

IT'S IN THE CLOUD. IT'S SAFE? RIGHT?



TECH TIPS

By Joe Awe, President, TechBldrs, Inc.

Whether you know it or not, you are living in the cloud. Don't believe me? If you watch any streaming service, like Netflix or Hulu, you are putting your trust into the cloud to protect your personal data. If you send an email on Gmail, you are putting your trust into the cloud. If you buy something on Amazon, you are putting your trust into the cloud.

What is the cloud? Essentially, it's software or services that live on the internet instead of your personal devices. So, as you might have noticed, increasingly everything. The migration from your personal device storage to the cloud has been underway for a great while, and is only accelerating due to constraints on data storage space and ease of access and shareability.

Is the Cloud Safe?

With such a great amount of our data now living in the cloud, how safe is the cloud? The reality is that the cloud is subject to data breaches. And with the rapid increase in remote work during the pandemic, the amount of your data in the cloud has likewise increased. This has led to an increase in data breaches.

In particular, Microsoft 365 has proven to be susceptible to frequent and severe data breaches. Microsoft 365 provides cloud services, device management, and, supposedly, advanced security. Yet according to a report by digital security company Egress, 85 percent of organizations using Microsoft 365 have suffered email data breaches in the last twelve months.

Along with the many benefits of remote work, we can't ignore the increased risk of data breaches. As we make this transition to more cloud usage, organizations and individuals must be proactive in protect-

ing their data. This applies generally, but as these statistics show, it applies doubly to organizations using Microsoft 365, which has been hit both more frequently and more severely by email data breaches.

What can I do to Protect my Data?

The most secure form of data on the cloud is no data. But, at the moment, this is impractical. So, what other steps can you take as an organization or individual to protect yourself?

First, you can pay attention to articles like this: <https://www.helpnetsecurity.com/2021/05/13/microsoft-365-breaches/> — so that you are up to date with any emerging security statistics regarding the different cloud services. Do these stats mean you should stay away from Microsoft 365 cloud services? Well, they at least tell you that if you use Microsoft 365, you need to be proactive against the likely — 85 percent! — chance you will experience a data breach.

Being proactive with the security of your cloud data can take many forms. You might acquire credit monitoring services, or identity theft insurance. One of the simplest yet most important steps you can take is committing to changing your passwords frequently and ensuring that your passwords are strong. Everyone should at least take this step!

(Continued on page 16)



Service
Craftsmanship
Integrity

Free Estimates
Fully Insured

610.246.9820

Painting and Coating Solutions for Every Surface!

- Interior Painting and Wall Covering for the finest homes and Commercial and Retail properties.
- Exterior Painting and Coatings
- Historical Restorations
- Power Washing and Cleaning with hot and cold water treatments
- Wallpaper Installation and Removal
- Drywall Repairs and Drywall Installation
- Concrete Repairs and Specialty Concrete Coatings
- Deck Staining and Deck Repairs
- Knockdown finishes

www.agostinellibrospainting.com

facebook.com/agostinellibrospainting



WE NEUTRALIZE
MARKETING PROBLEMS
FOR MANUFACTURERS



Let REED design and manage your marketing tools so your busy sales professionals don't have to.

717-517-1727

www.mfg-mktg.com

REFERENCES
AVAILABLE

DE MEDIO'S
BUILDING MAINTENANCE

30+ Years of
Service!

*A Complete Janitorial Service for
Commercial & Office Accounts*

- Owner Supervised Staff
- No Job Too Small or Large
- Affordable Rates/Great Value
- Floor Waxing & Refinishing
- Carpet Cleaning - Upholstery Cleaning
- Weekly-Monthly-Yearly-Contracts

FULLY INSURED • FREE ESTIMATES

610-454-1450

Based in Collegeville - Serving the Route 422 Corridor

www.JDeMedio.com





Goose's Montecristo Cigar Lounge
 Along with Mailboxes Complete
 Are located in the
Goose Pond Center
 250 W. Ridge Pike
 Limerick PA



484.902.8770
www.cigargoose.com



Mailboxes Complete is a small business that sells and installs mailboxes for individuals and housing developments. Mailbox systems include the mailbox, post, lettering, and installation in concrete. There are a variety of manufacturers to choose from with many choices in colors and designs. We also offer residential flagpoles in a variety of sizes.




Visit our showroom or website at www.mailboxescomplete.com. Order online or in-person. Call or text anytime at 610-495-9192.



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

TECH TIPS

(Continued from page 15)

If you've taken all these measures and still worry about your data in the cloud, as we laid out in a previous article, the emerging market of Personal Cyber Insurance might be right for you. Check with your current home insurance company to see if they've added an option to purchase Personal Cyber Insurance.

What will be the Future Trends?

The onus is squarely on cloud services like Microsoft 365 to increase their cloud security. There's no reason that your credit card information on Netflix should lead to your credit being compromised! As consumers become more aware of these cloud breaches, expect a competitive race between cloud services to take the next leap in cloud security.

The rise of the Personal Cyber Insurance field is in direct relationship to these breaches in the cloud. Considering these jarring statistics on cloud data breaches, it's fair to expect the rapid growth of the Personal Cyber Insurance field. It will be interesting to see what effect the adoption

of Personal Cyber Insurance has on the overall number of cloud data breaches. It very likely will increase them, as the Insurance payments create an easy way for Cyber criminals to get paid.

Like it or not, you're in the cloud. And you are at risk. If you haven't already, it's time to take the next steps to fortify the security of your cloud data.

Joe Awe can be reached at 610.937.0859; email: jawe@techbldrs.com, and visit: www.techbldrs.com.

