

## That Fake App Just Stole Your ID

Ryan loved tweaking photos on his Android phone.

He'd heard rave reviews from his friends with iPhones about Prisma, a new iOS app for image editing. So when he heard Prisma would soon be released for Android, he logged in to the Google Play Store to see if it was there yet.

To his surprise, he found one that looked just like what his friends were describing. Delighted, he downloaded and started using it. Meanwhile, the app—a fake—was busy installing a Trojan horse on his phone.

When he got to work the next day, he logged his phone into the company network as usual. The malware jumped from his phone to the network. Yet no one knew. Not yet, but that was about to change...

Now, this isn't necessarily a true story (at least, not one we've heard of—yet...), but it absolutely could have been. And similar situations are unfolding as you read this. Yes, possibly even at your company...

Fake apps exploded onto iTunes and Google Play last November, just in time for holiday shopping. Apple "cleaned up" iTunes in an effort to quell users' concerns, but hackers still find workarounds. Unfortunately,

### Inside This Issue:

- That Fake App Just Stole Your ID Page 2
- 10 Signs Your Life Is Going Too Hi-Tech Page 2
- Smart Closing Technique Page 3
- Business Briefings Page 3
- Family Tree Now Page 4

these fake apps pose a real threat to the security of your network. Especially if your company has anything but the strictest BYOD (bring your own device) policies in place. And the more your network's users socialize and shop on their smartphones, the greater the risk of a damaging breach on your network.

Fake apps look just like real apps. They masquerade as apps from legitimate merchants of all stripes, from retail chains like Dollar Tree and Footlocker, to luxury purveyors such as Jimmy Choo and Christian Dior. Some of the more malicious apps give criminals access to confidential information on the victim's device. Worse yet, they may install a Trojan horse on that device that can infect your company's network next time the user logs in.

### So what can you do?

First, keep yourself from being fooled. Anyone can easily be tricked unless you know what to look for. Take the following advice to heart and share it with your team:

### Beware of Fake Apps!

In case you weren't aware, one of the latest and most dangerous Internet scams is fake apps. Scammers create apps that look and behave like a real app from a legitimate store.



These fake apps can infect your phone or tablet and steal confidential information, including bank account and credit card details. They may also secretly install on your device malicious code that can spread, including to your company network.

Take a moment and reflect on these five tips before downloading any app:

1. When in doubt, check it out. Ask other users before downloading it. Visit the store's main website to see if it's mentioned there. Find out from customer support if it's the real McCoy.
2. If you do decide to download an app, first check reviews. Apps with few reviews or bad reviews are throwing down a red flag.
3. Never, EVER click a link in an e-mail to download an app. Get it from the retailer's website, or from iTunes or Google Play.

(continued on next page)

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## IT Security Tip #13: DON'T use public WiFi until you read this

We're all guilty of it: connecting to free public WiFi. Whether it's at the coffee shop, hotel or airport, the temptation to check e-mail and surf the web is just too strong to resist. So BEFORE you connect to any free, public WiFi, make sure the connection is legitimate.

It's not uncommon for hackers to set up fake clones of public WiFi access points to try and get you to connect to THEIR WiFi over the legitimate, safe public one being made available to you. Before connecting, check with an employee of the store or location to verify the name of the WiFi they are providing. Next, NEVER access financial, medical or other sensitive data while on public WiFi. Also, don't shop online and enter your credit card information unless you're absolutely certain the connection point you're on is safe and secure.



4. Offer as little of your information as possible if you decide to use an app.
5. Think twice before linking your credit card to any app.

Most importantly, get professional help to keep your network safe. It really is a jungle out there. New cyber scams, malware and other types of network security threats are cropping up every day. You have more important things to do than to try and keep up with them all.

### The Most "Bullet-Proof" Way To Keep Your Network Safe

Let's not let your company become yet another statistic, hemorrhaging cash as a result of a destructive cyber-attack. Call me TODAY at (765) 742-3440, or e-mail me at [bill@bssconsulting.com](mailto:bill@bssconsulting.com), and let's make sure your systems are safe. I'll provide you with a Cyber Security Risk Assessment to check for and safeguard against any points of entry for an attack. This service is FREE, but DO NOT RISK WAITING: contact me NOW before the next scam puts your network at risk.

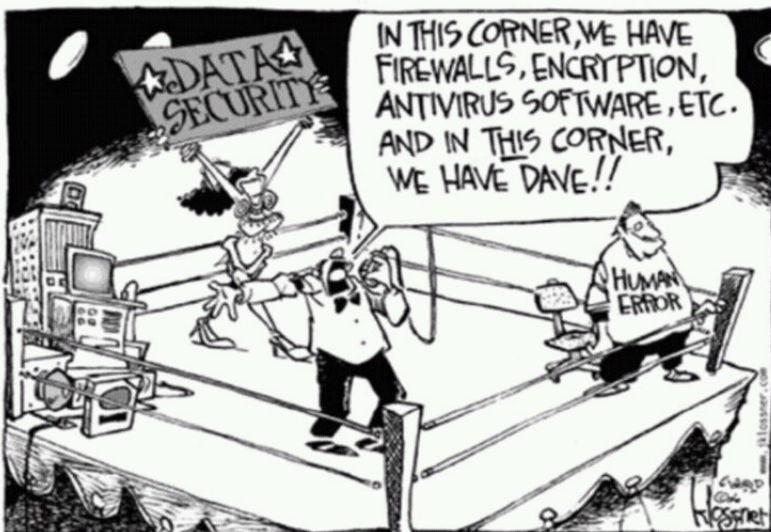
### 10 Signs That Your Life Is Going Too Hi-Tech

1. You try to enter your password on the microwave.
2. Your daughter is selling Girl Scout Cookies on her Web site.
3. The concept of using real money is becoming foreign to you.
4. The only jokes you "hear" come by e-mail.
5. You consider 2nd day air delivery painfully slow.
6. The reason you don't keep in touch with some of your family: They don't have e-mail addresses.
7. You chat with a stranger from South Africa, but you haven't spoken to your next door neighbor in more than a year.
8. You text your son in his room saying dinner is ready. He replied back to ask what you're having.
9. You can turn your lights on, open the garage door, turn up your stereo, and see your back yard without leaving your computer.
10. You have 5 remote controls in your living room to operate one TV.

FACT FILE

### DID YOU KNOW?

- Hippos secrete a reddish oily fluid sometimes called "blood sweat" from special glands in their skin that functions as a skin moisturizer, water repellent and antibiotic.
- A flock of crows is known as a murder.
- The Chorioactis is a mushroom that is only found in 2 locations: Texas and Japan.
- About 80,000 people are adopted in Japan each year, but only 2% are children. The majority are men in their 20s-30s who are adopted by corporations in need of executives so they can maintain a "family business". Basically, Japanese bosses adopt their employees.
- Germany's passport is the world's most powerful- it grants visa-free access to 177 countries out of 218.
- Webcams were invented because some computer scientists were too lazy to get up to check if their coffee was done.
- Michigan has a bottle deposit of 10 cents. Their recycle rate is 97%, compared to 33% for states without any deposit laws.



### Our Clients Say It Best

"We were concerned about the price increase of outsourcing our IT during a time we did NOT have extra money to spend; however, we have found that having competent IT services helped us save money and be more efficient. We spent far less time diagnosing and dealing with issues IT related. The additional cost paid dividends and was definitely money well spent.

It is certainly beneficial to have BSS' monitoring service. We have twice had issues (virus related) that could have potentially impacted our entire system but, because of the monitoring BSS provides, the issues were quickly taken care of without bringing our whole operations to a halt."

-Whitney Pyle, Advanced Cabinet Systems



## Smart Closing Technique, Step 1

By Dr. Geoff Smart



It's one thing to help a client identify a problem. It's another thing to help them solve it. Yet a key part of client service is winning the privilege to help a client solve his or her biggest problems that are standing in the way of achieving their vision.

I counsel my teammates on three simple closing techniques for smart people. I want to share them with you because I've seen what a dramatic positive difference they can make for your customers as well as your colleagues. In this issue we'll explore the first one.

Summarize the underlying need. I was in the office of a greatly admired billionaire CEO. He had asked my colleague and me to come strategize for 90 minutes with him on how to identify and solve his top leadership challenges. His story was very animated, very passionate, and the details swirled around like a hurricane. I appreciated the candor and the urgency of the issues on the mind of the CEO. He talked about scary changes in the industry, deficiencies in his senior leadership team, tactics for changing the culture and a range of other topics, from broad strategic thoughts to tactical concerns.

Then he just stopped talking. He took a sip of water. I thought this was a perfect time for my colleague to summarize the underlying need the client has (that he is fearful that his company's spectacular stock performance won't

continue and he will feel like a failure, unless he makes some big changes to his strategic priorities, shakes up his leadership team and resets the cadence of communication and accountability).

Instead, my colleague asked the client, "What do you think next steps should be?" The client was like, "Well, I don't know, I was hoping you might tell me." The closing conversation should have looked like this: "So that's what's on my mind." (The CEO says, panting to catch his breath after giving us a lot of content for 60 minutes.)

"Thank you so much for sharing your story with us. Okay, it sounds like your biggest need is this—you have a big, bold vision that you seem to us to be very excited about."

"Yes."

"But you fear you don't have the organization to make it happen."

"Definitely."

"And if you don't make some big changes to your strategic priorities, your team and your overall culture, you worry your stock price will take a round trip, and you'll look like a failure."

"Exactly."

See how good that is for the client?

Clients want to know that you understand what their underlying need is. In this case, his underlying need was to not look like a failure. It's so real, so visceral. Once you "touch" the emotion behind all of the formality, your client will trust you to propose a plan. You are ready to move to Step 2. Watch for Step 2 in the next issue of this newsletter.

### Your phone may be spying on you, warns Edward Snowden.

While TV is a medium you watch, the Internet is a medium that watches you, as you watch... For example, intelligence agencies—or anyone else, for that matter—can run a nifty little piece of malware called "Nosey Smurf" on your phone to listen in on everything going on all around you. And it's not just phones. Internet-enabled devices—from Amazon's Echo to your new toaster—can have "ears," waiting for your command...or be used for more nefarious purposes. Snowden's warnings presaged last year's DDoS attack on DNS host Dyn that used connected devices like DVRs and even baby monitors to take down major sites like Twitter, Spotify and Amazon. *Forbes*, 16.11.02

### This simple, 30-second breathing exercise wakes you up like coffee.

Whether you skip caffeine to get a better night's rest, or just wake up slowly, here's a quick way to activate your brain and give yourself an energy boost. It can help you beat that mid-afternoon slump, or to just get going in the morning. If you're doing it in the office, find a quiet place, like an unused corner or stairwell. Stand up straight, arms gently at your sides. Leaving your elbows pointing down, raise your hands up to shoulder level. Now, inhale deeply and raise your hands and arms straight up over your head. Quickly exhale and lower your arms. Repeat for 30 seconds, or until you're re-energized. *Lifhacker*, 11.28.16

## Client Bill of Rights

**You have the right** to get answers to your questions in plain English. We pledge to recommend options for accomplishing your objectives and will answer your questions in terms that you can understand.

### Contest Corner

#### Who Wants To Win A Gift Card?

This month we are giving away (2) \$5 Wendy's Gift Cards. The winners will be chosen at random from all correct entries received by the 16th.

Indiana was the \_\_\_\_ state to enter the union.

- A) 17th                      B) 19th  
C) 20th                      D) 22nd

Last month's question was: **How many counties are there in Indiana?**  
**The correct answer was C) 92.**

Wendy Ferguson and Marty Huseman were drawn as the winners.  
Congratulations!

E-mail [Jeff@bssconsulting.com](mailto:Jeff@bssconsulting.com)  
with your answers!



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*So do not fear, for I am with you; do not be dismayed, for I am your God. I will strengthen you and help you; I will uphold you with my righteous right hand. Isaiah 41:10 NIV*



FamilyTreeNow.com

HOME

SEARCH

MY TREE

Start Family Tree

## Start your journey

Welcome to FamilyTreeNow.com! We have one of the largest collections of genealogy records anywhere, and they're all 100% free to search! Start researching your family tree by entering a name above and see what we find, or [start your family tree](#) now.

You may have read articles about it on Facebook or heard about it from a friend, but a hot topic right now is genealogy website FamilyTreeNow.com. People began scrambling last month to erase their names from Family Tree Now after discovering a remarkable amount of personal information on the site- including age, home addresses (current and past) and names of family members and acquaintances.

When I went on the website I was shocked to learn that it listed basically every address I had ever lived at. While the site labels itself as a place for genealogy research, it feels more like a stalking site. The good news is: you can quite quickly and easily opt out so your information no longer shows up in searches on the website.

Just go to <http://www.familytreenow.com/optout> and follow the directions. You can only opt out a few names at a time, so if you are opting out your family you may have to do it over the span of a few days. After opting out it generally takes only an hour or two to no longer be listed on the website.