WATER COOLER – DIGITAL RESOURCES COMPROMISED?

Friday, October 1, 4-5p

SPEAKER

Marco Ciavolino runs a private consultancy, enktesis, LLC, that assists clients in a range of web technology solutions, marketing communications, business development, and communications research efforts. He has been involved in the web space, almost from its inception in the '90's, and since 1995 has directly developed and collaborated on hundreds of web projects from small niche sites to large enterprise projects.

TOPIC

We rely ever more on our digital resources to work flawlessly, where the scramble to work remotely during Covid-19 has compromised, previously consistent, well structured, resources related to corporate identification, corporate information, and IT logins and resources. The sudden rush to work remotely have found these core, critical items cobbled together, with numerous versions and individual with logins and control that are unknown to the organization at large. How do we fix this? Our expert, who troubleshoots thousands of digital resources shares quick, "keep it safe' steps to return you and your organization to a digital strong structure.

Every client with whom I have worked cannot provide consistent, well structured, resources related to corporate identification, corporate information, and IT logins and resources. These are core, critical items that are often cobbled together, with numerous versions and individual with logins and control that are unknown to the organization at large. How do we fix this? Here the steps in a general order of importance.

Freed from the constraints of the office structure and accountability you may find that your digital assets have taken on a life of their own.

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This is a Dangerous Thing

REF	ITEM	COMMENTS	RESULTS
1.	Password Strength	http://www.passwordmeter.com/ https://www.uic.edu/apps/strong-password/ https://www.comparitech.com/privacy-security-tools/password-strength-test	
2.	Fingerprinting	https://www.amiunique.org Device fingerprinting or browser fingerprinting is the systematic collection of information about a remote device, for identification purposes. Client-side scripting languages allow the development of procedures to collect very rich fingerprints: browser and operating system type and version, screen resolution, architecture type, lists of fonts, plugins, microphone, camera, etc. https://www.amiunique.org/faq Even more scary data. http://browserspy.dk/	
3.	Phishing	What Is Phishing? https://www.phishing.org/what-is-phishing Phishing is a cybercrime in which a target or targets are contacted by email, telephone or text message by someone posing as a legitimate institution to lure individuals into providing sensitive data such as personally identifiable information, banking and credit card details, and passwords. The information is then used to access important accounts and can result in identity theft and financial loss.	
4.	Have you been Pwned	https://haveibeenpwned.com 'Pwn' is a lot like the sense of 'own' that means "to have power or mastery over (someone)." It has also been used to describe the act of gaining illegal access to something. https://www.merriam-webster.com/words-at-play/pwn-what-it-means-and-how-you-say-it Google Password Checker http://passwords.google.com (requires a gmail account)	

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Corporate ID

REF	ITEM	COMMENTS	RESULTS
5.	Logos	Must have key formats * Illustrator * eps * Various raster forms (JPG,PNG)	
6.	Colors	Established Defined in RGB/CMYK/PMS/HEX	
7.	Usage Guidelines	Where and how. Above below. Space around. Background. Sizes.	
8.	Phrases and punctuation.	Capitalization Commas Apostrophes.	
9.	Purging old versions of digital files	Doc PDF Images Videos	
10.	Publication Standards	Format Size Color Binding Distribution	
11.	Reviewing publications	All print.	
12.	Purging old versions of publications	Good luck.	
13.	Checking Digital Assets	Where is it stored.	

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IT Related

REF	ITEM	COMMENTS	RESULTS
14.	Do a username/account sweep.	Require a full test of UN/PW Make changes	
15.	Functional Email v Personal Emails	Review emails for receipt. Functional v. Personal.	
16.	Confirm a list of all online accounts		
17.	Login to every account and check settings.	Update or delete.	
18.	Critical Accounts		
19.	• Corporate Email	Who/how.	
20.	• Online backups	Who/how/what.	
21.	• Domains and Domain registrars	Registrar. Owner Access	
22.	Network Logins		
23.	Media Logins		
24.	Social Media Logins		
25.	Get confirmation on all patches.	No staff.	

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Training Related

REF	ITEM	COMMENTS	RESULTS
26.	**Username/Passwords**	Management, Updates, Protection.	
27.	**Phishing**	Awareness, Process for Reporting.	
28.	**Security Protocols**	Secure VPN, Secure workstations.	
29.	**Use of Company Assets**	Where, how, who to ask.	