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## How do Hackers Hack?

We hear about hackers hacking all the time. But how do they really do this? What is the actual “hack” of the matter?

There are plenty of ways a hacker can get what they want from a company, a person, or an agency, but here are a few of the most popular methods of attack.

### Social Engineering

This category is especially stressful because social engineering is not thwarted by super tough software or a ridiculously prepared security firm. Social engineering exploits the individual people inside an organization; it's one of the cheapest and most effective ways a hacker can get what he or she wants. But what exactly is social engineering?

Social engineering is a special form of intrusion that can entail a variety of actions that use manipulative tactics to encourage people to drop standard security protocols. Anything from downloading a malicious link to conveying login credentials over the phone to holding your passcode-protected door open for the next person is considered social engineering. In these situations, hackers utilize social techniques to make you ‘do’ or ‘say’ something you normally wouldn’t do or say.

For example, a man calls you on the phone and claims to be a technician from your internet provider. He says there’s an issue with the network, and to make sure your business is unaffected by this problem, he needs your admin’s login credentials. He assures you that everything will be super quick, and you’ll avoid a lot of downtime. Appearing to be a no brainer, you quickly hand over your credentials not knowing this technician is really a hacker from across the country. Instead of avoiding downtime, you just created a lot of it... by handing over the keys to all your data.

### Vulnerabilities

Software, browser, and system vulnerabilities are an easy in for hackers. Kaspersky Lab [states](#) that a vulnerability “is associated with some violation of a security policy.” This violation allows cyber criminals to hide malicious code, unauthorized commands, or malware onto your computer.

The majority of vulnerabilities are eliminated when (or if) you update your workstation; however, many people fail to update their PC with the recommended updates when they become available (choosing to postpone or ignore a critical update). For example, about 30% of users are [using](#) an outdated browser, and nowadays, with vulnerability hacking like Malvertising, outdated browsers are creating an even bigger security concern.

With Malvertising, cyber thieves purchase ad space on a website and embed code in the ad. When you land on a website with a malicious ad, the imbedded code will search your computer for vulnerabilities and push malware into them. You don’t have to click or view the ad to be infected; you simply have to visit the website. And the worse part about Malvertising is that it can be any website—rare or well-known. Google, Yahoo, Reuters, Forbes, The Daily Mail, and Huffington Post have all been previous victims of Malvertising—potentially infecting millions of people in less than a few hours.

The best defense against vulnerabilities is to make sure that all your technology is up-to-date at all times. Check your browser, operating system, software, and applications for updates on a regular basis and never postpone an update when one becomes available.



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## Networking: Are you in or are you out?

As a small to medium-sized business owner, salesperson, or upper manager, your success can be affected by how well you network. Or perhaps that should be rephrased. Your *growth* can be affected by how well you network.

You can be extremely successful without ever growing—gaining new clients, expanding your territory, opening up additional locations, offering new products... But, if you ever expect to do any of that (and well), you'll have to network at some point.

Why? Well, you're about to find out.

### **A referral goes a long way.**

Say you throw a get together with your current clients. Maybe it's an appreciation dinner or a complimentary how-to class. Now, imagine if you asked each client to bring a friend. Your clients may bring one of their staff members; however, odds are many of them will bring friends who can also benefit from this get together—like other CEOs and business professionals... who may need your services and who may not know you existed previously. That's easy marketing and legitimate referrals.

### **You don't know everything.**

Whether it's a local business event

or an industry-specific conference, networking with new people who have different experiences and varying degrees of knowledge can give you more ammo than you may realize. Even a simple 10-minute conversation at a business conference with a person who runs a company five states over can be extremely beneficial. In the middle of this conversation, this person might bring up an idea or explain a way of doing something you've never thought of before. This "something" may be the spark you need to grow your business bigger and better.

### **Another vendor, another partner, another resource.**

You can't go at growth alone. You need vendors. You need partners. You need resources. Trying to grow without these three things will be near impossible, and the more networking you do, the more of an opportunity you create for yourself to find good, reliable people to connect with. People network for the same reasons as you do which means they're looking for the same things as you are—partners, vendors, and resources. A connection you make while networking has the potential to become your greatest source of revenue, or your most cherished business relationship. You never know. You'll just have to go network to find out.

## Gadget of the Month: NETFLIX Socks

### **5 THINGS TO KNOW ABOUT NETFLIX SOCKS**

If "Netflix and chill" sounds like a little too much work, this gadget might be just what you need. Meet Netflix socks, the cozy accessory that will pause your show when you fall asleep, making it easy to binge-watch those addicting episodes without missing a beat when you doze off. Here's all you need to know about Netflix Socks:

#### **1. Prepare to DIY.**

Netflix socks aren't available to purchase as ready-to-use gadgets. This cozy tech requires "a little knitting and building some electronics." You'll also need an understanding of microcontroller programming and a soldering iron. Their list of recommended materials includes IR LEDs, an LED indicator light, momentary button, a 500mAh battery and accelerometer. Sounds scary, right? While Netflix offers a step-by-step guide in building the mechanism, this is the biggest hurdle for those wishing to own a pair.

#### **2. It relies on movement.**

The sleep detection method is called actigraphy, and it detects the absence of movement after long periods of time. If the socks think you've dozed off, a red light will blink in the cuff—signaling to you that your TV will soon pause. The sensor is extremely sensitive to small movements, so if you're a fidgety sleeper, it may not work for you.

#### **3. Beware the blanket barrier.**

If your 'Netflix and chill' is best experienced under the warmth of a cozy blanket, it may affect how the socks connect to your TV. Watching from behind a coffee table can create the same problem. But don't worry, there's a solution for this. By incorporating an IR-emitting base station into your sock design (such as a 2.4Ghz transceiver), IR signals can be sent directly to your television. Easy enough, right?

#### **4. You can knit themed socks (or use your own).**

If using a pair of socks you already own seems too simple, Netflix provides knitting patterns based on themes of their popular shows. Choose from favorites like Bloodline, Daredevil, Grace and Frankie, House of Cards, Orange is the New Black and Wet Hot American Summer.

#### **5. Netflix users inspired the idea.**

This isn't the first time Netflix has found its way into maker culture. Their last project was a button that dims your lights, silences your phone, orders food and turns on Netflix. And just like the socks, users had to create it themselves—electronics and all. These crafty projects are inspired by the fans and submitted via the ideas button on the Netflix "make it" website.

gielmichal / Shutterstock.com



## A 4-part strategy to simplified office ergonomics

*Follow these 4 tips to keep your body free of aches and pain during and after the workday.*

### Rest your eyes.

The longer you spend staring at computers and connected devices, the more your eyes will suffer. You'll feel fatigued at the end of the workday, and the health of your eyes will eventually begin to deteriorate. To avoid this, you need to break your gaze every so often. Many people refer to this as the 20/20/20 rule—every 20 minutes stare at something 20 feet away for 20 seconds.

### Position your screen.

If your monitor isn't positioned correctly, then it can negatively impact your neck, back, and eyes. Prevent these unnecessary aches and pains by positioning your monitor a little less than two feet away from your face, at eye level, and tilted slightly backwards.

### Control your body.

You should always be wary of your posture. If you aren't, this is when that pesky back pain will pop up and never leave you. Keep your back straight and your feet flat on the floor. Rest your back against your chair and support the weight of your arms by resting them at a 90-degree angle on your desk.

### Stretch it out.

Even with the most ergonomically-sound posture and monitor, your body can still feel the pressures of an office-bound life. Because of this, you need to carve out small portions of your workday to stretch and to get out of the office. There are many simple exercises you can complete right from your desk and even while you're still sitting down. But don't forget to walk outside every two hours for at least ten minutes. This will help your eyes, your mind, and your body recharge.

## 4 Movies with the Coolest and Most Controversial Tech

### The Avengers

While superheroes might not be all that realistic, J.A.R.V.I.S. is an entirely different story. Jarvis isn't just a user interface but a personal assistant who can hack into government databases and remotely control a legion of Iron Man suits. Thanks to an extra-terrestrial element known as the Mind Stone, Jarvis eventually transforms into a superhuman, super powerful, and super intelligent synthetic being known as Vision. Unfortunately, Google, Facebook, and Amazon don't have a Mind Stone at their disposal, but that won't stop them from creating a personal assistant to rival that of Jarvis. In fact, Facebook CEO and co-founder, Mark Zuckerberg, recently [announced](#) his plans to build an AI to do just that.

### Elysium

On a manmade space station known as Elysium, the people are not only wealthy but in perfect health, as well. The Elysium people are cured of all diseases, cancers, and illnesses when they spend a few minutes laying on their individual Med-bays; however, the people living directly below Elysium, on planet Earth, are poor, malnourished, and dying of traditional illnesses that have since been eradicated

by Med-bay technology. If technology like Med-bay was in fact created, should it be limited only to those who can afford it or should it be made available for all?

### Robocop

How would you feel if robots policed the earth and managed the wrong doers of society? Protected? Or worried for your own safety? Robocop is the story of a police officer turned into a partial robot. He is made to be faster and stronger than the average person and can use his mind to connect with networks, technology, and databases. But the question becomes: Does the 'what' control the 'who'? Can robots—even partial ones—be capable of making decisions that don't always have a clear answer? Consider self-driving automobiles... how do these cars make a decision when both choices could potentially end a life?

### Men in Black

What is the government doing that we don't know about? ...a question as old as government itself. But what if they did it right in front of us without us ever knowing any better? Men in Black is famous for using a Neuralyzer to erase the memory of anyone who comes across an alien species. While Men and Black employs this technology in an entertaining fashion, it's a frightening notion. These suited agents have the power to erase your mind and fill in the gaps with memories they create. For all we know, this could already be happening...

