

Did You Know?

The clock is ticking...The updated GLBA Safeguards Rule means the **December 2022 compliance countdown for dealerships** has begun.

In October, the updated rules were announced by the FTC requiring dealerships to bolster their cybersecurity measures to better protect consumer data.

The new Safeguards Rule includes specific measures that dealerships must implement before the end of 2022 to comply including:

- Risk Assessments
- Appointment of Qualified Individual
- Penetration Tests & Vulnerability Assessments
- Implement A Written Incident Response Plan
- Data Encryption & Multi-Factor Authentication

An effective cyber defense entails much more than just implementing antivirus software and setting up a firewall. We are experienced at helping dealerships meet these compliance requirements so if you need any assistance, contact us at 810-354-1092.

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This monthly publication provided courtesy of Timothy D. Ricketts, President of Dealer Cyber Solutions

"As a dealership owner or leader, you don't have time to waste on worrying about cyber security threats and compliance requirements. That's our expertise. Call us and we get you on the right track so can stay focused on what's important- growing your dealership"



Dealer Cyber Solutions Designed To Keep Your Cyber World Safe

Today, owning or managing a dealership not only requires the standard components of the business like; sales, service, finance, warranty, parts and so on... but it has the added challenges of finding and keeping quality help and finding product for them to sell and service. Now, add to this, the government is requiring you to adhere to specific rules laid down by the FTC, to assure your data is safe to better protect your customers.

Why are they doing this?

According to Aaron Jacoby, managing partner of Arent Fox law firm in Los Angeles, "Dealers have been at risk for hacking and breaches and that's because a dealership is a treasure trove" of personal and financial information. It is important for dealership managers and owners to keep a strong focus on secure and reliable business operations.

Let's look at some real numbers that apply to dealerships like yours:

1. Dealerships are under constant threat of cyberattacks. According to

Automotive News, "On an average day, 153 viruses and 84 malicious spam emails are blocked by technology on a dealership's network."

2. As reported by WPBF News, one of the largest dealerships in South Florida found itself the target of a ransomware attack. The company was left footing a \$285,000 bill to replace affected computers after the attack.
3. The 2021 State of Cybersecurity in the Dealership Report also identifies a 16-day downtime due to ransomware attacks, essentially grinding a dealership's operations to a halt for a half-month. It's no wonder that many can only last from three to seven days with their financial revenues shut off or scrambling to implement a stopgap.

What does this mean for my business?

One of the most pressing issues facing dealerships today is the December 2022 deadline to comply with the Safeguards Rule compliance requirements. Originally applying only to financial institutions, the Safeguards Rule was first issued in 2002.

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Non-financial institutions, including dealerships, have been added to the scope of the amended Safeguards Rule in response to the growing incidence and severity of cyberattacks. The new Safeguards Rule includes specific measures that dealerships must implement before the end of 2022 to comply. Some key highlights of the Safeguards Rule that dealers need to be aware of include the following:

- **Risk Assessments:** Undertake risk assessments and implement safeguards to address identified risks.
- **Appointment of a Qualified Individual:** Designate a qualified individual to be responsible for the dealership's cybersecurity defense.
- **Penetration Tests & Vulnerability Assessments:** Conduct annual penetration tests performed in most cases.
- **Data Encryption:** Encrypt customer information at rest and in transit over external networks.
- **Implement A Written Incident Response Plan:** Establish a written incident response plan, designed to promptly respond to and recover from a security event.
- **Multi-Factor Authentication (MFA):** MFA is something you are likely already doing in your everyday life. Think about your bank. You go to login to their website and enter your username and password. Once confirmed, your bank will send a one-time code to your mobile phone or device. You then input that code to access your banking data.



What does all of this mean?

Winging it or creating a plan on the fly will not work out in your favor. You need to perform an assessment so you can determine what you need to do to adhere to the new guidelines and make sure you mitigate the chances of a fine (a minimum of \$43,792 per violation).

The bottom line is that the policies and procedure that you are being asked to comply to are something that will protect you, your business, your employee's and your customers.

So, where do you start? You can work with a company like Dealer Cyber Solutions that specializes in supporting dealerships. We know the nuances particular to dealerships and more importantly, know the risks that dealerships face. We can help you meet these compliance requirements and ensure that you are securing your most valuable asset, your data. Visit: <https://www.dealercybersolutions.com/> or contact us at 810-354-1092 to get started today.

Do You Safeguard Your Dealership's Data And Your Customers' Private Information BETTER THAN Equifax and Target Did?



If the answer is "NO" – and let's be honest, the answer is no – you are leaving yourself and your company open to massive liability, *millions* in fines and lost business, lawsuits, theft and so much more.

Why? Because you are a hacker's #1 target. They know you have access to financials, employee records, company data and all that juicy customer information – social security numbers, credit card numbers, birth dates, home addresses, e-mails, etc.

Don't kid yourself. Cybercriminals and hackers will stop at NOTHING to steal your credentials. And once they have your password(s), it's only a matter of time before they destroy your dealership, scare away your customers and ruin your professional and personal life.

Why Not Take 4 Seconds Now To Protect Yourself, Protect Your Dealership And Protect Your Customers?

Our 100% FREE and 100% confidential, exclusive Dark Web Scan is your first line of defense. To receive your report in just 24 hours, visit the link below and provide us with your name and company e-mail address. Hopefully it will be ALL CLEAR and you can breathe easy. If your dealership, your profits, and your customers are AT RISK, we'll simply dig a little deeper to make sure you're protected.

Don't let this happen to you, your employees and your customers. *Reserve your exclusive Dark Web Scan now!*

Get your free Dark Web Scan TODAY at:

<https://dealercybersolutions.com/dark-web-scan/>

Shiny New Gadget Of The Month:



Bird Buddy

Bird-watching from your home has never been easier. Bird Buddy is the newest development in the world of birdhouses. Bird Buddy looks like your normal birdhouse but has so much more to it. It has a built-in camera that will send a push notification to your phone whenever a bird is visiting. Bird Buddy comes standard with artificial intelligence bird recognition so you'll know exactly what types of birds visit your home. It's easy to install and can even be mounted to the outer walls of your house or on fence posts. It's built from incredibly durable materials; you won't have to worry about inclement weather or squirrels destroying your birdhouse. Bird Buddy is the most advanced birdhouse on the market and is available for pre-order now.

Get Different And Avoid Defeat



When I released my first book, *The Toilet Paper Entrepreneur*, I hoped that it would be met with immediate success. Instead, nobody bought the book on its initial release day. Like most would be in this situation, I felt defeated. I had to think about my next step. Should I learn how to market effectively or simply give up on my hopes and dreams?

I knew that I wrote a good book and that it would help other entrepreneurs succeed, so it became my mission to properly market the book. The lack of good and effective marketing is what holds many businesses back from reaching their goals.

If you want to beat the competition, you must differentiate yourself from the rest. My book *Get Different* explains ways that you can make your company more visible in the business marketplace. I'd love to share the three main steps from this book, as they can help any business's marketing strategy be more engaging and effective.

- The first thing you need to do is differentiate your business from its competitors. If you rely on word-of-mouth marketing, you'll fail. Instead, you

should get out there and use your marketing tools to ensure that people know your business is the best in the industry. Use your talents to stand out from the crowd. Be funnier or smarter than the rest, and consumers will surely take notice of your brand.

- After you get your consumers' attention, you need to attract and engage them. Give your campaign an authoritative, trustful, repetitive or socially significant approach so they feel comfortable using your business.
- Lastly, you need to be direct. After you get their attention, tell them what to do. Develop a call to action so customers and ideal prospects will take the next step. By picking a specific action, you can also measure the results and see how effective your marketing truly is.

Proper marketing can be very difficult to achieve, but with these steps, you will be on the road to business success.



Mike Michalowicz has always believed that he had the formula to success and has proven it on multiple occasions. He is the creator of the book *Profit First*, which is used by hundreds of thousands of companies across the globe to drive greater profits. Mike is a former small-business columnist for *The Wall Street Journal* and served as a business makeover specialist for MSNBC. Mike currently leads two new multimillion-dollar ventures as he puts his latest research to the test.

The Dealer Cyber Solutions' Difference



For over 27 years, Dealer Cyber Solutions has provided dealerships with excellent customer service. Our Microsoft Certified Professionals and Engineers have an average 15 years' experience benefiting you by fixing problems quickly and correctly the first time. No other competitor comes close to our level of knowledge, experience, and professionalism. We are continuously adding new and improved cyber security services to meet your ongoing needs. We never stop improving. That is the **Dealer Cyber Solutions'** difference. Thanks to all of our customers for making us one of Michigan's fastest growing Advanced IT Cyber Security companies.

■ Retain Top Talent By Teaching Them To Grow

Throughout the course of 2021, Americans left their jobs in droves due to a combination of factors. In fact, an analytics firm, Visier, estimates that 1 out of 4 workers left their jobs in 2021. If you own or operate a business, this news can be worrisome. One of the best ways to try to retain your employees is to coach and encourage them to grow so they don't feel stagnant and bored with their work.

If you don't know where to begin, you should start by evaluating your employees. Decide if they're a master in their role, are still growing

or are just beginning. Keep an eye on your beginners and growers to ensure they are satisfied with their work. If they're not, have an open and honest discussion with them. For employees who have mastered their jobs, encourage them to try a new role or take on different responsibilities so they can learn new skills.

■ Increase Your Productivity With A Voice Assistant

Even before the pandemic, people were using voice assistants like Siri or Alexa to help them keep track of their day-to-day schedules. Now that so many people are working from home,

these virtual assistants are more valuable than ever before. They can help boost your productivity to new levels if you use them properly.

Utilizing a voice assistant for these five tasks will help you increase your productivity while you work from home.

- Program your digital assistant to remind you of any of your meetings at least 10 minutes before they begin.
- Create a to-do list and use your digital assistant to add and remove items.
- Have your digital assistant read, listen and respond to your e-mails.
- Create a morning and evening routine for yourself, then program your digital assistant to help you follow these routines. They can be programmed to wake you up, dim your lights, turn off computer screens and so much more to keep you on track.

