



# CYBERSIDE CHAT

## FTC's New Click-To-Cancel Rule Coming This Year

Beginning as soon as March or April 2025, the FTC will enforce a new rule that requires businesses to make canceling a subscription to their product or service as easy as signing up. For example, a company can't force you to call a service agent on the phone to cancel a subscription if you signed up in 10 seconds using an online form. The rule also says that businesses must clearly outline the terms of their subscriptions and gain customer consent before accepting payment. It's about time!

## Put Your Business On The Map

Apple Business Connect is a free tool for businesses to manage and update information across Apple Maps, Siri and Spotlight. It enables businesses to control details like hours, contact information and photos, create promotional "Showcases" and access insights on customer interactions, improving visibility and accuracy across all Apple device users. This free service puts your business on the map – literally – making it easier than ever for you to connect with customers.

## "Money" Is The Most Dangerous Word In Your Inbox

Someone is after your money, and no, it's not your teenager. ZeroBounce, an e-mail company, pinpointed the most common words hackers use to trip you up. "Money" topped the charts as one of the most common and harmful words in hacker e-mails, with an 83.5% infection/damage rate. Other words to watch out for include "free," "income" and "investment." Always verify a sender before opening e-mails and look for red flags in e-mails.

## Google "Unfiltered"

Google Image users are reporting a noticeable uptick in hyperrealistic AI-generated pictures in search results, right next to real ones. However, many of these images aren't labeled as AI-generated, leading to concerns about misinformation. For example, image searches of baby animals are rife with AI-generated images. Companies, including Google, are working on better ways to label AI-generated photos, but until then, pay attention when you're scrolling and verify images if you plan to reuse them.



## TRIVIA



**While building magnetrons at MIT in the 1940s, Percy Spencer noticed a chocolate bar was melting in his pocket. Deeper investigation and exploration led to the invention of a household device – what was it?**

**Spencer received no royalties for this invention, first marketed as the Radarange.**

## BE USEFUL: SEVEN TOOLS FOR LIFE

By Arnold Schwarzenegger

Bodybuilder. Immigrant. Actor. Father. Governor. In *Be Useful*, Arnold Schwarzenegger details how those 2 words from his father shaped his life.



Through personal stories revealing highs and lows, he shares his principles for overcoming challenges and achieving success. You'll find this read inspirational either way, but for a special touch, listen to it read aloud by the author himself!

Answer: Microwave

# ATTITUDE CHRONICLE

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

## WHAT'S NEW

Happy 2025 to our community! The Attitude IT Team hopes that everyone enjoyed a restful holiday season. We spoke to a lot of businesses that hit the ground running with all the holiday parties. Over December our team took part in some training with our tech colleagues in Tampa and came back with some great additions to our security stack.

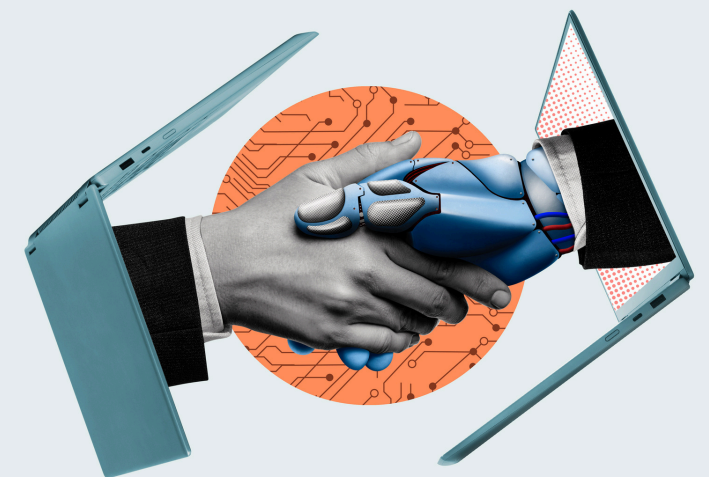
I attended the Ajax- Pickering Annual General Meeting, it was so great to celebrate a great year with our community. Our operations manager attended a seminar on CMMC compliance and joined the Your Entrepreneur Committee, part of the Whitby Board of Trade. They are already planning the next event February 26th , an exciting curling event with a little competition and great opportunities to network.

The NMA is spearheading an amazing initiative called "Stock The Shop" you can read more about that in this issue and how your business can participate.

Attitude IT is looking forward to further improving our services and securing more businesses in 2025. We can't wait to connect with our community through upcoming partnerships and

## NEW YEAR, NEW GOALS:

### HOW AI CAN HELP YOU STICK TO YOUR RESOLUTIONS



January 1 is a fresh start for many – an opportunity to set exciting career or personal goals like getting a promotion or saving for that trip to Paris. Yet in 2024, only 30% of Americans set a New Year's resolution, says Pew Research. The 70% who didn't set goals cite breaking resolutions too easily, struggling to create meaningful goals or simply disliking the process. For those feeling that resolutions are often a losing game, AI-powered tools like chatbots and apps can help make this year different by helping you set resolutions that are practical and unique to you.

### AI Is An Excellent Active Listener

For many people, traditional goal-setting feels static, nothing more than a

conversation with ourselves that results in a sticky note on the bathroom mirror. In contrast, generative AI is interactive. It asks questions, rephrases ideas and can suggest new ideas based on input, mirroring the way humans engage in active listening. AI is also fast – it responds in real time, making it an ideal brainstorming partner.

AI is also highly customizable. Because it tailors recommendations to your inputs, it offers personalized plans for your goals based on your habits and preferences (but sensitive data should be avoided). AI can also help you set SMART goals – Specific, Measurable, Achievable, Relevant and Time-bound – making tracking progress easier and increasing your chances of success.

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



## OUR MISSION:

To build a community of success, protecting Ontario businesses from data -loss and cyber-attacks. Making technology and cybersecurity accessible for all businesses.



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### How To Write Your New Year's Prompt With AI

If you're ready to try using generative AI tools for your resolutions, start by crafting a clear, thoughtful prompt. Here are some prompting best practices to get you started:

**1. Tell AI About Yourself**

You don't need to share your life's story, but tell AI some goals you might like to achieve, your strengths and weaknesses and what you'd like help with. This context helps AI customize its ideas specifically to you.

*Example Prompt: "Please help me create a New Year's resolution. Here is information about me that you can use to suggest helpful resolutions [insert your strengths, challenges, hopes, goals, etc.]..."*

**2. Define Your Focus Areas**

After introducing yourself, ask AI to suggest a list of five to 10 New Year's resolutions. If you only want ones related to fitness or work, then say that. If you're open to other ideas, you can ask AI to think outside the box when coming up with suggestions.

*Example Prompt: "With the information I gave you, please suggest a list of resolutions I may find useful this year relating to fitness and my career."*



**3. Review And Refine AI Suggestions:**

You can provide more information to AI and get different responses or ask it to change the wording or goal to match your needs.

*Example Prompt: "Can you rewrite X resolution to be met within six months?" Or, "Can you adapt this resolution to focus on small business owners?"*

**4. Create SMART Goals:**

Once you know your resolution(s), ask AI to create SMART goals to help you meet them!

*Example Prompt: "Please suggest SMART goals to help me achieve my New Year's resolution."*

**5. Track Progress:**

Once you have your resolution, you can even use AI-driven apps or features (like reminders in productivity apps) to stay accountable. Regular tracking helps you stick to your goals and makes progress visible, even with a simple check-in.

If you've never had success with New Year's resolutions or you want to shake things up this year, let AI help you create some of your best resolutions yet!

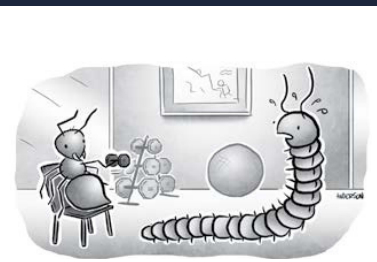
### WHAT APPS TO DELETE TODAY

These days, our phones are jam-packed with apps. However, apps are more than clutter – they're data collectors. Apps from China-based app developer ByteDance, such as TikTok, CapCut and Lemon8, track extensive details: your IP address, biometrics, messages, credit card numbers, people and places in your videos, information about the content you post and more. TikTok's data privacy is so bad that it's banned in many countries and on government devices in several others, including the US, the EU, Australia and Canada.

While harmful apps are the obvious ones to nix, experts also suggest you delete any app you aren't using regularly. To ensure the app stops collecting and sharing your data, you must deactivate or delete your account first. Log in to each app and find the page where you can delete your account, then uninstall it from your phone.



### CARTOON OF THE MONTH



"Man I hate leg day."

# STOCK THE SHOP WITH NORTHUMBERLAND MANUFACTURERS ASSOCIATION

## 20 YEARS NMA STOCK THE SCHOOL SHOP

### High School Tech Classroom Material Drive



Do you have scrap materials?  
Do you have slightly used equipment?  
Do you have extra sets of tools?  
Looking for ways to reduce your waste and recycling costs?



- Carpentry/Woodworking ◆ Manufacturing Technology
- Transportation ◆ Welding ◆ Culinary ◆ Electrician
- Engineering ◆ Communication Technology ◆ Plumbing

School budgets are limited, and with the pressure of hosting more students in trades and technology, let's help stock the classroom for state of the art learning.

Your partnership is important!

Reduce your waste and recycling by donating unused items, over stock, and/or when you upgrade your small equipment, donate the old.



### JOIN TOGETHER TO HELP STOCK OUR HIGH SCHOOL TECHNICAL CLASSROOMS

Flip the page over to see how you can get involved!

Program Partners



### HOW TO PARTICIPATE

1. CONTACT THE NMA
2. CREATE A LOCATION TO COLLECT AND STORE ITEMS TO DONATE
3. SET PICK-UP DATE WITH THE NMA
4. CONTINUE ON-GOING DONATIONS WITH THE PARTICIPATING SCHOOLS AFTER THE PICK-UP DATE.

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