

BRODE & BROOKS^{Inc.}

215.679.4200

REALTORS

Email: info@brodeandbrooks.com

Website: brodeandbrooks.com



405 Main Street

PENNSBURG - PREMIERE LOCATION at the corner of Route 663 and Route 29. This nineteenth century former bank building features 3,000 SF of space and 35 parking spaces. Unlimited possibilities.

\$649,900
(or rent for \$4,000/ month NNN)
Call Steve Rothenberger



1014 Gravel Pike

Route 29, Hereford – Perfect for an automotive shop! This 11,000 SF building offers 16 drive in doors. In addition, there is a 10,000 SF showroom building that is rented at \$4,000 per month! 4+ acres zoned MU.

\$990,000
Call Stan Rothenberger,
Steve Rothenberger or Ed Brooks

INDUSTRIAL / OFFICE SPACE AND INDUSTRIAL LAND

Industrial Space – 3675 square feet with Commercial Land & Dock \$1378 month "net".

Office Space:

Sellersville – 1352 square feet \$1352 month.

Easton – (Route I-78 and 33) – 4200 square feet \$2500 month "net"

Pennsburg – 4812 square feet \$3400 month

Perkasie – 2400 Square feet \$3800 month

60 Acres Industrial Land – Rail/Water/Sewer/Gas
\$1,999,500

22 Acres Industrial Land with Sewer
\$990,000

Call Ed Brooks at
215.679.4200



TECHBLDRS

Business IT Advisors



Completely Powerful
Lenovo Nano PC

-  Essential support for your hybrid office/work-from-home workforce
-  Continual IT Planning
-  Cybersecurity Training & Protection

 (610) 601-8017

 TechBlDRS.com

 info@techblDRS.com

CYBER ATTACKS REQUIRE YOU TO REPORT TO THE ATTORNEY GENERAL, UNLESS...



TECH TIPS

By Kelly McNeil, TechBlDRS, Inc.

You already know that the biggest digital security risks for any business is a data breach. The rise in number of ransomware attacks around the world show that cyber-crime is growing, and that it's more important now than ever before to ensure that your sensitive company data is secure and that your organization maintains compliance with all federal and state laws and guidelines.

But for companies that hold customer or employee Personally Identifiable Information (PII), it doesn't end when their systems are recovered. Pennsylvania law requires any breach of PII to be reported to the Attorney General, applicable state agencies, and any individuals whose data may have been compromised.

In other words, if you're breached, it's time to get your checkbook out and get ready for the lawyers.

A data breach like this can be costly and difficult to recover from, not to mention the damage it can do to your relationship with your clients and the trust your employees place in you. So, what can you do?

To avoid the headache of personal information being leaked by a data beach, any files that hold PII need to be placed in storage that has *encryption at rest*. Things like

- 401k information and safe harbor census
- Photocopies of driver's licenses
- Customer information and customer credit card information
- I9 forms
- W2 information

What is encryption at rest?

Generally speaking, there are two types of data: data in motion and data at rest. Data in motion is data that you're likely to use on a daily basis. Data at rest is stored- usually inactive- data, meaning it's not actively moving from device to device or network to network. This type of data is often targeted by hackers who know it can be easy to access, and that it's often personal information. Encryption at rest keeps this stored data safe, making sure that even if it falls into the wrong hands, it's secure.

By the way, password protecting your Excel or Word documents and limiting folder permissions is *not* considered secure encryption at rest.

How does encryption at rest work?

Encryption is the process of translating one form of data into another form of data that unauthorized users can't decrypt. In the case of encryption at rest, it prevents the visibility of your data at rest in the event of its unauthorized access or theft.

(Continued on page 50)

Affordable Luxury
Financing for everyone with rates as low as 2.49%
Guaranteed Credit Approval • All Income Types Accepted

highstreet
AUTO CONNECTION

1415 W. High Street, Pottstown, PA 19464

484.624.3120

www.HighStreetAutos.com

Make your next move your best move right in town at High Street Auto Connection.

C·O·R·E ELEMENTS

New flooring for your business or workspace is easy as 1-2-3!

- STEP 1** SELECT YOUR SPACE
Identify your business segment and view sample boards featuring high-performance flooring products, specially selected to satisfy your unique needs.
- STEP 2** CHOOSE YOUR COLOR STORY
Professionally-designed, mix and match color schemes suit your space, your style and one another!
- STEP 3** PICK YOUR PRODUCTS
We extend the manufacturer's warranty on each flooring option and streamline the selection to make choosing easy!

Core Elements: Quite possibly the easiest business decision you'll make today!

CHES-MONT CARPET ONE FLOOR & HOME

Route 724, Parker Ford, PA 19457
5 minutes from the Limerick exit of Route 422

610-495-6211

www.chesmontcarpetone.com
LIC# PA0081672



FLOORING SOLUTIONS MADE SIMPLE

FRANKLIN FLOORING inc.



FLOORS FOR YOUR BUSINESS

610-495-9200

Franklin Flooring, Inc. is a family-owned and operated business.

We serve the following commercial segments:

Corporate • Retail • Education • Senior Living
Healthcare • Multifamily • General Contractor

www.franklinflooring.net

COMMERCIAL FLOORING B2B

211 COMMERCE CT STE 106, POTTSTOWN, PA 19464

610.924.2744

black lab



landscape supply

A BME Inc. Company

Black Mulch • Red Mulch • Brown Mulch

Triple Ground Bark • Mushroom Soil

Screened Topsoil • Gravel

River Jacks • Sand • Crushed Stone

www.blacklabsupply.com

100 Warwick Road, Elverson, PA

TECH TIPS

(Continued from page 48)

This happens by using a mathematical algorithm that scrambles the data and can't be unscrambled without a password "key." Without the key, a hacker would need about two centuries to decode it. Only authorized personnel will have access to these files, meaning your data stays secure.

Know the law

Pennsylvania- and many other states- specifies that a business must provide prompt notification to individuals if a breach of personal information- like someone's name, social security number, credit card information, driver's license, etc.- occurs. Meaning that if your business data is hacked or stolen, you're responsible for telling your customers and employees, along with government reporting agencies. However, the use of encryption, such as encryption at rest, may modify the notification rules.

Don't want to be put into the awkward position of telling the people that trusted you with their information that you screwed up? Encrypt your data! It's vital to use encryption at rest, but encryp-

tion that allows you to security protect your data can be useful to other aspect of your business information, as well.

Want to begin setting up encryption at rest for your sensitive business data, or want to know how else you can use encryption to keep your business safe? Call us at (610) 601-8017 and let's talk. And remember to check out our blog at www.TechBldrs.com/blog for more tips!

ROUTE 422 Business Advisor

Promote your business in the
Route 422 Business Advisor!
Call (610) 323-6253

