



TECHNOLOGY TIMES

Insider Tips to Help Your Business Run Faster, Easier and More Profitably



Thomas Hill, President & Founder

"We will empower business owners to focus on doing what they need to in order to run a successful company."



THIS YEAR'S BIGGEST DATA BREACHES

This year has seen some of the most damaging data breaches in history. In 2024 alone, hackers stole billions of personal records, and it's almost guaranteed your data is among those stolen records. Let's look at this year's record-breaking attacks and what you need to know about protecting your information.

addresses, Social Security Numbers, dates of birth and phone numbers.

1 National Public Data (2 Billion-Plus Records)

What happened: In December 2023, hackers accessed the systems of National Public Data, an online background-check and fraud prevention company that is primarily used by businesses to access public records for background checks, including criminal records, addresses, and employment history. In April, 2.7 billion records with highly sensitive data for 170 million people were leaked onto the dark web. The hacker group responsible is identified as "USDoD" who allegedly listed the stolen data on a dark web marketplace for sale

Who is exposed: The stolen data includes records for people in the US, UK, and Canada.

Compromised data: 2 billion-plus records containing full names, current and past

2 Change Healthcare (38 Million Records)

What happened: In February, the UnitedHealth-owned tech firm Change Healthcare was hacked by a Russian ransomware gang that gained access through systems unprotected by multifactor authentication. The attack caused widespread downtime for health care institutions across the US and compromised data for many, many Americans. UnitedHealth made a ransom payment of \$22 million to prevent data leaks (who do you think will ultimately be footing that bill?), but another hacker group claimed to still have some of the stolen Change Healthcare data.

Who is exposed: Estimated data exposure for one-third of the American population (likely more). That makes it one of the largest breaches of medical and health data in US history.

Compromised data: Payment information, Social Security numbers and medical data, including test results, diagnoses and images.

TRIVIA CONGRATULATIONS

Russell Williams
Remote Area Medical



Who knew that the first online shopping transaction, marking the beginning of e-commerce happened not that long ago in 1994.

TURN TO PAGE 3 FOR THIS MONTHS TRIVIA



continued from cover

3 AT&T (Hacked TWICE)

What happened: In March, hackers released data for more than 73 million past and existing AT&T customers going back to 2019. Then, in July, data was stolen from an AT&T account the company had with data giant Snowflake (more on that below). Reportedly, AT&T paid a ransom to the hackers to delete the data. However, if this data is leaked, it could expose the data of anyone called by AT&T customers, including noncustomers.

Who is exposed: 110 million-plus past and current customers and, potentially, noncustomers.

Compromised data: Personal information, including Social Security numbers and phone numbers.

4 Synnovis (300 Million Patient Interactions)

What happened: In June, a UK pathology lab, Synnovis, was attacked by a Russian ransomware gang. The attack resulted in widespread outages in health institutions across London. Reportedly, Synnovis refused to pay the \$50 million ransom.

Who is exposed: Past and existing patients in the UK.

Compromised data: 300 million patient interactions, including blood test results for HIV and cancer, going back many years.

5 Snowflake (600 Million-Plus Records And Growing)

What happened: In May, cloud data giant Snowflake announced a system breach caused by stolen employee credentials. Hundreds of millions of customer records were stolen from Snowflake customers, including 560 million from Ticketmaster, 79 million from Advance Auto Parts and 30 million from TEG.

Who is exposed: Millions of customers from many of Snowflake’s 165 corporate customers, including those mentioned above, plus Neiman Marcus, Santander Bank, Los Angeles Unified School District and many more.

Compromised data: Customer records.

How To Protect Yourself

You can’t stop companies from getting hacked. However, you can prevent the situation from worsening for YOU by taking a few extra steps to protect your data. Here’s what to do:

- **Review your health-related communications:** With so many breaches affecting health institutions this year, pay attention to your statement of benefits and look for services you didn’t receive. If you spot something fishy, tell your health care provider and insurance company right away.
- **Freeze your credit:** This will stop criminals from opening a credit card or loan in your name.
- **Update your log-in credentials:** If you know what accounts were hacked, change your credential, and also change

"When most practices in our industry think about computers, IT issues and HIPAA compliance, they probably don't have thoughts of happiness and peace of mind. For us, knowing that CD Technology is there to answer questions and help with updates and security has been paramount. We truly have peace of mind! We have been so happy since they started helping us. CD Technology is the way to go in terms of service, friendliness, responsiveness, and professionalism."

Brittney Fleetwood
Admin Manager
The Nursing Center at Little Creek

the credentials to major accounts like your bank. Set up alerts too, so you’re immediately aware of any unusual activity.

- **Be wary of e-mails:** After a breach, hackers access all kinds of information and may use that to send fraudulent e-mails. Slow down, read carefully and verify requests before taking any action.

Tech Life

During a recent password audit, the IT Tech discovered a new employee was using the following password: MickeyMinniePlutoHueyLouieDewey DonaldGoofyAtlanta. When the tech asked why such a long password, the newbie said he was told the password had to be at least 8 characters long and include at least one capital!

FREE REPORT:

12 Little-Known Facts Every Business Owner Must Know About

You Will Learn:

- The only way to know for SURE your data can be recovered if lost, corrupted or deleted – yet fewer than 10% of businesses have this in place.
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Discover What Most IT Consultants Don't Know Or Won't Tell You About Backing Up Your Data And Recovering It After A Disaster

Passion Isn't Enough: Tim Grover Explains Why Obsession Is Key To Success



Passion is the key to success – that's what many of us have been taught to believe. If you want to be great, you must be passionate. However, Tim Grover believes we've been told wrong.

Tim Grover is a renowned speaker, author and performance coach with over 20 years of experience speaking to businesses, entrepreneurs and leadership teams aiming to be the top in their fields. Known for his work with athletes like Michael Jordan, Kobe Bryant and Dwyane Wade, Grover teaches audiences the mindset of elite professionals so they can apply it to their own success. At a recent industry conference, Grover shared his secret to success: It's not passion that equates to success. It's obsession.

Be Obsessed

Grover draws a clear line between being interested in something and being obsessed with it. "Interest is passive," he explains. If you want to take your business to the next level, you must be all in because when you're obsessed, you pay attention to every tiny detail. As a performance coach, Grover read every injury report for his athletes so he knew how to lace their shoes. He watched hours of video footage and knew every step and landing so he could design training plans. "That's obsession," he says. "That's why they kept me around for such a long time."

Act On Your Passions

"You don't follow your passion," Grover explains. "You act on it. You excel at it." In business, hesitation can lead to missed

opportunities. Once a decision is made, you must fully commit to it because excellence is a long game. There will be moments of pressure driving you beyond your comfort zone and moments that feel very isolating. "Excellence creates distance. It creates distance between you, your friends, your enemies, your family, your free time," Grover says. This isolation isn't necessarily negative; it's a byproduct of striving for greatness. It will separate you from everyone who is average – from people who don't understand the behind-the-scenes work it takes to truly succeed in your passion. People will try to pull you down, either out of jealousy or a lack of understanding, but excellence requires a singular focus that many won't understand.

Balance Is A Myth

People often say that successful people need balance. Grover argues that if you try to balance everything – work, life, relationships – while striving for success, you'll be mediocre at all of them. You'll never grow if you're pulled in too many directions. The key to success is ditching balance, focusing on fewer, more important priorities and cutting out distractions. "Everyone has time for what they put first," he explains.

Excellence is a long-term journey that demands obsession, action and a refusal to settle for mediocrity. "Write your own story," Grover says. Put down the self-help books and "look deep down inside yourself and stop looking for everybody else to get you to that next level."

Two of our favorite places to see Christmas lights, take pictures, and enjoy holiday festivities are Dollywood and Market Square. Where are your favorite holiday spots?



Lydia and Kaitlyn Hill ,
Market Square 2023

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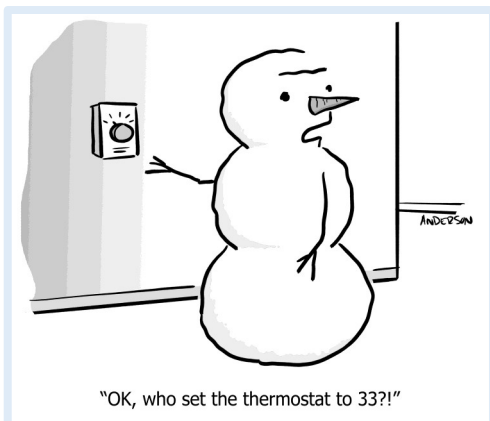
Here is your chance to win Lunch On Us!
This Month's

TRIVIA

What toy was used by the U.S. Army as radio antennas in the Vietnam War?

Email your answer to
RHill@CDTechnology.com

A winner is chosen randomly from all correct responses.



Fake Definitions For Fun

Coffee (n.), a person who is coughed upon.

Flabbergasted (adj.), appalled over how much weight you have.

Abdicate (v.), to give up hope of ever having a flat stomach.

Negligent (adj.), you absent-mindedly answer the door in your nightgown.

Lymph (v.), to walk with a lisp.

Gargoyle (n.), an olive-flavored mouthwash.

Flatulence (n.), an emergency vehicle that picks you up after you are run over by a steamroller.

Balderdash (n.), a rapidly receding hairline.

Rectitude (n.), The dignified demeanor assumed by a proctologist immediately before he examines you.



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Michael Crain with The Crain Group for your recent referral. We appreciate your trust and loyalty!

YOUR
Referrals
ARE OUR GREATEST
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WELCOME

Foundation Mortgage

We want to officially welcome Foundation Mortgage to our CD Technology community. If you are not familiar with Foundation Mortgage, this is a team of dedicated and skilled professionals who are committed to helping customers achieve their goals and build a better future. Foundation Mortgage provides top-quality products and services with a foundation built on integrity, accountability, and a commitment to excellence. We are honored they choose to partner with us for their IT needs and look forward to working with them towards



FOUNDATION MORTGAGE

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We can help
you



December 2024

INSIDE THIS ISSUE

This Year's Biggest Data Breaches | 1

Wanna Be Like Mike? Take This Advice
From Tim Glover, Michael Jordan's
Former Trainer | 3

This Month's Trivia | 3

Super Easy and Fancy Holiday Pie That
Your Child or YOU Can Make | 4

Not Too Late To Upgrade

It's that time of year again when many businesses are scrambling to make last-minute purchases to lighten the current year's tax burden. One of the things many tax-savvy businesses do is purchase new office and computer equipment that will be needed within the next few months NOW so they can deduct the expense on the current year's taxes. Don't delay. Get started on your needed upgrades today.

Call 865-909-7606 and ask for Shah



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Do you like a teeny bit of creative license in the kitchen coupled with the blessed assurance that the dish will be fabulous? If so, this is the recipe for you.

Buttermilk Pie

INGREDIENTS:

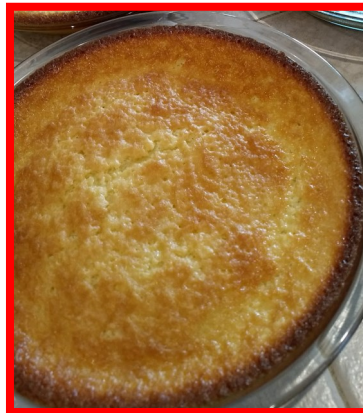
- 1 ½ cup sugar
- 1/3 cup margarine
- 1 tsp vanilla
- 1 tsp rum extract (optional, it's good with or without!)
- 3 eggs
- 1 cup buttermilk
- ¾ cup biscuit mix
- fruit topping of choice
(Cherrie pie filling, raspberry sauce, caramel drizzle...)

PREPERATION:

- Preheat oven to 350°
- Except for the topping, Mix all ingredients together well ,in the order listed adding one, mixing, adding the next, mixing... (Seasoned cooks, I'm sorry but all my recipes have been written for the 8 year old.)
- Bake in a greased pie plate for 30 min.
- Cool and serve with topping or plain.

This pie is very versatile. Did you notice there is no crust? It's okay. It works. Trust me, I have been serving this pie for over 20 years to the delight of family and friends. The basic pie is good any time of the year and you can match different flavors and toppings to the season.

Hope you enjoy! ~Rebekah



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