



PCS
Pittsburgh Computer Solutions

TechNEWS

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4th Quarter Newsletter



Holiday Edition

Merry & Bright

Need to free up your phone? Amazon Photos can help

The last thing you want to happen when you're capturing life's precious moments is to run out of storage on your phone. Luckily, if you're an Amazon customer (and who isn't these days?) you have an easy way to store all of your photos online, so you can delete photos from your phone and continue snapping pics of your favorite meals and of your pets being cute.



What is Amazon Photos?

Amazon Photos is an easy way to save and share your daily snapshots, family photos and vacation moments with the free Amazon Photos app. Your photos are safely backed up in your Amazon Photos account, and you can see them on the device of your choice, including the Echo Show or Fire TV. You can even set a screensaver on your Fire TV, and it's so fun to see your personal photos and videos on the biggest screen in your home.

Amazon Photos lets you:

- Upload photos directly from your phone or computer
- Organize photos in albums and by location, people, and things
- Share your albums with friends and family
- Create customized photo gifts and have them delivered for free (with Prime membership)
- Access and download your photos and video from your computer, phone or tablet, unlimited photo storage and 5GB of video storage.

Upload Photos to Amazon Photos

Uploading your photos and videos (for Prime members) to Amazon Photos is easy. Simply download the Amazon Photos app either from the Apple App Store or Google Play, or download the installer for your computer.

Once it's installed, sign in using your Amazon account login and password. Within your Settings, you'll have the option to:

- Turn on auto-save, your photos will be automatically saved to your Amazon Photos, you can delete photos off your phone, knowing they're safely backed up in the cloud. That way you never run out of space on your phone and your photos are secure even if your phone is lost or stolen.
- Allow Amazon Photos to automatically tag your photos with people, places, and more via image recognition

You can also manually upload your photos to Amazon Photos if you don't want to move every single one from your phone. You'll also be able to check how much storage space you have left and order prints and photo gifts using your storage images.

You can order prints of your favorite photos right from the Amazon Photos app on your phone or directly from your computer. Choose snapshots, custom photo wall decor, poster size prints or photo gifts like mugs and calendars. As a Prime member, you get free delivery on all your print orders.

Amazon Photos stores all photos at full resolution

Amazon Photos stores your photos exactly how you took them, at their full resolution. They never down-sample an image to save space on their

servers, so that you always have the highest possible resolution file.

You can share any photo or video to social media, email or text message. You can also share your photos privately with members-only Groups. Collaborate and share photos and albums with your friends and family by inviting them to a private invitation-only Amazon Photos Group. You can easily pool everyone's photos together from your latest family vacation, soccer team season, birthday party or friend's wedding.

Should you use Amazon Photos?

If you are an active Amazon Prime member, why not use the service to the fullest? You can use Prime Photos as the main backup or alternative storage. Uploading your image library to Prime Photos and using it as part of an image backup system has a low cost for an unlimited amount of cloud storage, which is really impressive.





By Adrien Gendre

The growth of social media phishing can be largely attributed to the broadening reach of social media companies like Facebook, Instagram, and LinkedIn. All have branched out considerably, with expanded features and integration with third-party applications. To a phisher, social media offers not only a large pool of victims but also an endless array of entry points.

The connection between social engineering and social media phishing

Social engineering is the process of using psychological manipulation to encourage a victim to disclose confidential information. For social engineering to be effective, a cybercriminal must have personal information about his or her victims. What better platform to find this information than on social media?

3.4 billion of the world's population uses social media. Despite warnings to secure our accounts with strong passwords and avoid revealing overly personal details, we continue to ignore best practices and open ourselves to attack. We share our whereabouts, political affiliation, financial hardships, health issues, and career ups and downs. This information is all a cybercriminal needs to socially engineer and hit us where it hurts.

Facebook phishing

It's no surprise that the largest and most influential social media company in the world is also the most impersonated by phishers. In 2nd quarter 2019, Facebook phishing URLs increased by more than 175%, making Facebook the third most impersonated brand in phishing attacks.

Stories about data leaks have continued to plague Facebook. As a result, Facebook users are accustomed to receiving updates from Facebook about the company's privacy initiatives. In some cases, however, it's not Facebook that is sending those emails but phishers impersonating Facebook. With users on heightened alert from a constant stream of negative news stories, they react quickly when phishers direct them to update their Facebook passwords, unknowingly divulging the very data they were trying to protect.



In other cases, phishers directly exploit the third-party app relationship to steal user data. Facebook's universal login API allows users to log in to tens of thousands of apps directly from Facebook. Phishers exploit this by building phishing pages designed to look like Facebook Login. A user tries to log in to a popular app but actually divulges their login credentials to the phisher.

Instagram phishing

Instagram attacks run the gamut from password-update requests sent via phishing email to multi-phase attacks that begin with phishing and evolve into spear phishing attacks that occur inside Instagram. In these attacks, the cybercriminal harvests a user's Instagram credentials on a fake Instagram login page, then they phish and spear phish the user's followers from the compromised account. In other cases, the hacker might compromise the account via phishing and then demand a ransom to avoid release of compromising information and images.

LinkedIn phishing

A recent trend in LinkedIn phishing is the connection request scam. Phishers create fake LinkedIn emails asking the user to accept a connection request, when the victim logs into LinkedIn to accept, their credentials are stolen. This is the perfect way for a cybercriminal to take over a LinkedIn account. Impersonating other users and sometimes influencers, the phisher is free to make new connections and connect with other users via InMail, whether to phish or spear phish. They can also freely share content and engage with millions of other LinkedIn users, ruining reputations in the process.

Protecting yourself from social media phishing

Most social media phishing emails are sent to individual rather than corporate email accounts. However, phishing email subject lines are engineered to deceive (Security Alert!), and phishers will target corporate mailboxes. Victims who are vulnerable to phishing will react emotionally and quickly—clicking the phishing link without recognizing the anomaly.

Strong email security with time-of-click [anti-phishing technology](#) is essential to protecting your business and your clients from social engineering and phishing. And don't underestimate the importance of [phishing training](#). Phishing attacks are highly sophisticated, and an occasional threat has the potential to slip through. Users who are trained are less likely to fall victim to attack, and users who are alerted immediately if they click on a phishing link are far less likely to do so in the future.

Vade Secure is a predictive email defense solution leveraging artificial intelligence, fed by data from 600 million mailboxes, to block targeted threats and new attacks from the first wave. For information about Vade Secure's Anti-Phishing Solution call PCS at 724-942-1337.



save
your
business

4 WAYS
MANAGED SERVICES CAN
SAVE YOUR BUSINESS

Saving time and money is always a business goal, and nowhere is it more important than in small and midsize companies. When it comes to your bottom line, managed services is one of the best ways to help your business operate more efficiently and economically.

Managed services allows a business to outsource IT support for greater functionality and improved productivity. Common services include IT security, data backup and recovery, software administration, and remote monitoring and management. The precise mix of managed services can differ from business to business, but companies worldwide can benefit from this modern-day technology solution.

Managed services can produce significant savings for your business, particularly when it comes to four key factors: money, time, resources, and reputation.

Save Money

Saving money is at the top of this list because it's typically at the top of every business owner's list. Controlling expenses is a daily goal, and sometimes your infrastructure can make this a challenge. Managed services allows a business to maintain its IT environment for fixed cost each month. This fee typically covers routine maintenance, support, and troubleshooting and repairs as needed. A consistent, fixed expense like this can give your budget some much-needed breathing room for investment into your business. Use the cost savings to grow your business, educate your staff, expand your reach....do the things you really want to do with your business.

Save Time

It only takes one incident of downtime to realize just how important your IT infrastructure is to your bottom line. Managed services can help to mitigate downtime by identifying issues before they affect your productivity. Your managed services provider administers support on an ongoing basis, meaning you and your staff won't have to sit around waiting for help to arrive. This proactive approach to business continuity will save you time and allow your staff to remain productive.

Save Resources

Many businesses have a de facto IT person—the individual who perhaps knows the most about how to fix what goes wrong. Though it may not be in their official job description, this employee is the person whom everyone turns to when tech misbehaves. Managed services can take this kind of burden off of your staff. It's hard to beat a dedicated team of experts whose sole purpose is to make sure your IT runs smoothly. Your staff will benefit from infrastructure that works as it should, and best of all, they will be able to do their jobs.

Save Your Reputation

No business wants to be the one that lets its customers down. Outdated, inept technology makes such a letdown more likely. Lost data, network issues, and business downtime can all affect your reputation with your customers. Managed services makes it possible to maintain a safer, more secure IT environment. Such an environment contributes to a positive reputation and helps you to gain and maintain a stronger competitive edge.

Your company's IT environment is critical to the success of your business, both in terms of economy and efficiency. Partnering with a managed service provider can help you to maintain an infrastructure that is up-to-date and reliable. PCS works with businesses of all sizes to establish the managed services offerings that fit their needs. For more information call PCS at 724-942-1337.

Did you know...

If you replace warm shower with cold ones the benefits are amazing for physical and mental wellness? When practiced regularly, it provides long-lasting changes to your body's immune, lymphatic, circulatory and digestive systems that improve the quality of your life. It can also increase weight-loss because it boosts your metabolism.



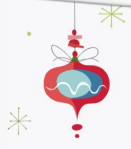
A 2007 research study found that taking cold showers routinely can help treat depression symptoms often more effectively than prescription medications. That's because cold water triggers a wave of mood-boosting neurochemicals which make you feel happy. It can also increase willpower, boost creativity and inspiration. It can also help with motivation to achieve ones goals.

Here's a tip if you're just starting out: start your shower warm, as usual. Let the warm water on your muscles allow you to stretch them out. After you're stretched and washed, completely turn-off the warm and completely turn-on the cold. Just do it for 60-90 seconds, then get out. You'll be very pleased.



HOLIDAY
cheer

Christmas
stirring
hung by the chimney with
opes that St. Nicholas soon would be the
children were nestled all snug
visions of su



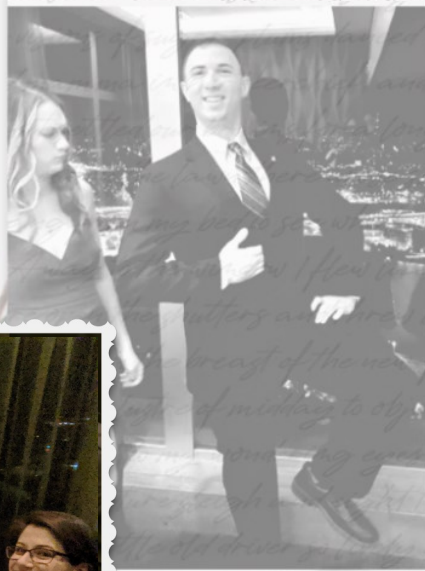
Having a great time at
Monterey Bay



*Eight days before Christmas, when all through the land
The air is stirring, not even a morning
Has passed by the chimney with the
children, that St. Nicholas soon would be there
The children were nestled all snug in their beds
While visions of sugar-plums danced in their heads
And mamma in her wicker chair was rocking the baby,
The chimney was sweeping with his broom
And his little assistant was loudly singing
Long ago when first he came
This Christmas Eve he came to town.*



Be Merry 



Favorite Desserts

Kids Table

driver's

ment he

