

A Candid chat about your security and privacy

Have you heard about the new fastest growing white collar crime? If you're online you'll want to read this and take action.

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Have you heard about the new fastest growing white collar crime? The crime that's now more profitable for criminals than selling drugs? The crime that can be done anonymously from anywhere in the world to anyone who owns a computer? The crime being committed by teenagers, business people, and in some cases, the guy or girl next door?

It's called cyber-crime.

It affects absolutely everyone who uses the Internet. Hey, you're online right now, right? Read on.

In a recent study by Consumer Reports, it was discovered that American households spent \$8 billion in just the last 24 months for repairs from nasty virus and spyware infections. But let's be honest – that's just kiddie play for cyber-criminals. According to the FBI, cyber-crime cost U.S. businesses over \$67 billion in losses and damages *last year alone*. Cyber-crime is the real deal. It's all about identity theft, online banking theft, extortion, espionage, data theft, vandalism, voyeurism and a myriad of other crimes.

For small businesses (especially home based businesses) cyber-crime can be devastating, costing thousands in damage, down time, and stolen data. If you are in business for yourself, you better take adequate measures to protect everything you've worked so hard for – or you will lose it.

For a family, cyber-crime doesn't stop with painful identity theft and stolen money from personal bank accounts and other investments. It gets much

more disturbing with sexual predators being able to literally watch everything you or your child does online. 1 in 5 children have now received unwanted sexual solicitations while online, according to the U.S. Dept. of Justice. Cyber-crime is coming to a neighborhood near you. Let's hope it's not your home or business computer that throws the welcome party for these creeps!

It takes only 8 seconds for new computers just plugged into the Internet to be infected with dangerous viruses and spyware that lead to cyber-crime.

A few months ago, Red Herring magazine, a prestigious business publication, reported that 172,000 additional computers are taken over by hackers every day. You can get tracked and hacked a thousand ways, by things as simple as surfing the Internet, downloading files, opening emails, and even from pictures, digital cameras, web cams, and PC game handheld controllers. Yes, they all have been used to take advantage of unsuspecting victims.

You cannot imagine the pure genius of these cyber-criminals. This is big business now, with hackers making far more money with Internet crimes than they could make robbing a bank. And they can commit cyber-crimes anonymously from the comfort of their own homes. A report by the U.S. Dept. of Treasury shows that cyber-criminals pocketed over \$105 billion last year. Incredible, isn't it?

According to the National Cyber Security Association, you have a 7 in 10 chance of being victimized by an Internet predator today. Could that be true? Well, the FTC reports that over 10 million adults in the U.S. had their identities stolen just last year. So what's at risk? Frankly, everything. Your privacy, your identity, your finances, your business, and even your personal safety, and the safety of those you care about.

Welcome to the 21st century. It's the wild wild west, and you are in Dodge City. There is virtually nothing law enforcement can do to keep you safe at this point. Just make a quick call to your state's Attorney General's

office and ask to speak with their cyber-crime division. You'll be lucky to speak with someone who can help. Most law enforcement agencies won't even talk with you if you haven't lost \$100,000 or more. They are all under-funded and under-staffed.

Sounds horrific, doesn't it? Well, it is. You cannot ignore this and bury your head in the sand, hoping you won't become a victim. Cyber-criminals now target homes and small businesses because they are the least protected. Your computer is a virtual window to the entire population of 600 million Internet users around the world. If you don't lock down your PC properly, anyone from anywhere can access your computer and your personal life without you knowing it. Early warning signs of serious infections and hacker invasion include slow PC performance, frequent computer crashes, missing files and difficulty installing or uninstalling programs. Most computer invasions, though, are well hidden and hard to detect for the untrained eye.

Here's the problem:

Most people believe that the basic security programs that came with their computer, or the programs their ISP provides for free, or the free stuff recommended by their brother-in-law is good enough.

Reality check: Cyber-criminals are counting on this! They think it's great that most people use band-aid security programs and have a wonderful false sense of security. If all the popular security programs out there actually worked, would we have a cyber-crime epidemic today?

Okay. If you are like most people, you are probably overwhelmed by all this and wondering what you can do about it. Let's get past all the doomsday stuff and talk about how you can get protected and stay safe *affordably* and *without having to do it yourself*. (And no, contrary to what

you might think, the answer is *not* getting recommendations from your friend or family member and then trying to manage it all yourself.)

Ask yourself: Do you have the *time*, the *desire*, or the *expertise* to manage your own security on an ongoing basis? Do you know which personal firewall, anti-virus, and anti-spyware programs are best for your computer and your needs? Can you keep up with the latest security technologies and defense systems? Can you keep up with Internet predators lurking out there? Again, if you are like most people, the answer is a resounding NO. So here's what you do:

First, stop using the pre-packaged, shrink wrapped, and free security programs thrown at you all the time.

Stop playing into the hacker's hand, er...um... I mean, keyboard.

Second, stop trying to be the "expert" and manage your own security.

You've got better things to do. Stop relying on a friend or family member who you think is "good at computer stuff" for your security plan. They probably aren't trained security professionals.

Third, subscribe to an expert Managed Internet Security Service.

What's that, you ask? It's a professional security service where trained professionals monitor and manage all your computer security for you. It's more than just software, it's a comprehensive expert service that keeps you updated with the latest and greatest software, and provides you all the maintenance, support and service you need. A professional security

service makes staying safe both affordable and hassle-free. It's a dream come true for most people.

Major corporations and government agencies have been paying big bucks for this type of service for years now. But until now, a professional Internet security service was not available to consumers and small businesses.

This is where the good news starts. Now you can subscribe to a fully managed expert security service – just like big companies do to keep the bad guys out. *INVISUS Computer Security* provides homes and small businesses with such a service. With this revolutionary new service, you actually have a team of trained security professionals who take care of you personally.

The service includes the best corporate grade technologies available for your PC, the same security programs used by major companies and organizations like Cingular, Google, Dow Jones, NASA, and the U.S. Dept. of Defense. Some of these programs aren't even available to consumers, except through a service like this.

You also benefit from unlimited service and support for any problems you may encounter – at no extra cost. This is absolutely huge when you consider American households spend \$4 billion a year just to fix virus and spyware problems on their PCs. The INVISUS service will actually end up saving you money each year!

On top of all that, you get a nice \$25,000 identity theft insurance and recovery package included at no extra cost. Whether your identity is stolen through your computer, or by a dumpster diver, you are covered. How cool is that? For less than \$.50 cents a day, you literally don't have to worry about a thing with keeping Internet predators off your computer and out of your business and personal life.

Don't ignore the real cyber-crime threats out there. Everyone, including you, has problems with viruses and spyware.

Your security problems start right there. Cyber-criminals use viruses and spyware to crack open your computer – and then it's "game over." There is a bona fide battle out there in the digital world. The battle is for your PC and your privacy.

Some people are capable of and want to take care of their own security. That's great for some, but for most, it's better to let the experts manage it all for you. Whatever you do, do the smart thing. Get yourself some real protection and some peace of mind so you can focus on all the other important parts of your life.

By James Harrison, Co-Founder, CEO of INVISUS / INVISUS Direct. If you'd like to learn more about the INVISUS service, you can go to www.invisusdirect.com.