

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

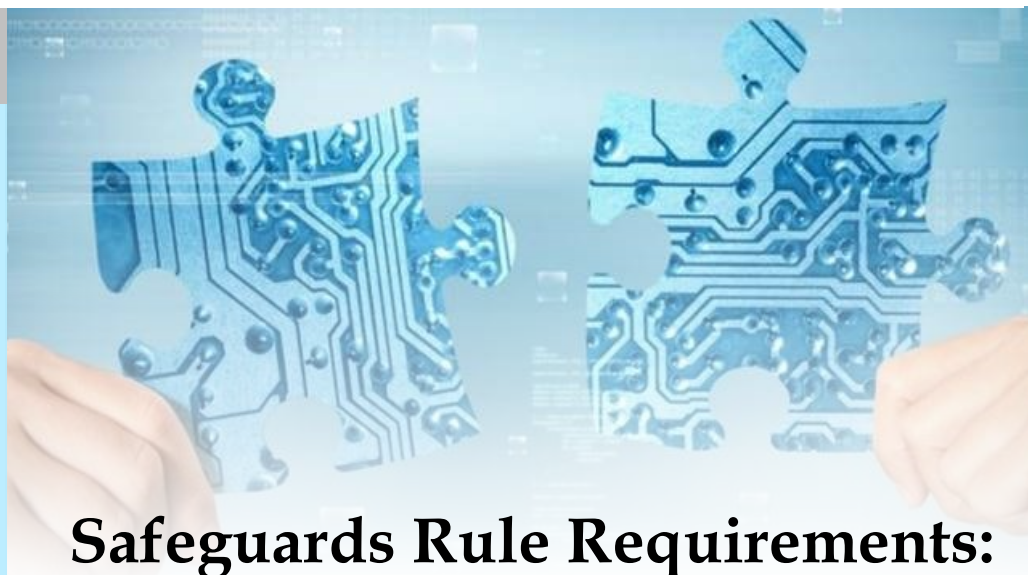
An effective cyber defense entails much more than just implementing antivirus software and setting up a firewall. We are experienced at helping dealerships meet these compliance requirements so if you need any assistance, contact us at 810-354-1092.

October 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"



Safeguards Rule Requirements: Putting All Of The Pieces Together

It is difficult to imagine there is any dealership that has not at least heard of the FTC's Safeguards Rule December deadline. Perhaps you have looked at the Rule and became overwhelmed with the requirements. Maybe you have even started to evaluate your current IT systems for compliance but got lost in the details of what exactly is required to be compliant. In addition, there have been numerous seminars, webinars, articles, and sales pitches from various sources in an attempt to help distill the requirements down into manageable tasks. As with any significant industry change, there comes some misinformation as well.

So, let's take a look at the quickest and most effective path for your dealership to take to help you drive across the Safeguards Rule line.

To start, it is easiest to breakdown the Safeguards Rule compliance requirements into two buckets – First, you need to assess and evaluate your current IT cybersecurity compliance posture. Once you know where you meet requirement standards and more importantly, where your dealership falls short, you need to then plan and implement processes and systems to ensure compliance.

In addition to our own capabilities to provide the initial assessment, you have likely heard of software vendors like ComplyAuto, ComplyNet, and others that also have software programs which identify your strengths and weaknesses as it relates to the compliance requirements. As a Preferred Vendor with some of these providers, Dealer Cyber

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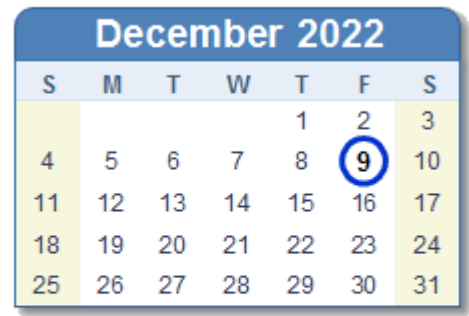
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Solutions President and CEO Timothy Ricketts states that *"While we do not endorse one software vendor over the others, we know from working with them that they can help clients to identify what is needed but what has been lacking is providing them with an Advanced IT Cyber Security service provider that can generate and implement the plan to achieve compliancy. This is where Dealer Cyber Solutions comes in."*

Not only can Dealer Cyber Solutions provide the assessment, we also have the cyber security network engineering staff expertise and auto dealer experience to help you implement the technical requirements that the assessment identifies. We can help dealers become compliant with the revised Safeguards Rule by delivering an all-encompassing solution.

As a specialized cyber security company with over 25 years in business, Dealer Cyber Solutions knows that dealerships need to begin preparing now to meet the December deadline as the items required for compliance cannot be accomplished overnight. *"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."* Ricketts says.

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Friday, Dec 9th 2022

At Dealer Cyber Solutions, we know that the day-to-day functions of sales, service, F&I, warranty, parts and so on... and the challenge of finding and keeping quality help and securing product for them to sell and service consumes much of your time. Add to this, with the Safeguards Rule, 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. Another thing you just do not have time to manage.

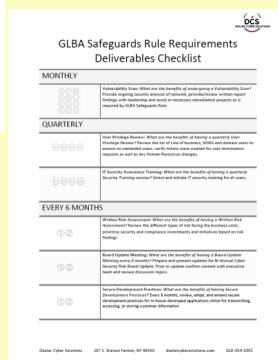
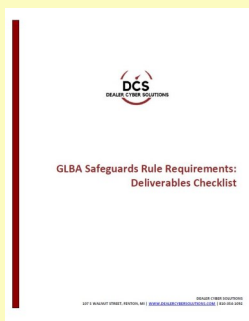
Don't be fooled by someone offering you a report that tells you if you're compliant or not. It is just not that simple. You need both the assessment and cyber security engineering expertise to design, configure, and implement your network to become compliant with the law. Dealer Cyber Solutions can provide both. Get started today - contact us at 810-354-1092 or visit: <https://www.dealercybersolutions.com/>

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:



Bril

It might be surprising to hear, but our toothbrushes are some of the dirtiest items in our households. There's a good chance that there are more than a million kinds of bacteria living on your toothbrush right now. Unfortunately, rinsing your toothbrush after brushing is only so effective. That's why Bril was invented.

Bril is a portable toothbrush case that sterilizes your toothbrush after every use. It contains an all-natural ultraviolet light that kills 99.9% of germs on contact. It's simple to use as all you have to do is place your toothbrush inside and close the lid. Bril does the rest. It's the quickest, most effective and easiest way to ensure your toothbrush head stays clean.

3 Questions No Leader Should Ever Ask

Over the years, I have advised many CEOs and business owners on their most important leadership issues. In life, people like to think that there aren't inherently right and wrong questions to ask, but I think that's a misconception – especially in the world of business. "Right" questions are the ones that matter. They cut to the heart of the issue and produce an answer that a leader can act on. The "right" questions help leaders get results.

On the other hand, you have "wrong" questions. The mere act of asking these questions can lead you down the wrong path and prevent you from achieving your full potential in your career. Over the years, I've heard the "wrong" questions asked a multitude of times, and they can usually be grouped into three distinct categories.

Ethical Questions

The wisest, most successful leaders I have worked alongside all seem to lead according to this rule regarding ethical questions: "If you have to ask, then don't." In other words, if there is something that makes you feel that it is in the gray area or that taking an action might even be misinterpreted as unethical, then just don't do it. I've never seen a leader regret having held back from taking an action when they had an ethical question. "How unethical would it be if..." is a question no leader should ever ask.

Questions Regarding Underperformance

There is a cycle of "facing reality" that my clients sometimes go through. They have a bold vision: a goal to achieve something great. And when they realize that they don't have the team to make it happen, they start to fantasize and



think, "I wonder if Fred or Amy will rise to the occasion and suddenly display strengths or show a burst of energy we have not seen to achieve these results." Subordinates typically follow a very predictable pattern of performance. Great leaders know who they can count on to do what. So you rarely see great leaders asking themselves, "I wonder if my subordinate will suddenly perform well in a role that does not appear to fit their talents and interests."

Questions About Trusting Your Boss

There is a saying that people don't quit companies, they quit bad bosses. So if you find yourself wondering whether you can trust your boss or not, you likely can't. Go find a boss you can trust, one who will hold your interests in high regard. Rarely do you see great leaders staying in roles where they ask themselves, "I wonder if I can trust my boss."



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 best sellers. 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.

■ These Marketing Trends Didn't Go Out Of Style

When people think about trends, they often imagine what's in style at that current moment. We like to imagine that trends come and go, but the opposite is sometimes true. In fact, the greatest trends become a part of our culture. At one time, people thought cellphones, texting and computers were just a phase, but decades later, they're still here because they made our lives better! Trends in marketing are the same. Sometimes a fresh marketing strategy will pop up, but if it works, it will become a mainstay.

As you continue to plan your marketing strategy for the next few months and the

upcoming year, you can look at previous statistics to ensure your methods are successful. Below, you will find three marketing strategies that have proven successful in the past. If these strategies are properly utilized by your company in today's climate, you will quickly see results.

Using Influencers

People love to use their smartphones and social media. During the pandemic, many businesses started to advertise on Instagram and TikTok through the use of social media influencers. A TopRank Marketing survey found most B2B marketers believe this strategy changes minds, improves the brand

experience and yields better campaign results.

Advertising On Podcasts

There are podcasts available that discuss every topic imaginable, and over 30% of Americans listen to a podcast on a monthly basis. That percentage rises when you look at younger demographics. Advertising on podcasts is a great way to reach a younger audience.

Leveraging AI

The importance of artificial intelligence (AI) for B2B marketing became crystal clear recently, when a Salesforce study reported that 80% of business buyers expect the companies they reach out to will talk to them "in real time," regardless of the hour. This statistic highlights how important chatbots and other AI solutions are for customer conversion.

If you've seen success with certain marketing trends in the past, you don't have to get rid of them when you develop a new marketing strategy.



"I just feel fortunate to live in a world with so much disinformation at my fingertips."

CartoonStock.com