

What's New

The clock is ticking...The updated GLBA Safeguards Rule means the **June 2023 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"



What Is Cyber, Crime, And Social Engineering Insurance?

Most people have heard of cyber insurance. News of cyber breaches grace the headlines almost weekly these days. But are you really covered for all types of thefts committed using the latest technology? The answer is probably not, especially if you aren't purchasing crime insurance. Let's take a look at what you're covered for under a cyber and crime policy.

center costs, legal services, identity monitoring and engaging a PR firm as well.

- Costs to recover and restore lost data corrupted or destroyed after a computer attack.
- Cyber extortion costs including the expenses for consultants and the demand.

Cyber Insurance for Theft of Data

Cyber gets plenty of shine as one of the hottest insurance products on the market. Cybercrime events lead the headlines frequently. Due to this activity, insurance carriers responded by creating one of the broadest products on the market. While every insurance policy is different, what does it actually cover? A truly comprehensive cyber program should cover your direct costs and liability to a 3rd party after a cyber event. Some of these direct costs can include:

- Event management costs which include costs for forensics services, notification expenses. Includes call

Business Interruption reimbursement for loss of income and extra expenses to get up and back running after a cyber event that causes your system to fail or the failure of computer system maintained by a vendor. Despite the broad language in cyber policies, gaps in coverage still exist. Next we'll take a look at crime insurance.

Crime Insurance for Theft of Money

With cyber getting all the shine, many overlook the need for crime insurance. Crime insurance has evolved to cover much more than employee theft as bad actors have become more

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sophisticated. Crime insurance is fundamentally designed to cover the theft of money. It covers the more traditional methods of theft including robbery, burglary, and forgery. But honestly, criminals are now committing these crimes from the comfort of their own home. Traditional crime insurance continues to expand to cover new types of theft as technology rapidly changes. Policies now cover fraudulent instructions sent electronically or physically (telephone, fax, etc.) instructing banks to transfer your company funds to another account.

Crime Insurance, Social Engineering and Using Stolen Information to Steal Money

Nowadays, bad actors are passing the bank and giving fraudulent transfer instructions directly to employees. Most people believe their employees would never fall for such a scam. These schemes are more common than you would think and often very successful! Essentially, criminals are using a virus, phishing or other traditional hacking methods to steal information. The stolen information will allow them to pretend to be an authorized employee to instruct others to make transfers.

This scheme has many names including social engineering, cyber crime, computer crime, spear phishing etc. Basically, social engineering is the place where cyber and crime meet. While coverage for cyber crime is available under both

crime and cyber policies by request, most underwriters agree that social engineering is just a new method for theft of money. Crime insurance policies specifically cover only the theft of money. Some examples of the type of scams potentially covered under the social engineering coverage are:

- Bad actor hacks into the CEO's email and sends an urgent message to the approved person to make transfers requesting funds transferred to an account for a top secret deal.
- Cybercriminal collects publicly available information to impersonate an executive and instructs an individual to make a transfer of funds.
- Employee inserts an infected storage device into a local network that allows the criminal enough access to enable the transfer of funds.
- Employee responds to a seemingly legitimate email and voluntarily provides enough sensitive information that allows someone to pose as that person to initiate a funds transfer directly or through another employee also known as phishing.

Takeaways

In this era, every dealership has some sort of cyber and crime exposure. Cyber and crime insurance experts agree, it's not if it's when. Make sure your insurance program is broad enough to cover any type of cyber attack regardless of the method or what was stolen. The best way to do that is purchase both a cyber and crime with social engineering policy.

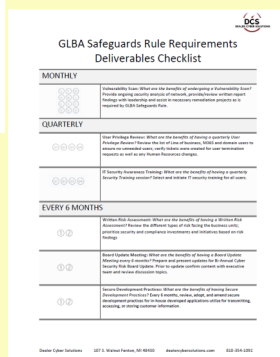
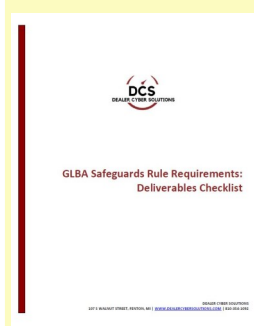
"Cyber insurance can help further protect your dealership if you become the victim of a cyber-attack."

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, every 6 months, 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:



Gunnar Eyewear

Americans are looking at screens more now than ever before. We're glued to our computers while at work, and when we go home for the night, we spend more time looking at the television or our cellphones. While looking at screens all day won't permanently damage eyesight, it can cause uncomfortable eyestrain and even headaches. If you suffer from these issues, you should try Gunnar's blue-light-filtering eyewear. These glasses come in many different styles and colors while offering various blue-light-filtering options from 35% to 98%. You can even have them made with your prescription so they can function as more than just your "computer glasses." It's a good thing Gunnar is around because their eyewear really does allow people to use their devices for longer without worrying about eyestrain.

Want To Learn Something New? Use These 5 Practical Tips

Have you ever noticed how some entrepreneurs go from being dirt-poor to becoming self-made billionaires? You probably wondered how they did it. Personally, I don't think they found success by being smarter, more hardworking or even luckier than the rest of us. I believe many super-successful leaders get there by *learning* better than the rest of us. Over the years, I have developed five practical ways to learn something new in business based on my experience.

Reading 10 Books

It's easy. Go to Amazon, type in the topic you want to master and read the 10 top-selling books in that category. Pay attention to the words and concepts that seem to matter the most.

Attending The Best Workshop On The Topic

When learning about predictive analytics, I bought the book *Predictive Analytics* by Eric Siegel. I learned the author hosted a massive conference on this topic, with the fitting name "Predictive Analytics," so I went to it.

Interviewing Experts For Advice

I decided I wanted to learn more about digital marketing a year ago. Many of our clients were struggling with the increasing digitization of demand creation, and I wondered how this trend might impact our own business in the future. Rather than interviewing 10 experts, I made a target list

and used referrals to interview over 100 experts on this topic. People are happy to have a 30-minute discussion about their favorite subjects to help you learn. You know you're getting your head around a topic when you start to hear the same buzzwords and pieces of advice again and again.

Hiring Someone As A Mentor Or Partner

You probably know a topic that an expert in another field would love to learn. Consider doing a "mentor swap" where you agree to exchange advice and pick each other's brains a couple of times a year. The only thing better than having an expert mentor is to hire an expert full time.

Leading A Project

You have heard the expression "The best way to learn something is to teach it." I've witnessed many clients and colleagues volunteer to run a project in an area of interest. In many cases, they were experts when they started the project, but immersing themselves in the topic and working toward delivering results in that area significantly boosted their expertise.

I have witnessed many leaders stall out in their careers. Most of the time, they get set in their ways and stop learning. If you want to keep thriving, adapting and innovating in your career, consider following these five tactics for learning something new.



Dr. Geoff Smart is the chairman and founder of ghSMART, a leadership consulting firm that exists to help leaders amplify their positive impact on the world. Dr. Smart and his firm have published multiple New York Times bestsellers. He stays active in his community and has advised many government officials.



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.

■ 2 Ways To Refine Work Relationships With Young Employees

The workforce gets younger every day, which can make things more challenging for business owners. Many have recently adapted to meet the needs of new millennial employees, but now even younger generations have started to work. This has required business owners to learn how to build meaningful relationships with these new employees. Here are a few ways you can do this, too.

Setting Standards Early

One of the most significant concerns for business owners, especially in regard to young employees, revolves around values. It can be hard if values don't align. To avoid

this situation, dive deep into this topic during the hiring process so you are well aware ahead of time.

Giving Young Employees Responsibility

Young employees want their work to matter and their voices to be heard. Once you get them through onboarding and you're comfortable with their skills, give them a chance to prove themselves.

■ Improve Your Sales Team And Grow Your Business

It's no secret that sales can make or break any business. Without a strong sales plan and team in place, it's difficult to bring in any profit or move your products. If your business has struggled to reach its sales goals, you must reevaluate your sales

process and make any necessary adjustments. Check out the following three pieces of advice to help you get started.

Discover Your Company's Vision

Where do you want your business to be in five to 10 years? How will you get there? You need to figure this out and get your sales team to buy into your vision so they can help your business reach its goals.

Hire The Right Team

Evaluate your current team members and see if there's anyone who is not meeting expectations. Have a discussion and try to inspire them – but if there's no improvement, find a more suitable option.

Create A Pleasant Company Culture

Your team members will put forth their best effort if your business is somewhere they want to work. Create a culture where everyone is recognized, is heard and has the opportunity to grow, and you'll soon notice many benefits, including sales growth.

