

Young professionals profile: Caleb Webb, page 14

# SO·CO BIZ

SOUTHERN COCHISE COUNTY

SAFEGUARDING AGAINST

# VIRTUAL ATTACKS

**"IN THE WRONG HANDS, AN INFORMATION LEAK OF EITHER KIND CAN HAVE DISASTROUS CONSEQUENCES."**

— **KATHY WINGER,**  
BUSINESS CYBERSECURITY  
ATTORNEY

Cybersecurity attorney brings awareness to vulnerability of hacks



**Equifax:** Cybercriminals hacked the credit bureau and obtained social security numbers and other information of 145 million people.

**Uber:** Data about 57 million customers was comprised in 2016 but the company didn't disclose

the breach until Nov. 2017

**U.S. Dept. of Defense:** Unknown to military officials, thousands of documents from U.S. Central Command and U.S. Pacific Command were publicly accessible via an Amazon Cloud service.

**Yahoo:** In 2016 the company reported 1 billion accounts were hacked back in 2013 but that number was revised last year to 3 billion. The company hasn't fully disclosed what information was breached.

SOURCE: CNN Tech



# Attorney: Businesses at risk of data breaches

Cybersecurity seminar offers insight, advice on reducing liabilities

BY TERRI JO NEFF  
For the Herald/Review

In recent years, Yahoo, eBay, and Home Depot experienced data breaches that resulted in the costly release of information about millions of their customers.



Winger

But business cybersecurity attorney Kathy Winger wants small business owners, nonprofits, and local governments to

realize they too are vulnerable to hacks.

"You're liable to have certain measures in place," Winger tells her clients and anyone else who will listen.

Winger was the featured speaker at a Jan. 31 seminar sponsored by University of Arizona South Continuing Education in Sierra Vista. The seminar, titled "Cybersecurity from a business lawyer's perspective," attracted nearly 70 attendees including financial professionals, nonprofit leaders, attorneys, U.S. Army personnel, and students.

The main message at Winger's presentations to business and community groups is that any entity with control of private client or customer information can experience a data breach, whether it's through outside hacking, internal misuse, or inadvertent release.

"Personal and financial information is stored across a wide variety of platforms in a variety of forms," Winger said. "In the wrong hands,



HERALD/REVIEW PHOTO COURTESY OF DR. JOHN DELALLA, UA

The "Cybersecurity from a business lawyer's perspective," seminar attracted nearly 70 attendees including financial professionals, nonprofit leaders, attorneys, U.S. Army personnel, and students.

an information leak of either kind can have disastrous consequences."

## Risks and liability

"Cybersecurity is a complex and growing field," explained Dr. John DeLalla, UA South's director of continuing education. "Providing this free talk helps raise awareness of the challenges and the legal aspects association with the risk."

One of the easiest steps anyone can take, Winger tells clients, is to review all contracts with vendors and subcontractor to determine what provisions are in place for the protection of personal and financial data.

"Does the contract require the vendor to cover or indemnify you?" she said. "You are obligated to ensure that your vendors keep your information secure."

Then there's also the question of how and where a business stores its data.

"Many third-party vendors store mass information online, but as a business or individual, you can choose not to," she said. "Keep this data backed up more carefully, safely out of reach."

Having a contingency plan is also critical, Winger noted.

"When it comes to data protection, it's important that you have a plan in place to prevent against and recover in the case of a data breach," she advises.

And while there are some laws concerning protecting client data, Winger said, "it doesn't hurt to go above and beyond by showing your customers and clients that you care about their privacy."

## Cybersecurity presence

The City of Sierra Vista's

economic development department has identified cybersecurity as a growth industry that's due in part to the U.S. Army operations as well as the local and regional presence of companies involved in the industry.

In addition to continuing education programs about cybersecurity, UA South offers students a Bachelor of Applied Science in Cyber Operations with two tracks: an engineering track and a defense/forensics track. Cochise College also has a curriculum leading to an Associate of Applied Science degree in cyber security.

On Feb. 20, the U.S. Army Intelligence Center of Excellence will host a free Cyber Security and Technology Day at the Thunder Mountain Activity Center. The event is open to all Fort Huachuca personnel.

## DISTURBING STATISTICS

- More than 60 percent of data breaches occur at small and medium sized businesses
- More than 50 percent of small businesses close their doors within 6 months of a data breach.

## LESSONS LEARNED

- Risk of loss extends to almost everyone who does business
- Others' costs of doing business are now your costs of doing business
- All behavior subject to scrutiny

# Facebook's new algorithm is your worst nightmare

## ON SOCIAL MEDIA



Moniek James

Facebook kicked off the new year with a not-so-surprising announcement: the algorithm is being updated. In an end of year post on his page, Facebook CEO Mark Zuckerberg hearkened back to the original intent of the platform, to help people stay connected to the people that matter to them. The new version of the update will prioritize posts that "spark conversations and meaningful interactions between people."

Facebook knows. It knows what you like. The algorithm will also prioritize posts from family and friends over public content (aka business pages). This means that it will be even harder for business owners to get people to see their posts and Facebook is

very explicit that this will happen.

You see, there are a lot of business owners out there that have gotten comfortable over the years on Facebook. They've been using the same old tactics that worked back when they first joined Facebook. When the newsfeed was chronological, it was common knowledge to tag people in posts on business pages, send friend requests immediately followed by a sales pitch direct message, and yank random pictures from the internet to post. These tactics were par for the course in the days before reach and engagement. Business owners were okay with only friends and family clicking 'like' and the

occasional 'That's great' on their posts. You see, those page owners have been able to get by without a strategy.

If you're one of these business owners, Facebook's new algorithm is your worst nightmare.

Here's the deal: Facebook has *always* been focused on delivering an enjoyable experience for the user. Facebook wants to keep its users on the platform for as long as possible, and if your content wasn't contributing to user enjoyment and well-being, nobody was seeing it anyway. Last month's announcement just made things