passwords is invaluable for cybersecurity. When it comes to IoT children's toys in particular, only purchase products that enable strong custom passwords, not default options or no password protection. In general, use unique passwords that contain a mixture of capital and lowercase letters, numerals and punctuation.

You should have separate passwords for the device, the software that manages its data and the secure router on your home Wi-Fi network, as well as for your other online accounts. Change your passwords regularly, and use a tool to manage them, like the iOS or Chrome password managers or a dedicated third-party solution.

Facebook Working On Business Suite For Managing Social Media



Social Media giant Facebook, recently announced a new app aimed at Enterprise users.

If you maintain an active corporate presence on Facebook and Instagram, you'll be particularly interested in the company's new offering.

It is designed to give business owners a dashboard that will make it easier to manage their company's social media presence, allowing users to post simultaneously to both Facebook and Instagram and receive notifications and alerts related to both platforms in a single location.

Sheryl Sandberg, the COO of Facebook, had this to say about the new app:

"We're building Facebook Business Suite for small businesses first, but this is a long-term investment to make this the main interface for businesses of all sizes who use Facebook, Messenger, Instagram and WhatsApp. It is available for small businesses globally starting today and will expand to larger businesses next year."

The new Business Suite is the latest in a series of moves the company has been making in recent months as it pushes more earnestly into e-commerce. In May of this year (2020), the company rolled out a new set of tools allowing business owners to set up a digital storefront on Facebook and sell goods and services to their followers.

As Facebook's CEO Mark Zuckerberg recently noted, companies of all sizes have made significant investments into their digital footprints and are "increasingly viewing them as their primary storefronts. So we're working on a number of ways to deepen this experience, helping people buy items and services directly within our apps... Overall, though, our business depends on the success of small businesses, so this is a moment where we feel that we're well-positioned to be champions for small business' interests and supporters of important infrastructure that they're going to need in order to move online."

The bottom line is, if you use Facebook and/or Instagram, the new Business Suite is well worth a look.

Attention Business Owners:

Data Backup, Disaster Recovery, And Business Continuity Are What We Specialize In. We Provide The Products And Services Plus the Experience And Know-How To Keep Your Business Safe.