



TECH GIFTS TO AVOID BUYING

While a playful robot that uses facial recognition to analyze a child's moods might seem like an awesome gift for your nephew, it's not so great when you learn that data can be hacked by cybercriminals or shared for third-party advertising.

At the 2023 CES electronics exhibition, Jen Easterly, director of the Cybersecurity and Infrastructure Security Agency, told the Washington Post that most tech companies address safety problems when they happen rather than developing safety features proactively. Companies are "really focused on cost, capability, performance and speed to market, not on basic safety," she said.

No matter how well they promise to clean your floors or entertain your children, some tech products are not worth the security risks. Here are a few tech gifts to avoid and tips for wiser tech shopping.



✘ Tracking Devices For Kids

Tracking devices for children might seem like a thoughtful gift for families, but these devices can expose children's real-time location to hackers, stalkers or third parties. In 2021, the popular family safety app Life360 was found to be selling user location data to data brokers, according to reporting by The Markup. A safer approach is to discuss location sharing openly with your kids and use built-in features like Google's Family Link or Apple's end-to-end encrypted location sharing.

✘ Genetic Testing Kits

In 2023, nearly 7 million 23andMe users had their ancestry data hacked – a stark reminder of the risks of genetic testing. Criminals are drawn to this highly sensitive data, and companies like Veritas and Ancestry.com have also faced breaches. Beyond theft, there's the issue of law enforcement's ability to access this information. Remember, once you spit into a test tube, you give away your genetic information, that of your close relatives and even future generations.

Beware These Tech Gifts

✘ Camera-Enabled Devices With Bad Privacy Policies

Doorbell cams have one purpose: to see and hear everything around your home and neighborhood. Then it sends that data to the cloud. Poorly secured cameras could allow hackers to access live feeds, potentially giving them insight into when you're home and when you're away. Always choose devices with end-to-end encryption and transparent privacy policies.

✘ AI-Integrated Devices

In 2022, images from iRobot's AI-enabled Roomba were leaked online. Although the company claimed test users consented to share data, it underscores the risk of AI devices collecting extensive information about you. Read the privacy policy closely. If you can't customize data settings or companies aren't clear about how they use your data, shop elsewhere.

TRIVIA

In which year did the first online shopping transaction occur, marking the beginning of e-commerce?

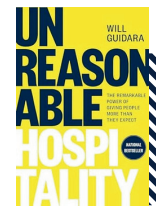


- A. 1994
- B. 1995
- C. 1996
- D. 1997

UNREASONABLE HOSPITALITY

By Will Guidara

Will Guidara was only 26 when he took over the run-down brasserie Eleven Madison Park and transformed it into a Michelin three-star-winning, world-class restaurant within 11 years. His secret sauce? Over-the-top, out-of-the-box and exceptional hospitality that customers couldn't forget. *Unreasonable Hospitality* by Will Guidara offers valuable insights for business leaders who don't want to provide simple customer service but rather an extraordinary customer experience. His innovative strategies, like creating bespoke guest experiences and fostering a culture of thoughtful communication within his team, provide practical takeaways for any industry. This book encourages leaders to rethink how they engage with customers and employees, illustrating that extraordinary service can turn routine interactions into powerful, memorable experiences that drive long-term success.



Answer: A. 1994, when Dan Kohn created a website called NetMarket and sold a CD of Sting's Ten Summoner's Tales to a friend in Philadelphia.

THE ATTITUDE CHRONICLE

Insider Tips To Make Your Business Run Faster, Easier And More Profitably

WHAT'S NEW

Welcome to The Attitude Chronicle. Each month we focus on tips to help your business run safely, securely and more profitably.

Small businesses are the backbone of our local economy, and it is extremely hard for them to recover from data breaches and other cyber attacks.

Our hope is that YOU never experience the loss of revenue, trust, and reputation that comes with a cyber incident. However, in today's risk climate, there's a higher chance of your organization facing a cyber incident than not.

We want to make sure you are brilliantly prepared.



THE BUSINESS SUMMIT

SUSTAINABILITY AND INNOVATION

On October 4th, we had the opportunity to attend the Business Summit: Sustainability and Innovation at the Ajax Convention Center. This unique event featured guest speakers from the healthcare, tourism, and manufacturing sectors who engaged in a panel discussion about enhancing productivity and efficiency. We learned how new technology tools are not only saving businesses money but also streamlining operations. Yellow Yellow shared insights on simple changes businesses can implement to boost sustainability, benefiting both the environment...



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This monthly publication is provided courtesy of Brandon Jones, CEO of Attitude IT.

OUR MISSION:

We're on a mission to protect 10,000 Ontario businesses from data loss and cyber-attacks.

Yours could be next.

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...and their systems. Additionally, Durham College facilitated an engaging discussion on the positive applications of AI in business practices. The Whitby Chamber organized an outstanding event, providing a great opportunity to connect with fellow businesses.



UPCOMING EVENT: WEDNESDAY NOV 13, 2024

Live Seminar

Employment Essentials: Effective Strategies from Hiring to Retiring



OUR SPEAKERS:

- Chantal Williamson**
Senior Vice President, Human Resources (GTA)
IHR Advisory Services
- Megan O'Shaughnessy**
Employee Benefits Consultant
HMA The Benefits People
- Ian Johncox**
Employment & Litigation Lawyer
Mason Bennett Johncox Lawyers

Panel moderated by Mil Patel of MIL PHOTOGRAPHY.



Whether you are an experienced people-manager or you are in the process of growing your team, this seminar will provide valuable insights to enhance your HR practices. Don't miss out—register for free today!

Amica Whitby
85 Taunton Road East,
Whitby, ON

Wed, Nov. 13, 2024
3:00 - Registration
3:30 - Panel Discussion
4:30 - Social Hour

Whether you're an experienced people manager or in the process of expanding your team, this event offers a wealth of invaluable insights and strategies from leading industry experts. Attendees will have the opportunity to explore a range of topics, from effective leadership techniques to innovative team-building practices that can enhance productivity and morale.

This event isn't just about learning; it's also a fantastic opportunity to network with like-minded professionals. You'll meet individuals who share your challenges and aspirations, fostering connections that can lead to collaboration and support long after the event ends.

Don't miss your chance to gain practical knowledge that you can immediately apply in your workplace. With engaging sessions and interactive discussions, you'll leave with actionable takeaways that can help you navigate the complexities of team management.

Secure your spot now and take the next step in your professional development! This is an event designed to inspire growth and drive success in your organization. Join us and invest in your future! Register today!

<https://www.eventbrite.com/e/employment-essentials-effective-strategies-from-hiring-to-retiring-tickets-1048108399437?aff=oddedtcreator>

MANUFACTURING CONFERENCE HOSTED BY THE NORTHUMBERLAND MANUFACTURING ASSOCIATION



Attitude IT attended the Northumberland Manufacturing Association's Manufacturing Conference on October 24th. The event featured two excellent keynote speakers: Ryan Smith, who discussed productive conflict, and Jeff Butler, who talked about creating effective workplaces for all generations.

There were also three informative workshops: one on mindset change management led by Kimberly Callaghan, another on operational excellence with Ashay Gude, and a session on smart factories and supply chains presented by Advanced Bio-Material Technologies. A highlight was a fireside chat on the importance of sustainability with Dana Krechowicz and Natasha Shute.

The conference wrapped up with a panel discussion on workforce strategies, led by Alysha Dominico of Tangible Words. The panel included Fran Hanover from the City of North Bay's Economic Development Office, Bob Peters from Cornwall Economic Development, Anne-Marie Cote-Wood from Kruger Products, and Dan Mellon from KI Canada.

The NMA team, Darla Price and Martina, did a fantastic job organizing the conference. It was wonderful to reconnect with familiar faces from the Ajax-Pickering Board of Trade and Connecting GTA, and to meet new friends from Canuck Industries, Insulflex, Big Rig Wraps, Pop a Lock, and Walton Restoration.



GIVE THE GIFT OF YOUR UNDIVIDED ATTENTION WITH NOTIFICATION GROUPING

Constant notifications can be a relentless distraction, pulling you out of meaningful conversations. This holiday season, group your notifications to collapse multiple notifications and instead receive a summary and turn off topics you actually don't want to see. Then devote that free time to your family and friends as you celebrate!

In your iPhone, go to Settings -> Notification and choose the app you want to get notifications from. Next, tap Notification Grouping. Then you can pick from Automatic, By App or Off. To group notifications, choose By App. For Android users: Go to Apps & Notifications in Settings. Tap to see the list of all your apps and pick the ones you want to group notifications for. Next, tap Notifications. Then, look for an option called Notification Grouping or Bundled Notifications and turn this feature on or customize it based on how you want app notifications grouped. Voilà!

