

Did You Know?

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

In October 2021, 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"



How To Prepare For Gen Z In The Workforce

Be Proactive And Update Your Cyber Security Practices

Technology has evolved leaps and bounds over the last 20 years. In fact, in the next few years, the first generation to grow up with smartphones and social media, will join the workforce. It might seem like Generation Z will be the most cyber-secure generation, considering they've always had the Internet and other advanced technologies at the tips of their fingers, but reports are starting to show that this is not the case. Many dealership owners fear that Generation Z's desire to share content online will lead them to accidentally reveal sensitive information that can cause financial, legal and branding damage to their dealership

Online scammers have surely taken note of the power that social media influencers have over their fans and followers. Steve Durbin, CEO of the Information Security Forum,

believes that organized criminal groups will begin posing as influencers in an effort to manipulate tech-dependent individuals into giving up sensitive information related to their employer. He's not the only business leader who's concerned either.

According to a study from the UK's advisory, conciliation and arbitration service, 70% of surveyed managers were concerned about Gen Z entering the workforce. Instant gratification, resistance to authority and poor face-to-face communication were listed as the main concerns. Additionally, *Entrepreneur* magazine has stated that many Gen Zers struggle to differentiate between friends they've made online and those in the real world. The National Cybersecurity Alliance's Annual Cybersecurity Attitudes And Behaviors Report

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stated that millennials and Gen Zers are more likely to experience a cyberthreat. That report also stated that Gen Zers and millennials have had their identities stolen more often than baby boomers. There's good reason for business leaders to be concerned about the next generation entering the workforce.

If you're a dealership owner or manager who's worried about cyber security and bringing the digital generation into your workplace, don't fret quite yet. There are plenty of things you can do to prepare your business and ensure it stays cyber-secure. You must be proactive if you want your dealership to keep up-to-date with the best cyber security practices.

One of the first things you'll want to do is implement or update a cybersecurity training program. You need to have every member of your team buy into a cyber-secure culture, and the best way to get them on the same page is with a training program. That way there will be no questions, and cyber security practices won't change from employee to employee. When new employees start, you will already have a cyber-secure culture established, so it will be much easier to train

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them on your processes.

Additionally, you want to ensure that all of your software is receiving its necessary updates. Failing to update software can leave your dealership vulnerable to cyber-attacks since those updates usually fill any holes that hackers can exploit. When a new software update is released, try not to wait. If your employees use smartphones for work, make sure they have the proper security software installed – and that it stays updated.

Another great option to take care of all of your cyber security and IT needs is to partner with a cyber security partner like Dealer Cyber Solutions. This will ensure, your dealership will have its data backed up, the reliability and quality of your computer systems will be improved and you'll save time that you can reallocate elsewhere in the dealership.

While the new generation will certainly come with their own set of challenges and obstacles, you don't have to worry about their cyber security practices if you're proactive. Use password managers, hire a company like Dealer Cyber Solutions, and start a training program as soon as possible to jump-start the creation of your cyber-secure culture. We've introduced new generations to the workforce many times before, and Gen Z shouldn't be more challenging than any of the others. There will just be slightly different challenges.

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:



NeckRelax

Do you spend a lot of time hunched over your computer at work? Many people work on their computers for multiple hours a day and start to develop pain and stiffness in their necks because of it. While you can get a prescription to manage the pain or try to get a massage, these options aren't appealing to everyone. NeckRelax is the newest neck pain relief tool on the market and is working wonders for people who are using it. NeckRelax offers six distinct massage modes and infrared heat and also comes with a set of electrode pads to target specific muscles.

NeckRelax sells for \$119 but often goes on sale on their website: [NeckRelax.io](https://www.neckrelax.io).

Get out of pain and take back your life with NeckRelax.

3 Dealership Cybersecurity Statistics That Will Drive You To Action

Dealerships are attractive targets for cybercriminals because they collect, process, and store large quantities of customer data within their DMS systems. This includes personal data, credit applications, and financing information.

But what makes dealerships so attractive to cybercriminals?

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, including social security numbers.

In addition, 2021 marked the end of government stimulus programs and pandemic related lockdowns. It also marked the beginning of a new era in fraud. The pandemic created hundreds of thousands of new fraudsters and scammers who learned to perpetrate fraud through the easy-to-obtain government stimulus funds. When those funds dried up last year, those same fraudsters shifted their sight to other industries including auto lending, where they could continue to make millions using the same techniques.

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

1. Social engineering is thought to be the leading tactic used in phishing and cyberattacks on dealers. In some ways, it comes as no surprise considering that [Microsoft](https://www.microsoft.com/en-us/security/default) estimates that "91

percent of attacks being with a simple phish."

2. Dealerships are under constant threat from cyberattacks. [Automotive News](https://www.automotive-news.com) reports that "On an average day, 153 viruses and 84 malicious spam emails are blocked by technology on a dealerships network."
3. [Point Predictive](https://www.pointpredictive.com) estimates that auto lenders endured over \$7.7 billion in exposure due to fraud and misrepresentation during 2021 -- a 5% increase over 2020. Those increased losses were driven primarily by increases in first-party fraud schemes such as income misrepresentation, paystub forgery, and employment fabrication as well as through more "professional" means such as creating and using synthetic identities.

To get started with protecting your dealership, you can work with an advanced IT Cyber Security company like Dealer Cyber Solutions that specializes in supporting dealerships. We know the nuances particular to dealerships and more importantly, know the risks that you face. We can help you meet Safeguards Rule 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 .



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.

■ 4 Reasons Your Marketing Campaign Needs A Landing Page

Landing pages are a fantastic way to grasp the attention of multiple potential clients. With just one click of a link, they'll be met with an offer, fantastic information or a call to action that will help bring new customers to your business. If you've been contemplating adding a landing page to your marketing campaign, check out these four great reasons to try it out.

- Landing pages operate as a tool to increase conversion rates for your business. Most businesses that utilize landing pages

see higher conversions than those that don't.

- Landing pages allow you to showcase your offers. Your offers need somewhere to reside, and there's no better place than a landing page. You're able to highlight the greatest benefits of your offer this way.
- Your cost per acquisition will be lower with a landing page since they no longer cost an arm and a leg to set up. You can reallocate your resources to other avenues to truly boost your marketing campaign.

- You can test out new ideas on a landing page and judge how popular they will be with your entire customer base.

■ Meta-WHAT?! What You Need To Know About The Metaverse

In 2014, Facebook purchased Oculus, a company that designs and produces virtual reality headsets and games. This would end up being the first step in Facebook's change to their new identity: Meta. Recently, Mark Zuckerberg, the founder of Facebook, unveiled the Metaverse with the goal of creating an "immersive Internet experience" that he hopes will lead to a "world of endless, interconnected virtual communities."

This idea would essentially allow people to meet with each other, play games and even work by using augmented reality glasses or virtual reality headsets. The biggest concern with Meta is privacy. If people are living their lives in a virtual world, how will the information they share be protected? Only time will tell how Meta handles the privacy challenges of the Metaverse, but it's certainly an exciting time in the world of virtual reality.



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