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[HOME](#)

SECURE SMART OFFICE

Fall in Love with Your Office



Background Information

Experience

- **Founded/Owned GSWS since 1994**
- **Locally owned and operated**
- **300 Clients, Across 12 States and 3 Countries**
- **HIPAA Certified Technicians**
- **Certified Product Specialists & Trainers**
- **A+ rating with BBB, SD Chamber members, 5 Star w/ Yelp, Sponsors of SD Optometric Society, etc.**

Primary Areas of Focus/Service

- **Small Businesses/Organizations**
- **Security & Compliance**
- **Managed I.T., Cloud Hosting, Web Development**





Current Information

Overview

- **GSWS was bought by SSO on July 1, 2018**
- **I am now Director of Engineering for SSO**
- **Work with Rusty & Sam Sailors**
- **Immediately grown to support clients from both organizations**
- **Primary focus on Secured IT to small and mid-size organizations**

Primary Areas of Focus/Service

- **SMSP (IT)**
- **MSSP (Security)**
- **SMRT (IoT)**
- **SSOWS (Web Services)**





Topic of Discussion

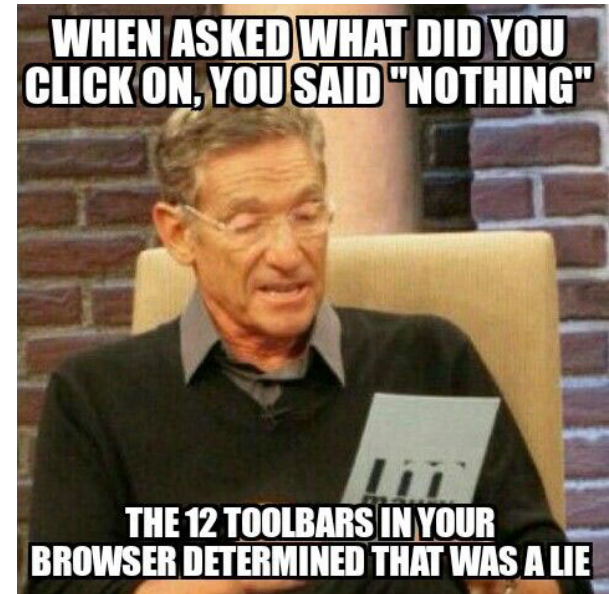
For many of us, it's our professional responsibility to protect and secure company and client data.

But what happens when we leave the office and become the customer, becoming dependent on how others manage OUR personal data?

Let's take a look at the landscape of businesses within San Diego, to better understand what this means – and how it impacts us.

NEXT:

Let's take a look at data on San Diego's small businesses landscape.





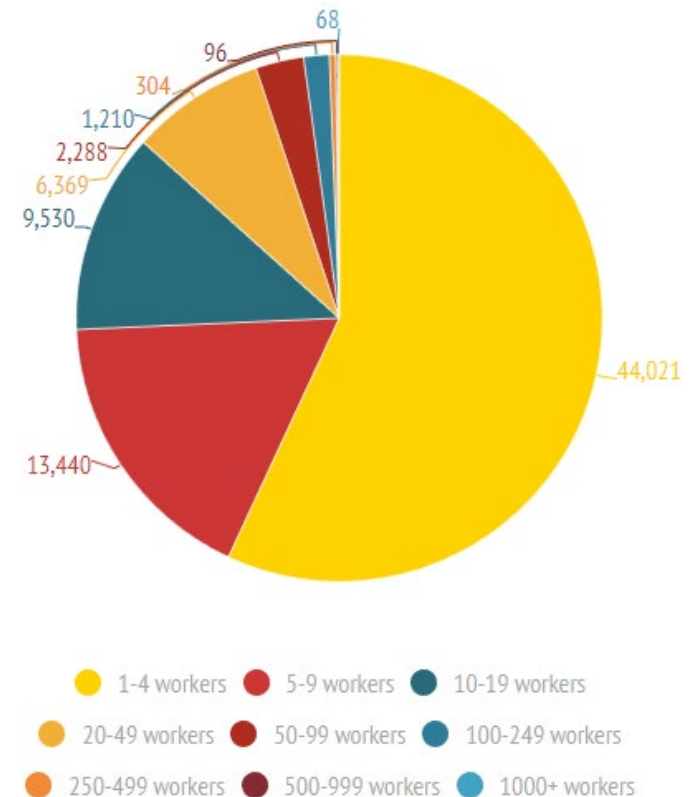
Business Sizes in the San Diego Metro Area

Overview

- 3,337,685 estimated population
- 1,590,800 workers considered part of labor force
- 77,326 businesses had at least 1 employee
- 242,035 businesses had no paid employees
- 57% of businesses have just 1 to 4 workers
- 48% considered part of services industry (business support, tourism, health care, etc.)

NEXT:

Let's look at some specific data small businesses have shared on their cyber security challenges

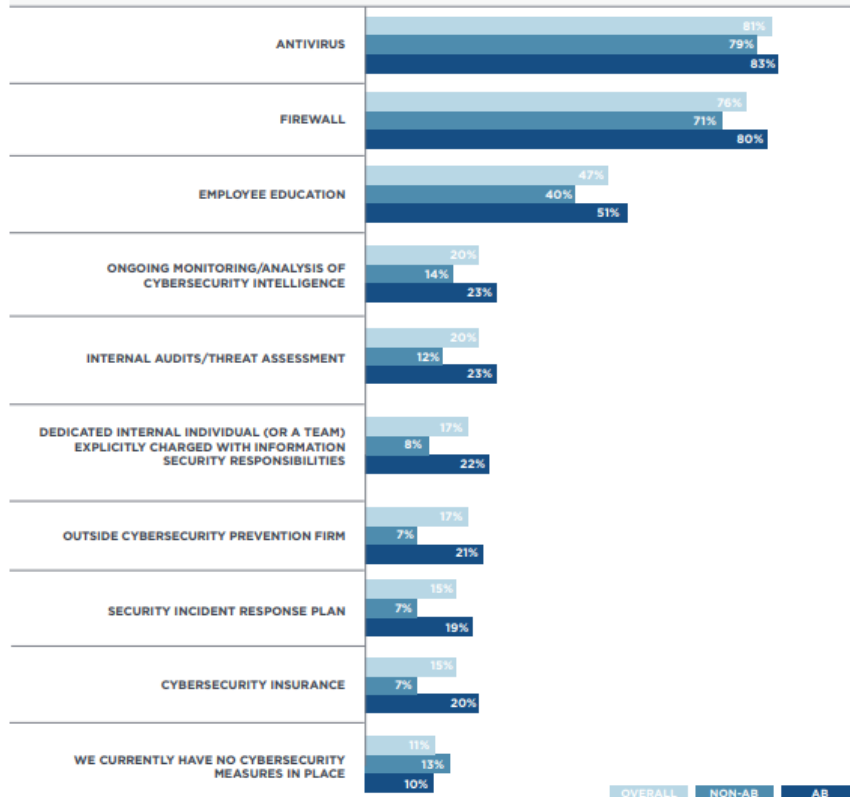




State of Cybersecurity Among Small Business in North America

FIGURE 4

QUESTION: WHAT CYBERSECURITY MEASURES DO YOU HAVE IN PLACE TO SAFEGUARD YOUR BUSINESS? SELECT ALL THAT APPLY.



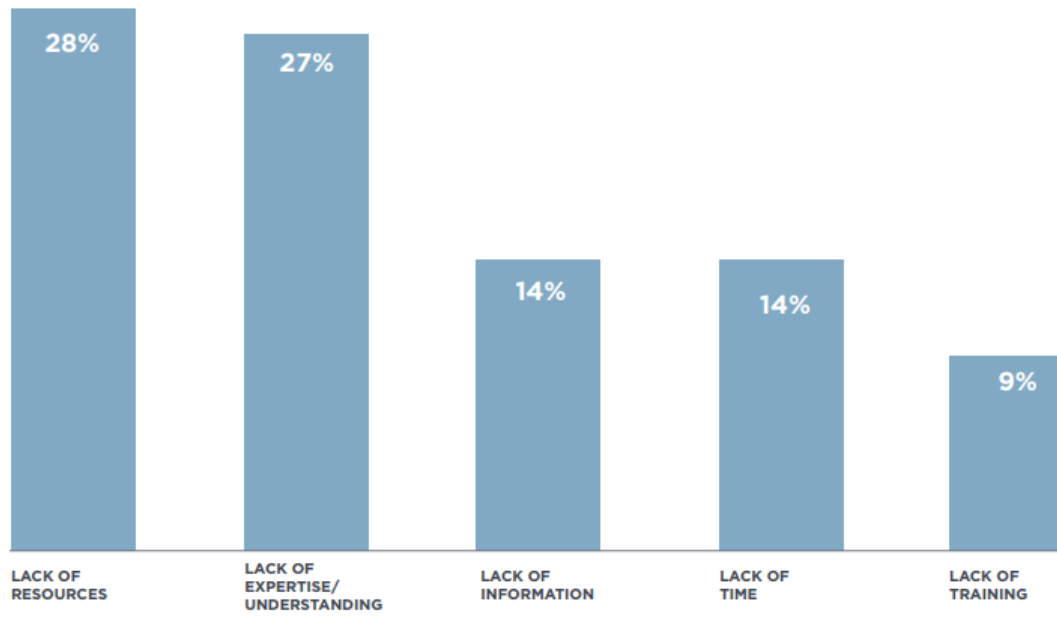
9 https://www.is.uni-muenster.de/security/publications/Boehme2010_SecurityInvestment-IWSEC.pdf



State of Cybersecurity Among Small Business in North America

FIGURE 9

QUESTION: WHAT IS THE TOP FACTOR THAT HINDERS YOUR ORGANIZATION'S ABILITY TO ADVANCE CYBERSECURITY EFFORTS?



NEXT:

Let's take a look at some specific industries we rely on, that fall into these categories.



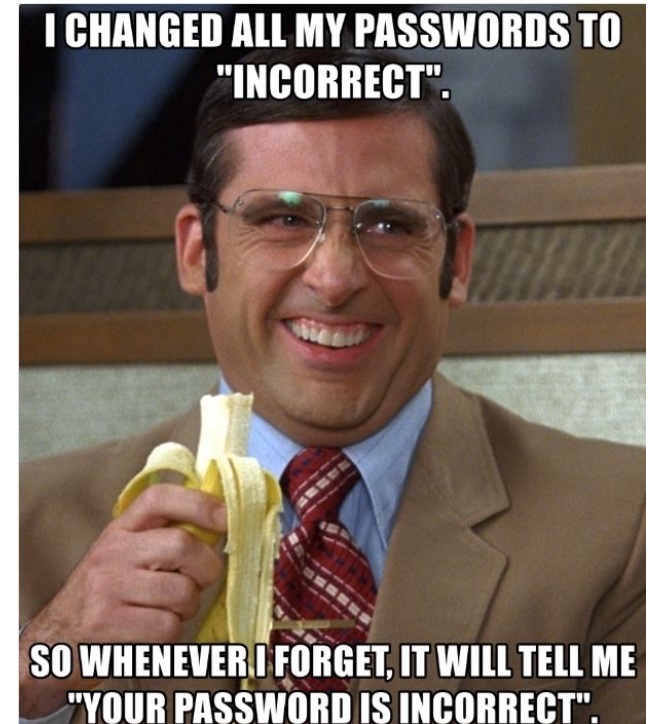
Who Are We Sharing Our Private Data With?

Some of the more common industries and professions

- **Medical:** Dentists, Doctors, Optometrists, Physical Therapists, Chiropractors, ...
- **Legal:** Attorneys, Paralegals, Mediators, ...
- **Financial:** CPA's, Bookkeepers, Financial Advisors, ...
- **Real Estate:** Realtors, Inspectors, Lenders, ...

NEXT:

Let's take a look at what we can do to make a difference





What Can We Do To Make a Difference?

Be Engaged

- Approach the situation with a positive tone
Let them know you ask, because you care
- Ask questions:
 - Have they ever experienced a breach?
 - What have they done to securely manage data?
 - What is the plan, were a breach to occur?

All of this will tell you what processes, policies and procedures they have implemented. From there, you can know how safe you feel about being their customer.

Offer Advice and Solutions

- We seek out these professionals because they are good at what they do. So are you. Take a minute to help them help themselves. Heck, refer them to us 😊





Additional Resources

Data Resources

- **San Diego Businesses, By the Numbers**
<https://www.voiceofsandiego.org/business/san-diego-businesses-by-the-numbers/>
- **2018 Data Breach Investigations Report**
https://www.verizonenterprise.com/resources/reports/rp_DBIR_2018_Report_en_xg.pdf
- **2017 State of Cyber Security Among Small Businesses In North America**
https://www.bbb.org/globalassets/shared/media/state-of-cybersecurity/updates/cybersecurity_final-lowres.pdf

Educational Resources

- **We Live Security**
<https://www.welivesecurity.com>
- **ESET Free GDPR Compliance Check**
<https://encryption.eset.com/int/gdpr-compliance/#compliance>
- **California Consumer Privacy Act**
<https://www.csoonline.com/article/3292578/privacy/california-consumer-privacy-act-what-you-need-to-know-to-be-compliant.html>

https://leginfo.legislature.ca.gov/faces/billVotesClient.xhtml?bill_id=20172018oAB375



Thank You

Please reach out with any questions.