

## Legal Firm Cybersecurity: Don't Be the Majority!

The results from the latest International Legal Technology Association survey show an overall improvement in security measures for law firms. For example, only 33% of firms surveyed had security awareness training for their employees in 2013; that number is now 45%. Use of technologies like email and laptop encryption is up 8% and 9% respectively. However, the numbers also show how slow the legal world has been to adopt necessary security practices. These include findings that 29% of firms use two-factor authentication, only 10% use theft-tracking technology, and 60% having no intrusion prevention system in place.



The reason these results are alarming comes from the fact that law firms are a gold mine for cybercriminals. Crime online is less concerned with cash as it is information, specifically privileged and sensitive information. Firms small and large are replete with such data, such as client business information, client intellectual property, and payment card information. To leave these records unprotected is remarkably dangerous to both a firm and its clients.

Cybercrime has been increasing every year, with the FBI issuing an advisory that law firms are especially attractive targets to hackers and scammers. The methods being used to breach databases are growing more and more sophisticated, making detection increasingly difficult. The FBI now estimates that in 60% of cyber attack cases, the business is unaware of the intrusion until informed by the FBI.

It is no wonder that IT experts are very discouraged by the state of law firm security. Though it is improving, the progress is too slow and too reluctant.

By being proactive about the security of your firm, you can avoid a very damaging and costly disaster.

**Call us at (561) 969-1616 with any questions or concerns regarding the security of your firm.**



**Chuck Poole, President,  
PalmTech**

*"I have been very impressed with the diligence and results of PalmTech, and it's a nice feeling to have confidence in our IT professionals."*

*—Don MaGruder,  
Director of Administration,  
Jones, Foster, Johnson, and  
Stubs, P.A.*

**West Palm Beach, FL**

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## Did Your Web Site Ranking Just Go In The Tank Because It's Not Mobile-Friendly?

As of last April, mobile-friendly web sites were given a big leg up on competitors. Known as “responsive” web sites, these sites instantly adapt to whatever device you are viewing them on.

As users were turning to smartphones and other mobile devices to surf the web, Google realized that most sites didn't display well on mobile devices. Therefore, Google updated the way they list sites, giving mobile-friendly sites a higher ranking.

Google hasn't removed all non-responsive pages from its top smartphone listings. But it's quickly heading in that direction.

According to Searchmetrics, many rankings have suffered as a result. Non-responsive yet high traffic sites such as SearchBug, Reddit and Webs.com lost visibility, while responsive sites such as Advance Auto Parts and Grist moved up in the ranks, gaining more traffic.

In addition to getting higher search rankings, responsive sites are easier for visitors to use. Happy visitors engage more, increasing the rate at which they turn into customers.



There are three ways to make your web site mobile-friendly:

- 1) **Build a separate mobile edition that fits small screens and loads quickly.**
- 2) **Adapt your current web site design to be more mobile-friendly.** In some cases it may be difficult to make such a design responsive on all devices.
- 3) **Convert your current web site design into a responsive one.** Going this route, you won't need a separate mobile version, and you avoid potential penalties from Google for having the same content on multiple domains.

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## Who Doesn't Love Coffee and an iPad Mini??

Imagine a free coffee in one hand and the iPad mini in the other. Sounds good, doesn't it? If you refer a client with 10+ PCs and we get an appointment with them, we'll send you a \$50 Starbucks gift card. It gets better: If your referral signs a contract with PalmTech Computer Solutions, we'll send you an iPad mini!

Visit [www.PalmTech.net/referral-program/](http://www.PalmTech.net/referral-program/) for more information.



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## Shiny New Gadget of the Month



### Nest Cam: Keeping an Eye on Things While You're Away

Have you ever worried about what's happening at home when you're away? The Nest Cam can keep you informed. This wide-angle camera streams sound and video to your smartphone. It will even warn you about any unusual activity.

If the Nest Cam detects sudden movement or loud noises, it instantly alerts you by phone. The video feed lets you see what's happening and even scold kids, pets or burglars through a speaker.

This product integrates with other Nest equipment. For example, smart smoke alarms can activate the Nest Cam. It also saves alerts and footage in a convenient archive. The camera even makes it easy to share fun video clips online.

If you already have WiFi, setup is a breeze. This gadget comes with a stand that lets you put it on any flat surface. It also sticks to metal objects or screws onto a regular camera tripod.

## Cybercriminals Now Have a Bull's-Eye on Small Business...Is Your Firm's Data at Risk?

In a December 2014 survey by the National Small Business Association, 61% of small businesses reported being victims of a cybercrime within the past 12 months.

The average cost to recover from a cyber-attack skyrocketed from \$8,699 per attack in 2013 to \$20,752 per attack in 2014. And, of the businesses targeted, 68% said they'd been hacked more than once.

Experts agree, as cybercrooks become ever more sophisticated, the threat to small businesses is going to get worse before it gets better... So what can you do to beat the bad guys?

Here are three common ploys used by hackers – and how you can fend them off:

**Phishing** – A really legitimate-looking e-mail urges you to click a link or open a file that triggers a malware installation on your computer.



**Best Defense:** Don't let anyone in your company open files or click links in an e-mail unless they're certain who it came from.

**Cracking Your Password** – Hackers can run programs 24/7 testing password combinations. The easier your password is to guess, the more likely it is they'll crack it.



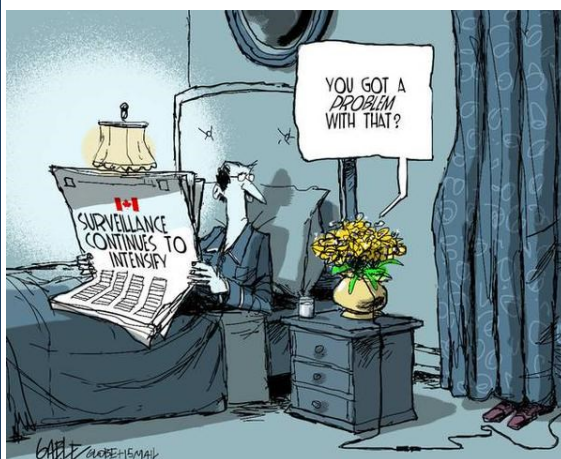
**Best Defense:** Consider using a password manager that generates and stores tough-to-crack passwords. For extra security, use unique passphrases for financial accounts in case the manager gets hacked.

**Drive-By Download** – You visit what appears to be an innocent site; yet when you click, your device gets hacked – and you may never know it, until it's too late.



**Best Defense:** Make sure your browser is up-to-date, or use one that updates automatically, such as Firefox or Chrome. Internet Explorer users have been found to be most vulnerable to these attacks.

Unfortunately, these three examples are just a small sampling of the dozens of ever more ingenious ways cybercriminals are breaking down the doors and destroying unprepared businesses.



**Let us help!** Through September 30, call us at (561)969-1616 to receive a **FREE 15-Point Cyber Security Audit** to uncover gaps in your company's online security. Our highly trained team of IT pros will conduct this comprehensive audit at your office, then prepare a customized "Report Of Findings" that reveals specific vulnerabilities and a Prioritized Plan Of Attack for getting any problems addressed **fast**.

## How Quickly Could Your Firm Be Back Up and Running After a Disaster?

Let's face it ... no one likes to think about bad things happening to them, much less planning for them – Disaster Recovery Planning is one of those “important, not urgent” action items that gets pushed to the back burner.



**September is National Disaster Preparedness Month,** and we want to get you jump-started by giving you a **Disaster Recovery Business Assessment (a \$497 Value) for FREE!**

**At no charge, we'll come to your office and conduct a thorough assessment to determine:**

- How fast you could realistically be back up and running in the event of any natural or human disaster.
- What backup, security and business continuity systems you currently have in place and determine whether they are sufficient.
- Is all of your critical data being backed up every day?
- What are the largest threats to the security and integrity of your critical business data?

**Do you know what steps and costs would be involved to rebuild your server and recover your data if you had to?**

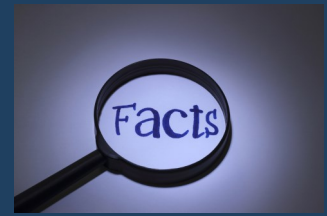
Since this is free, you have no good excuse not to do it now. If we don't find any problems, you'll have peace of mind that your network is secure, and you could recover quickly in the event of a disaster. If we DO find a few loopholes, you'll be able to fix them BEFORE an unexpected catastrophe.

**Claim your FREE assessment and get answers to these critical questions:**

- How fast you could realistically be back up and running in the event of any natural or human disaster.
- What backup, security and business continuity systems you currently have in place and determine whether they are sufficient.
- Is all of your critical data being backed up, every day?
- What are the largest threats to the security and integrity of your critical business data?
- Do you know what steps and costs would be involved to rebuild your server and recover your data if you had to?

Visit [www.PalmTech.net/datatragedy/](http://www.PalmTech.net/datatragedy/) to request your **FREE Assessment from PalmTech**

### The Lighter Side IT Fun Facts



Technology has forever changed our lives and our world more than you know. Here are some numbers to put that fact into perspective:

1. About 4 billion people worldwide own a mobile phone, but only 3.5 billion people own a toothbrush.
2. Computers and other electronics account for 220,000 tons of annual trash in the U.S. alone.
3. About 300 hours of video are uploaded to YouTube every minute.
4. Around 100 billion e-mails traverse the Internet every day, and about 95% of those messages go straight to spam folders.
5. The annual amount of electricity it takes for Google to handle a billion search queries every day is around 15 billion kWh, which is more than most countries consume.
6. About 500 new mobile games appear on the Apple App Store each day.
7. The “father of information theory,” Claude Shannon, invented the digital circuit at age 21 while he was in college.
8. Regular computer users blink only half as often as non-users.
9. Over 1 million children can say their parents met on Match.com.