



Most of us carry our phones everywhere, trusting them with everything from passwords to private business conversations. But here’s the sad truth: phone tracking is far more common – and easier – than most people realize.

Whether it’s a jealous partner, a disgruntled employee or a cybercriminal targeting your business, anyone with the right tools can monitor your location, read your messages or even access sensitive business data without you ever knowing. And for business owners, that puts more than just your privacy at risk. It puts your operations, clients and bottom line in danger.

How Phone Tracking Works:

There are several ways someone might track your phone:

Spyware Apps: These can be installed to monitor calls, texts and app usage. Some can even activate your microphone or camera without your knowledge.

Phishing Links: Clicking a malicious link in an e-mail or SMS can silently download tracking software onto your phone.

Location Sharing: Apps with excessive permissions or with social platforms you forgot were still logged in might be sharing your location in the background.

Stalkerware: This spyware is designed to hide in plain sight, often disguised as harmless apps or settings tools.

These methods don’t require advanced hacking skills – many are sold commercially under the guise of “monitoring software.”

Why This A Big Deal For Business Owners

If you run a company, your phone likely contains more than just personal messages. Think: e-mails with confidential client data, saved passwords, banking access and employee records. A compromised phone can be an open door to your entire business.

The scarier part is the likelihood that you won’t realize you’re being tracked until it’s too late, after an account is drained, a deal is leaked or customer trust is broken.

Consider this: a single data breach costs US small businesses an average of \$120,000 (Verizon Data Breach Investigations Report). If your device is the weak link, that breach could start in your pocket any time.

Signs Someone Might Be Tracking Your Phone

Most spyware tools are designed to operate quietly, but there are still signs to watch for:

- Battery drain that doesn’t match usage
- Increased data usage or strange spikes
- The phone feels hot when idle
- Unexplained apps or icons
- Background noise during calls
- Frequent crashes/unresponsive screens

These symptoms don’t guarantee your phone is compromised, but when paired alongside other unusual behavior, they’re worth investigating.

How To Stop Phone Tracking

If you suspect someone is tracking your

phone, here’s what to do:

1. Run A Security Scan: Use a reputable mobile security app to detect and remove spyware or malware. These tools can also monitor your device in real time and alert you to new threats.

2. Check App Permissions: Go through your app list and review permissions. Disable unnecessary access to location, microphone and camera – especially for apps you rarely use.

3. Update Your Phone: Security updates often include patches for vulnerabilities that spyware might exploit. Make sure your phone is running the latest OS.

4. Perform A Factory Reset: If spyware is confirmed and can’t be removed easily, a factory reset is the most thorough option. Just make sure to back up critical data, complete the reset and then change all important passwords.

5. Set Up Security Controls: Use biometric logins (like Face ID or fingerprint) and enable multi-factor authentication on business apps.

Don’t Leave Your Phone – And Business – Exposed

Because you’re a business owner, your phone is more than a personal device. It’s a mobile command center, customer file cabinet and sometimes a virtual vault. That’s why keeping it secure should be a priority.

Cybercriminals are opportunists, and a compromised mobile device gives them an easy way in – no firewall needed.



THE DEALER CYBER SOLUTIONS TIMES

Microsoft Partner
Silver Cloud Platform
Silver Cloud Productivity
Silver Small and Midmarket Cloud Solutions



THE COMPLIANCE BLIND SPOT:

What You’re Missing Could Cost You Thousands

Many dealerships operate under the misconception that regulatory compliance is a concern solely for large corporations.

However, in 2025, this belief couldn’t be further from the truth. With tightening regulations across various sectors, dealerships are increasingly in the crosshairs of compliance enforcement agencies.

Why Compliance Matters More Than Ever

Regulatory bodies like the Federal Trade Commission (FTC), and Payment Card Industry Security Standards Council (PCI SSC) have intensified their focus on data protection and consumer privacy.

Noncompliance isn’t just a legal issue – it’s a financial and reputational risk that cripples businesses.

Key Regulations Affecting Dealerships

1. FTC Safeguards Rule

Dealerships that collect consumer financial information are required to:

- Develop a written information security plan.
- Designate a qualified individual to oversee security measures.
- Conduct regular risk assessments.

- Implement multifactor authentication (MFA).

Violations can result in penalties up to \$100,000 per incident for businesses and \$10,000 for responsible individuals. Scary, huh!

2. PCI DSS (Payment Card Industry Data Security Standard)

Any dealership that processes credit card payments must adhere to PCI DSS requirements. Key mandates include:

- Secure storage of cardholder data.
- Regular network monitoring and testing.

continued on page 2...

...continued from cover

- Implementation of firewalls and encryption protocols.
- **Access control measures** to restrict data access.

Sources say noncompliance can lead to fines ranging from \$5,000 to \$100,000 per month, depending on the severity and duration of the violation.



Real-World Consequences Of Noncompliance

The notion that only the largest dealerships are susceptible to scrutiny on data security is a dangerous misconception. While headlines often focus on multi-million dollar penalties levied against household names, regulatory agencies remain committed to pursuing entities across the spectrum, including those within the automotive sector.

Steps To Ensure Compliance

- 1 Conduct Comprehensive Risk Assessments:** Regularly evaluate your systems to identify and address vulnerabilities.
- 2 Implement Robust Security Measures:** Use encryption, firewalls and MFA to protect sensitive data.
- 3 Train Employees:** Ensure your staff understands compliance requirements and best practices.

- 4 Develop An Incident Response Plan:** Prepare for potential breaches with a clear action plan.
- 5 Partner With Compliance Experts:** Engage professionals who can guide you through the complexities of regulatory requirements.

Don't Wait Until It's Too Late

Compliance isn't just a legal obligation – it's a critical component of your dealership's integrity and longevity. Ignoring these requirements can lead to devastating financial penalties and irreparable damage to your reputation.

Don't let a compliance blind spot jeopardize your success.

Your Dealership Does Not Need To Be Hacked To Have Your Information On The Dark Web. If Any Company You Are Associated With Experiences A Data Breach, Your Information Is Available. This Means When AT&T, Equifax, Home Depot, And Genesys Hospital (Ascension) Get Hacked...

...your information is on the Dark Web. And once they have your password(s), it's only a matter of time before they destroy your business, 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?

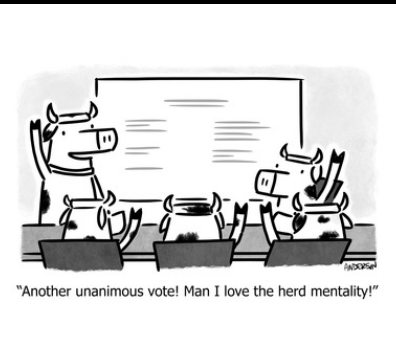
Our 100% FREE and 100% confidential, exclusive Dark Web Scan is your first line of defense. To receive your report in just 24 hours, visit the link below and provide us with your name and company e-mail address. Hopefully, it will be ALL CLEAR and you can breathe easy. But if your company, your profits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

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

Claim Your FREE Dark Web Scan Today At <https://www.dealercybersolutions.com/dark-web-scan/>



CARTOON OF THE MONTH



Jesse Cole built the iconic Savannah Bananas brand from nothing by doing things differently. The key to his success was his “fans first” mindset, which centers on creating an incredible experience for each individual fan.

“[Fans] aren't buying because of the product,” Cole explained. “They're buying it because of how we make them feel. That's the differentiator.”

Here are his takeaways for businesses who want to create raving fans too.

Eliminate Friction.

Put yourself in the customer's shoes and eliminate the friction they experience. Just like Walt Disney used to walk around Disneyland every day to find things to improve, businesses should go through the sales and onboarding process to look for friction points—and reduce them whenever possible.

Entertain Always.

The heart of entertainment is to provide enjoyment, according to Cole. “How do you map the journey for your customers, every step of the way, to provide enjoyment and make their lives better?” he said. Think about the little details; there are many stages of the experience of working with you, from first impressions to

onboarding. Try to make every stage remarkable. Those interactions set the tone when someone starts working with you.

Experiment Constantly.

And don't just experiment—try the exact opposite of what's normal. Not every experiment will work, but the ones that do have the opportunity to become groundbreaking successes. And people only remember the successes, not all the failures along the way.

Engage Deeply.

“Do for one, what you wish you could do for many,” Cole said. The Magic Castle Hotel in Hollywood is a master of this tactic as well; their CEO says the key is to “listen carefully, respond creatively.” By creating tailored experiences for individuals, you show your entire fan base that you care deeply for the people who support you.

Empower Action.

“Stop standing still, start standing up,” said Cole. “None of [the rest of it] matters if we don't empower first ourselves, and then our team.” To this end, he advised businesses to not underestimate the power of a thank you—to your team, your mentors and your clients—when it comes to building raving fans.

SHINY NEW GADGET OF THE MONTH

Withings Omnia Smart Mirror

The Withings Omnia Smart Mirror is a concept health device that centralizes wellness tracking at home. It performs daily 360° health scans, measuring heart metrics (ECG, AFib, vascular age), body composition, sleep quality, activity, and nutrition. Integrated with the Withings ecosystem, it delivers personalized insights via an AI voice assistant and allows users to share data with clinicians through the Withings+ app. Features like 24-hour cardiologist reviews are included via Cardio Check-Up. Though not yet available for purchase, select features will launch in the Withings app later this year. Omnia was unveiled at CES 2025.



WINDOWS 10 END OF LIFE

Your Dealership Is One Update Away From Disaster

If your dealership is still running Windows 10, you're sitting on a ticking time bomb. After October 14, 2025, no more security updates means your systems will be a prime target for hackers, and you'll be left scrambling to avoid breaches, data loss and costly downtime. Don't wait until disaster strikes.

This isn't just an upgrade—it's about survival in today's high-stakes cybersecurity landscape.

Contact us today at 810-354-1092 to claim your FREE Microsoft Risk Assessment and Migration Plan.