

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.

July 2022



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"

FAQ

Safeguards Rule FAQ

At this point, all dealerships should be familiar with the Federal Trade Commission's **Safeguards Rule**. Last Fall, the FTC published updates to the existing Safeguards Rule and compliance with these updates is required **by December 9, 2022**.

Dealerships should begin preparing now to meet the December deadline as the items required for compliance cannot be accomplished overnight.

Let's break down the upcoming requirements and address some of the most Frequently Asked Questions:

Q. What is the Safeguards Rule?

A. The Safeguards Rule ("Rule") is a federal rule that require a dealership to have specific cyber security measures in place. In addition, dealers must also ensure that their affiliates and service providers safeguard customer information in their care. For a full list of the requirements, visit: <https://www.dealercybersolutions.com/glba->

[safeguards-rule-compliance/](#)

Q. Is the Safeguards Rule new?

A. The Rule itself is not new; it has been in effect for nearly 20 years. What is new is that the FTC has amended the Rule and the scope now includes dealerships.

Q. What does it require?

A. The Rule requires dealerships to "develop, implement and maintain a comprehensive information security program" including:

- Technical, administrative, and physical protections.
- Written documentation specially developed for your dealership outlining the cyber security practices you have in place to protect your data. This includes reviewing your systems and the information you maintain along

Continued on pg.2

Continued from pg.1

with the specific steps you are taking to protect that data.

- On-going cyber assessments, at least twice per year ,to make sure you are following the best practices and industry standards.
- Annual Penetration Testing (PEN Test) to test security armor or defense and make any changes necessary to bring your dealership into compliance with the requirements.
- Documented confirmation that your vendors are also in compliance.

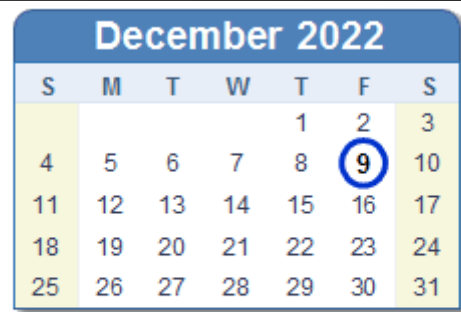
Q. When is this effective?

A. December 9th, 2022.

Q. I have 'in-house' IT- will they be able to implement these requirements?

A. The requirements mainly focus on advanced IT cyber security practices were-as most in-house IT does not have the time and/or expertise required to evaluate, plan and execute for what is required to meet the December 2022 deadline. No need to worry though. Dealer Cyber Solutions can work with your staff where we do the Cyber Security work and your staff continues with the day to day support just like they always have.

Q. Where is the best place to start to develop and implement a plan to meet these requirements by the December deadline?



Friday, Dec 9th 2022

A. One thing is for sure, winging it or creating a plan on the fly will not work out in your favor. You need to know where you are to determine what you need to do to reach compliance. You first need to pick someone who can both provide an assessment and implement a plan. An assessment alone is not good enough. You need it implemented by experienced, trained cyber security engineers to adhere to the new guidelines and make sure you mitigate the chances of a fine (a minimum of \$43,792 per violation). Dealer Cyber Solutions specializes in supporting dealerships. We know dealership cyber security and have the experts to plan and implement the specific requirements required by the FTC Safeguard Rule.

Don't be fooled by someone offering you a report that tells you if you're compliant or not. You need cyber security engineer experts that will design, configure ,and implement your network to become compliant with the law. Contact us at 810-354-1092 or visit: www.dealercybersolutions.com/ to get started today.

Free Safeguards Rule Checklist Download: Know Exactly What Needs To Be Done And More Importantly, When

Inside you will find:

- An easy to read outline of all of the requirements organized into annual, bi-annual, quarterly, monthly, weekly and ongoing categories
- A brief description and corresponding benefit of each requirement

Claim your FREE copy today at: <https://www.dealercybersolutions.com/safeguards-rule-checklist/>



Shiny New Gadget Of The Month:



Garmin Venu 2 Plus Smartwatch

One of Garmin's newest smartwatches is setting the standard for the industry. The Garmin Venu 2 Plus smartwatch comes in three different sizes and in various colors. With the Venu 2 Plus, you can connect the smartwatch to your mobile device, make phone calls and send text messages – all hands-free. The best functions of this smartwatch all relate to health and wellness since it gives you greater insight into your stress, hydration and respiratory levels. It can also keep track of your sleep patterns, heart rate and so much more. The smartwatch holds nine days of battery life, so it's perfect for backpackers and hikers. If you're looking for a great smartwatch, look no further than the Garmin Venu 2 Plus.

Leadership vs. Management: A Key Lesson For Business Leaders

Oftentimes, the words "leader" and "manager" become synonymous with each other. This is perhaps explained by the fact that people expect the leader of any organization to be adept at managing it too. However, when talking about businesses, the distinction between a good leader and a good manager becomes very apparent.

So what is this difference and how do you recognize it?

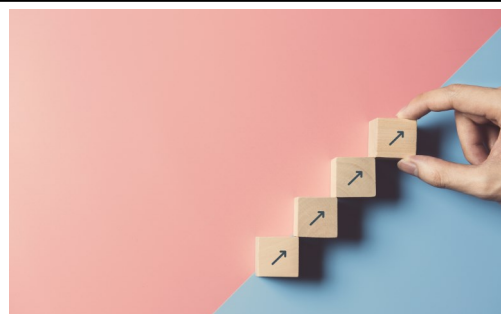
What makes a good leader?

A leader can make or break a business, task or team. They are people who, through inspiration and personality, drive other people forward toward a common goal in unison. A good leader isn't someone who makes all the right decisions all the time, but rather someone who can consistently think about the future and keep the business moving forward. Leaders need to share their insights and empower their team to implement a vision of how the business can progress, even through tough times.

True leaders give their team the room to make their own decisions. The key to this success is to check and recheck understanding of the goals and that the people carrying out the tasks know they can ask for help, and, in turn, create their own mini visions for their teams to achieve the plan.

What makes a good manager?

While a leader has a strategic vision and sets goals for the business, managers by their very definition manage and make sure stuff gets done. Managers, like leaders, are essential in any organization. We aren't talking business titles here; we're talking personalities. A great leader could be a manager by title. A manager's personality is essential, but does have some flaws or nuances that need to be understood.



A manager is more likely to manage the whole process for their employees right down to what pen to use. (I'm being facetious here, but I have actually seen it.) They are more likely to tell – not sell – the situation. They need to think of all the answers when, in fact, the best answer could come from the most unthought-of place. That said, new employees, even under great leaders, will need to be managed, so to speak, until they settle in. When they do, they will have more ability to use their own initiative.

A manager, meanwhile, may not check with the team to understand their current state of mind. Confidence in oneself plays a major driver in the difference between leader and manager. A leader has the confidence in themselves that, in turn, reflects on their team with the confidence that they'll deliver. Leaders believe genuinely that a village is built by a team and not one person. A manager is typically more concerned with the task at hand and only that task.

Every leader sometimes needs to be a manager as sometimes the role of a manager can be more effective at getting stuff done when in a pinch. The key to getting back to being a leader is ensuring the team understands the process and where they're headed. A leader and a manager can be the same person, but switching mentalities when fulfilling a role is crucial.

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.

■ The Future Of Leadership

The pandemic completely changed the way many people view work. If there's one thing for certain, it's that remote work will continue once the pandemic ends. If your business has switched over to a remote or hybrid environment, you may need to reevaluate your leaders to ensure their skills align with the new work environment. Strong remote leaders possess traits that are essential for success.

In fact, if you want your business to prosper in the future, you must ensure your leaders are good at communications since they might not be working in the same location as their employees. They also need to possess collaboration skills to

ensure each facet of every project is covered.

Additionally, your leaders should be able to align their values with those of your staff and customers. Empathetic and understanding leaders are the future, and you need to have a leader who will look out for their team while also taking care of any customer needs.

If you interview a candidate who possesses these great characteristics, they should be a top contender for your leadership positions.

■ 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.



I didn't see any compliance issues.

CartoonStock.com