Cybersecurity: An Ethical Responsibility

There's no mistaking it: cybercrime is exploding, and the numbers are staggering. Last year alone, for example, nearly one million new malware threats were created *each day.* In spite of this, the legal world has been bafflingly slow to make changes to their information security. Jefferey Brandt, a celebrated law firm IT expert and blogger, referred to the state of law firm cybersecurity as "abysmal." Reports like the International Legal Technology Association Survey show alarmingly low efforts to incorporate common safeguards like two-factor authentication, encryption or intrusion detection tools.

Lawyers have a duty to keep the information that passes through their firms private. Too often, however, lawyers have failed to take measures that protect that information. The ABA Model Rules of Professional Conduct now require "a lawyer to act competently to safeguard information relating to the representation of a client against unauthorized access by third parties." The most important reason for this is the responsibility of lawyers to maintain client confidentiality. Closely tied to it is the responsibility to be competent, allowing a lawyer to protect said confidentiality.

Though these rules establish a clear ethical duty to the client, they do not offer specific standards of what is considered sufficient protection. The ABA recommends that lawyers discuss those standards openly with their clients, with transparency about their firm's security technology and practices. In addition, lawyers should be well-versed in the nature of the information security they offer and be willing to follow policies and procedures that protect a client's data.

In the event of a breach, a firm will need to show that it has made reasonable efforts to keep its databases secure. By being proactive about incorporating essential security elements *now,* you will be able to prove your firm has met those efforts. This includes using encryption, having clear policies in place, using incident detection and prevention tools and properly educating your personnel.

As a lawyer, your responsibility to protect online data is clear. By taking steps now to improve your cybersecurity, you fulfill that duty and protect both your clients and your firm.

Visit **www.palmtech.net/haunted/** and complete the form to request a **FREE Cybersecurity Assessment** during the month of October for your legal firm in order to be aware of your firm's vulnerabilities before it is too late.

Chuck Poole, President, PalmTech

"We often contact you about problems; not this time. I am writing to express my satisfaction with everything that you have set up. Our systems have been running very smoothly and the increased efficiency is amazing. Thank you for all of your good work."
-- Paul Rampell, Esq.

West Palm Beach, FL

In This Issue

Is Your Firm Protected? What You Need To Be Doing NOW

In the world of technology no topic is getting more attention than cybersecurity and just as popular is the concern over law firms being targeted for cyber attacks. Is your firm doing enough? Though no database is impenetrable, there are a few simple steps that every law firm should be taking to best protect its clients, vendors and employees.

The first is **encryption, encryption, encryption**. It is the first line of defense against hacking, and if you or your employees are NOT using encryption, you are leaving your system extremely vulnerable. Any private information that is coming into or being sent out by a firm should be encrypted, including emails and cloud storage. In addition, make sure to encrypt laptops and smart devices.

Review your data security policies and plans every year, including business continuity, disaster recovery, password policies, personal device policies, etc. Consider investments like a security assessment or penetration testing to evaluate your system's strengths and weaknesses. Be sure you have cyber insurance in place and review your coverage thoroughly.

Perhaps the most important step is educating your users, and it should be treated as such. Secure user protocols can sometimes seem tedious and unnecessary, but they are often the crucial element for preventing a breach. Offer yearly instruction on policies, security and plans. Ensure your employees are kept updated on the latest cybersecurity news. Education like this can help shift attitudes on the importance of data protection, and as a result, create a safer environment for your firm.

Though threats to our privacy may be increasing, the practices listed above will go a long way to helping your firm avoid an attack. By talking with your IT professionals, you can learn what options are right for your firm, and how best to implement them.

Call us at (561) 969-1616 and we can help. In fact, during the month of October, we are offering you a FREE Cybersecurity Audit ($897 Value). This audit will give you the answers necessary to determine if your firm's network is secure against cybercriminals. Visit www.palmtech.net/haunted/ by **October 31st** and complete the form to claim your FREE audit.

Visit www.palmtech.net/haunted/ by October 31!

*Offer valid to qualified new prospective businesses with 10 or more computers and a minimum of one server.

Free Report Download: If You Are Considering Cloud Computing For Your Firm – Don't, Until You Read This …

If you are considering cloud computing or Office 365 to save money and simplify IT, it is extremely important that you get and read this special report, **"5 Critical Facts Every Business Owner Must Know Before Moving Their Network To The Cloud."**

This report discusses in simple, non-technical terms the pros and cons of cloud computing, data security, how to choose a cloud provider, as well as three little-known facts that most IT consultants don't know or won't tell you about cloud computing that could end up causing you MORE problems and costing you more money than you anticipated.

Even if you aren't ready to move to the cloud yet, this report will give you the right information and questions to ask when the time comes.

Get Your Free Copy Today: www.palmtech.net/cloud-report/

Passion Is Powerful

A few months ago I had the pleasure of working with Germania Insurance at their annual sales conference. The night before, at dinner, I was fortunate to sit at the table with Matt Sodolak. I use the word "fortunate" because I was about to witness what I would best describe as TRUE PASSION for your profession.

I asked a question of Matt that I have asked countless times, "How do you like being in the insurance business?" His response surprised me. Without any hesitation he said, "I love it. It's my job for life."

In all my years of interviewing people, I have never had anyone say, "This is my job for life." The passion, sincerity and conviction in his voice just knocked me over. He sat forward in his chair and followed his statement with, "I love helping people, and I get to do it every day."

There was NO DOUBT in my mind the passion Matt felt for his job, career and the company he worked for. I felt that anyone who had Matt as their agent was so fortunate. He never mentioned commissions … he talked the whole time about protecting his clients and how people counted on him to make sure they had the proper coverage in case something disastrous happened.

Unfortunately, something disastrous did happen; Texas has been slammed this year with enormous floods destroying millions of dollars in property and causing havoc to people's lives. I heard from Matt last week, and he shared a quick story about one of the people who works in their claims department. She said,

"Being in the insurance business, all of our customers' problems become our problems and we have to be here to help them through it … that's why they do business with us and that's what keeps our lights on; you gotta love it or you are at the wrong place!"

It doesn't surprise me that anyone who works with Matt would also have a passion for their job; he would attract other people who would want to do, help and care for others. Let me share a few anonymous quotes with you about the Power of Passion:

"Maybe the one thing that is keeping your career from taking off … is that you aren't looking at it as a career; it is simply a job to you; and your customers, associates, managers and boss can sense that."

"There is always going to be frustration, toil, hassles, problems, glitches, hitches and difficulties in any job (that is why they call it work). But, if you look at it from a different perspective … that what you are doing is helping people in some way … then it all becomes worthwhile."

Galileo, the great Italian astronomer, physicist, engineer, philosopher and mathematician, once said: "Passion is the genesis of genius." So, let your passion become the start of something great for your career.

Robert Stevenson is a highly sought after, internationally known speaker. He is the author of the best-selling books *How to Soar Like An Eagle in a World Full of Turkeys* and *52 Essential Habits For Success*. Robert is a graduate of the Georgia Institute of Technology (Georgia Tech) and is a former All-American Athlete. He started his first business at 24 and has owned several companies. Robert has international sales experience dealing in over 20 countries, and his client list reads like a Who's Who in Business. He has shared the podium with such renowned names as Generals Colin Powell and Norman Schwarzkopf, Former President George H.W. Bush, Anthony Robbins and Steven Covey. www.robertstevenson.org/.

Rotary International's 2015 Dictionary Project

Chuck Poole, president of PalmTech, distributed dictionaries along with his fellow Rotarians recently to 3rd graders within the West Palm Beach area.
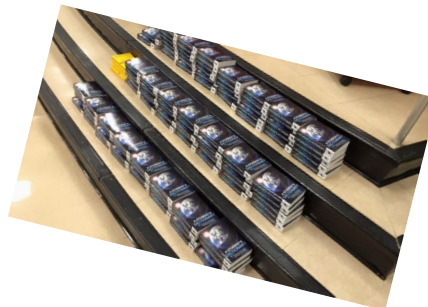
As of this year, the West Palm Beach Rotary Club has delivered a dictionary to every third grader in 14 West Palm Beach elementary schools for eight years.

The object of the Rotary Dictionary Project is to provide third grade students a personal dictionary of their very own that will serve them at least through elementary and middle school.

Many educators and researchers see this as a key to better reading, speech and writing. These skills will improve student performance in other subjects as well. Receiving the dictionaries from Rotary members is beneficial to students as well.

The young people meet successful adults in their community who care enough about them to purchase these dictionaries and come to their school to present them personally. The brief explanation of Rotary service in the community and around the world gives students a lasting positive impression of Rotary and the ideal of service.

On A Side Note … Could Your Laptop Battery Revolutionize The Way We Drive?

If you like hot cars and green tech, you may have started hankering for a Tesla as far back as 2008 …

Yet, aside from cool looks and speed, did you know the simple design edge that's putting Tesla in the spotlight?

Other car builders, like Nissan, GM and even Mercedes, have electric cars on the road. But they all use costly, high-tech lithium ion batteries.

Tesla, on the other hand, simply uses the type of batteries you have in your laptop – thousands of them …

With over a billion of these cells made every year, their design and pricing is driven by the same fierce competition that drives the consumer market.

And if Tesla Motors can put a car on the road with enough battery life, they may just revolutionize the way we drive – like Henry Ford's Model T did over a century ago.