

MARCH 2024



# TALKING TECH

HELPING YOUR BUSINESS



## FROM DAMIEN'S DESK:

Have a think about this: your company's data is the most important thing in the business. It's everything from your customers' information through to your financial transactions, invoices

and receipts. We are all looking to share data in the fastest and most productive way possible, but this, of course, provides an opportunity for data to get into the wrong hands.

This is where encryption can play a part. Essentially locking your data away in a safe space, and unless you have the key, you can't open it. I would strongly consider reviewing your data storage and confirming that it is encrypted during transmission and at rest. This can include laptops, in the event that they are stolen, the bad guy can't read the data without the encryption key.

Check out this newsletter and our website for more information on encryption.

Stay Safe



Damien Pepper - Director  
dSP IT Solutions

## DID YOU KNOW?

Domain name registration used to be free. Way back when people didn't realise how huge the internet would be, registering a domain name was free until 1995.

.com .org .edu .gov

## WE LOVE REFERRALS

The greatest gift anyone can give us is a referral to your business friends.

Referrals help us keep costs down so we can pass on the savings to all our clients.

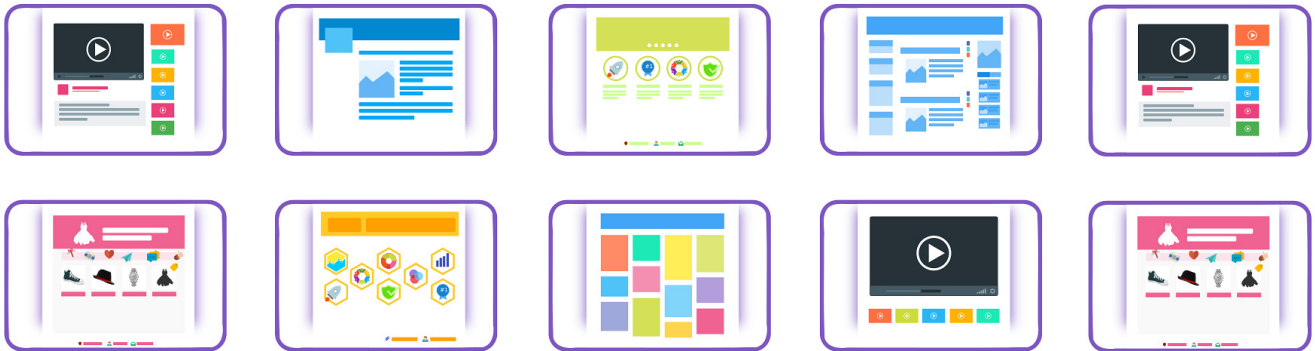
Simply introduce me via email [damien@dspit.com.au](mailto:damien@dspit.com.au) or (03) 9001 0817 and I'll take it from there.



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## ADDRESSING THE DANGERS OF BROWSER EXTENSIONS



**Browser extensions have become as common as mobile apps. People tend to download many and use few. These extensions offer users extra functionalities and customisation options.**

**While browser extensions enhance the browsing experience, they also pose a danger which can mean significant risks to online security and privacy.**

### Key Risks Posed by Browser Extensions

#### • Privacy Intrusions

Many browser extensions request broad permissions. If abused, they can compromise user privacy. Some of these include accessing browsing history and monitoring keystrokes.

#### • Malicious Intent

There are many extensions developed with genuine intentions. But some extensions harbor malicious code. This code can exploit users for financial gain or other malicious purposes.

#### • Outdated or Abandoned Extensions

Extensions that are no longer maintained or updated pose a significant security risk. Outdated extensions may have unresolved vulnerabilities.

#### • Phishing and Social Engineering

Some malicious extensions engage in phishing attacks. These attacks can trick users into divulging sensitive information.

### Mitigating the Risks: Best Practices for Browser Extension Security

- Stick to official marketplaces
- Review permissions carefully
- Keep extensions updated
- Limit the number of extensions you install
- Use security software
- Educate yourself
- Report suspicious extensions
- Regularly audit your extensions

**FREE!**

For your FREE copy of this book, go to:  
<https://www.dspit.com.au/cybersecurity-essentials/>

# Encryption

## facts and figures

### Symmetric encryption

is where only one (secret) key encrypts and decrypts information



### Asymmetric encryption

is where the sender and recipient have different keys to encrypt and decrypt data



One of the earliest known encryption methods is the Caesar cipher, used by Julius Caesar to protect his military communications

The Caesar cipher substituted each letter for another using displacement. There were only 25 possible encryptions, but it was effective then because many people were illiterate



## The science of encrypting and decrypting information is called **CRYPTOGRAPHY**



In 2022, employee mistakes accounted for

# 47%

of sensitive data breaches

The average cost of a data breach was

# £3.5 million



in 2023 – that's the highest average on record

## UNLOCKING GROWTH WITH GENERATIVE AI


Staying ahead in business often means embracing cutting-edge technologies. New tools can unlock new avenues for growth. Especially for small businesses who are often looking for affordable ways to gain a competitive advantage.

One such transformative force is Generative Artificial Intelligence (GenAI). This is a technology that goes beyond automation and the AI we used to know. It can create content, solutions, and possibilities before unimaginable.

The landscape of small business marketing is evolving rapidly. The integration of AI technologies is reshaping strategies for growth. Small businesses are turning to GenAI to enhance their marketing efforts.

### How Are Small Businesses Using GenAI?

- Image & content creation and personalisation
- Enhanced customer experience
- Data analysis and decision-making
- Innovative product development
- Efficient social media management



# DSP Communications

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## NEED A LAUGH?

What do you do when you encounter a sad Xbox?



**You console it!**

## WIN A \$25 WISH GIFT CARD!

The winner from last month's trivia question was Ann from Showtime Attractions. The answer was b) 2007.

You could be the winner of this month's trivia question. Just contact us with the answer to the question below, no googling and good luck!

What material was the first computer mouse made of?

- a) Metal
- b) Wood
- c) Plastic
- d) Fabric

Call us with your answer  
(03) 9001 0817 or email  
jo@dspit.com.au