



in the HOOP

YOUR MONTHLY DOSE OF TECH TIPS &
HOOP5 NEWS



MONTHLY UPDATE FROM MANDY

As you embark on the journey of adopting AI-based apps, it's crucial to keep your security hat on! Embracing this cutting-edge technology comes with a world of benefits, but we must also be mindful of potential risks.

Before you dive headfirst into any AI-based app, take the time to evaluate its security features. Ensure that the app is designed with data privacy and protection in mind. Always opt for apps from reputable developers who prioritize security. Remember, the security of your customer data and sensitive business information should never be compromised. A little due diligence goes a long way.

Need some help ensuring your cybersecurity strategy is up to the challenge? Reach out to us at info@hoop5.net to schedule a chat.

Until then, stay safe,

Mandy Irvine McClure

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DID YOU
KNOW



In 2014, Amazon introduced its first smart speaker, the Amazon Echo, with the voice-controlled assistant Alexa.



02 CYBERSECURITY SKELETONS IN YOUR BUSINESS' CLOSET

Let's dive into a topic that might give you the chills—cybersecurity skeletons in the closet. You may not have old skeletons hidden away in the basement, but there's a good chance of cybersecurity vulnerabilities lurking in the shadows. Just waiting to wreak havoc.

You can't fix what you can't see. It's time to shine a light on these hidden dangers, so you can take action to protect your business from potential cyber threats.

Here are some of the most common cybersecurity issues faced by SMBs:

Outdated Software: The Cobweb-Covered Nightmare

Running outdated software is like inviting hackers to your virtual Halloween party.

When software vendors release updates, they often include crucial security patches. These patches fix vulnerabilities that hackers can exploit. Keep everything up to date to ensure your digital fortress is secure.

Weak Passwords: The Skeleton Key for Cybercriminals

If your passwords are weak, you might as well be handing out your office keys to cybercriminals.

Instead, create strong and unique passwords for all accounts and devices. Consider using a mix of upper and lowercase letters, numbers, and special characters.



Unsecured Wi-Fi: The Ghostly Gateway

Ensure your Wi-Fi is password-protected. Make sure your router uses WPA2 or WPA3 encryption for an added layer of security. For critical business tasks consider a virtual private network (VPN). It can shield your data from prying eyes.

Lack of Employee Training: The Haunting Ignorance

Employee error is the cause of approximately 88% of all data breaches.

Without proper cybersecurity training, your staff might unknowingly fall victim to phishing scams. Or inadvertently expose sensitive information. Regularly educate your team about cybersecurity best practices.

Such as:

- Recognizing phishing emails
- Avoiding suspicious websites
- Using secure file-sharing methods

No Data Backups: The Cryptic Catastrophe

Imagine waking up to find your business's data gone, vanished into the digital abyss. Without backups, this nightmare can become a reality.

Embrace the 3-2-1 rule. Have at least three copies of your data, stored on two different media types. With one copy stored securely offsite.

No Multi-Factor Authentication (MFA): The Ghoulish Gamble

Adding MFA provides an extra layer of protection. It requires users to provide extra authentication factors. Such as a one-time code or passkey. This makes it much harder for cyber attackers to breach your accounts.

Disregarding Mobile Security: The Haunted Phones

Ensure that all company-issued devices have passcodes or biometric locks enabled. Consider implementing mobile device management (MDM) solutions.

These will enable you to enforce security policies.

Shadow IT: The Spooky Surprise

Shadow IT refers to the use of unauthorized applications within your business. It might seem harmless when employees use convenient tools they find online.

Regularly audit your systems to uncover any shadow IT lurking under cover.

Incident Response Plan: The Horror Unleashed

Develop a comprehensive incident response plan. It should outline key items such as how your team will detect, respond to, and recover from security incidents. Regularly test and update the plan to ensure its effectiveness.



Aisizon Wireless Clip Mic

The Aisizon Wireless Clip Mic is a versatile and high-quality microphone that allows you to capture clear and professional audio wirelessly. With its compact design and easy-touse clip, it can be conveniently attached to your clothing or any other surface, providing hands-free recording for various applications such as interviews, presentations, vlogging, and more. This is the perfect companion for capturing crystal-clear audio on the go.



Software-as-a-Service (SaaS) has revolutionized the way businesses operate. But alongside its benefits, SaaS brings with it potential threats. When software and data are online, they're more vulnerable to attacks. One of the latest threats to move from endpoint devices to the cloud is ransomware.

Between March and May of 2023, SaaS attacks increased by over 300%. A study in 2022 by Odaseva found that 51% of ransomware attacks targeted SaaS data.

What is SaaS Ransomware?

SaaS ransomware is also known as cloud ransomware. It's malicious code designed to target cloud-based applications and services. These include services like Google Workspace, Microsoft 365, and other cloud collaboration platforms.

Defending Against SaaS Ransomware

Educate Your Team

Start by educating your employees about the risks of SaaS ransomware. Include how it spreads through phishing emails, malicious links, or breached accounts. Teach them to recognize suspicious activities and report any unusual incidents immediately.

Enable Multi-Factor Authentication (MFA)

MFA is an essential layer of security. Enabling MFA reduces the risk of unauthorized access. This is true, even if a hacker compromises an account's login credentials.

Regular Backups

Frequently backing up your SaaS data is crucial. Having up-to-date

backups ensures that you can restore your files. You won't need to pay the attacker's ransom demands.

Apply the Principle of Least Privilege

Limit user permissions to only the necessary functions. By doing this, you reduce the potential damage an attacker can do if they gain access.

Keep Software Up to Date

Ensure that you keep all software up to date. Regular updates close known vulnerabilities and strengthen your defense.

Deploy Advanced Security Solutions

Consider using third-party security solutions that specialize in protecting SaaS environments. These solutions can provide many benefits. Including:

- Real-time threat detection
- Data loss prevention
- And other advanced security features

Track Account Activity

Put in place robust monitoring of user activity and network traffic. Suspicious behavior can be early indicators of an attack. One example to watch for is several failed login attempts. Another is access from unusual locations.

Develop an Incident Response Plan

Prepare and practice an incident response plan. It should outline the steps to take in the event of a ransomware attack. A well-coordinated response can mitigate the impact of an incident. It can also aid in faster recovery. The sooner your team can respond, the faster business gets back to normal.

04

SHOULD YOUR BUSINESS UPGRADE TO THE NEW MICROSOFT INTUNE SUITE?

Endpoint management has changed a lot over the last two decades.

The average enterprise endpoint makeup is 60% mobile devices. And it's estimated that they handle about 80% of the workload. What does this mean for security? That's why an endpoint device management solution has become a necessity.

One that might be on your radar is the new Microsoft Intune Suite. It bundles several areas of endpoint management into a single platform.

What Does Microsoft Intune Suite Include?

It includes all the core features of Intune, plus:

- Microsoft Intune Remote Help
- Microsoft Intune Endpoint
- Privilege Management
- Microsoft Tunnel for Mobile
- Application Management
- Management of specialty devices
- Select Microsoft Intune advanced endpoint analytics features

Advantages of Subscribing

- Streamlined Device Management
- Provide Secure Helpdesk Support
- Enhanced Security and Compliance
- App Management Made Easy
- BYOD-Friendly
- Scalability and Cost-Effectiveness

What Do You Need to Consider?

Alright, those are some pretty compelling reasons to consider Microsoft Intune Suite. But let's take a moment to address some potential downsides you need to consider as well.

Learning Curve

One common concern is the learning curve. Luckily, we can help you with training and support to ensure a smooth shift.

Do You Have Legacy Systems?

Does your business rely on legacy systems or run a large number of onpremises servers? Then integrating Intune into your existing setup may take some extra effort.

05

9 REASONS TO USE AIRPLANE MODE EVEN IF YOU'RE NOT TRAVELING

Most people are familiar with their device's Airplane Mode. You've probably used it when jetting off to exotic locations. But did you know that it's not just for globetrotters?

That's right! Airplane Mode isn't only for flying; it can be a handy feature for your everyday life.

Here are some top reasons why you should consider toggling it on, even if you're not traveling.

1. Save that precious battery life
2. Boost your charging speed (by about 4x)
3. A tranquil escape from notifications
4. Focus Mode: Engaged!
5. Prevent embarrassing moments
6. Roaming woes, be gone!
7. A digital detox
8. Avoid unwanted radiation
9. Save data and money

06

TIPS TO OPTIMIZE A DUALMONITOR SETUP

Two monitors are often better than one when it comes to getting things done efficiently. A dual-monitor setup can significantly enhance your productivity. This is true whether you're a gamer, a creative professional, or an office wiz who loves to multitask.

It's common for people to feel "off kilter" when trying to work from two monitors. The cause is usually the setup.

Here are some dual-monitor setup best practices to help you improve your two-screen experience and take it to the next level.

1. Match size and resolution
2. Get the right cables
3. Positioning is everything
4. Embrace the Extended Desktop
5. Focus on Taskbar Tweaks
6. Leverage Shortcuts
7. Gaming in style

07

LEARNING ESSENTIAL CYBER HYGIENE

As technology continues to advance, so does the need for heightened awareness. As well as proactive measures to safeguard sensitive information.

Cybersecurity can seem like an insurmountable task for everyday people. But it's not only a job for the IT team. Everyone can play a part in keeping their organization's data safe. Not to mention their own data.

October is Cybersecurity Awareness Month. It serves as a timely reminder that there are many ways to

safeguard data. Following the basics can make a big difference in how secure your network remains.

This is CAM's 20th year. To celebrate, the theme revolves around looking at how far cybersecurity has come. As well as how far it has to go. This year, CAM focuses on four key best practices of cybersecurity:

- Enabling multi-factor authentication
- Using strong passwords and a password manager
- Updating software
- Recognizing and reporting phishing

