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A Word From Dan ...

“Exposure”

“...The condition of being unprotected... the condition of being at risk of financial loss”

Over exposure is bad for film. It's bad for you and your company data too. Companies lose data in a variety of ways. A great deal of data loss is preventable if companies stick to the basics. (See “Check Please” on page 3 for a list of the basics.) Banks, mutual fund companies, retailers, courier companies and governments are losing data in various ways. That's not good. Companies have a fiduciary duty to protect their data. It's not an option.

What should you do?

1. Lock It Up:

In other words restrict access to it in the first place.

- Who has passwords?
- To which applications and to which data?
- Are you compliant with your security policies?
- Do you even have a security policy?
- Do you have to go as far as biometric (thumbprint, retinal scan etc.?)



2. Back It Up:

Get the right data backed up to the right media, consistently!

- Check your backups.
- There is only one way to do that.
- Restore them. Or at least try to restore them.
- Do a disaster recovery test.



3. Scramble It Up:

Encrypt Your Data

- Software encryption?
- Hardware encryption?
- Both?
- It depends on your situation and set up.



No one is perfect, and sometimes data does get lost. The press has been full of stories lately about various types of corporate data loss.

But losing data is not the worst of it...

The big question is: does the lost data get exposed? i.e., does it see the light of day or can it be seen by those who shouldn't have their eyes anywhere near it?

What's worse than losing data is losing data that is readable and accessible because it is not encrypted. While losing data is still embarrassing, the cost of losing it is reduced exponentially if it is encrypted. If it is encrypted the chances of it being read, accessed or used for nefarious means are almost zero.

Losing data can affect your company.

Losing data and having it fall into the wrong hands can affect your brand. Your brand is your company to a great degree. The initial cost of the loss is trivial compared to the loss of confidence in your brand.

Take stock of where you are when it comes to data exposure. A little bit of prevention goes a long way.

It may save your brand and your company and you'll never be forced to wear that extremely unflattering hat.

M-R

Dan Duffy

Daniel T. Duffy,
President, Mid-Range

Protect IT. Protect IP. Protect Your Brand.™



**“Get Your Picture
On The Front Page.
All Press Is Good
Press.” ... NOT!**