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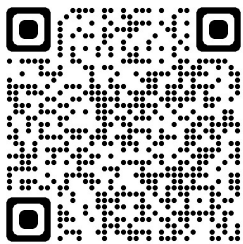
SAVE A BUNDLE OF MONEY ON TAXES,  
COMPUTER UPGRADES, HARDWARE  
AND SUPPORT...



Thanks to a recently updated Small Business Jobs and Credit Act of 2010, the Federal Government updated a tax deduction titled the “Section 179 Election”, which allows you to buy \$2,800,000 with a maximum deduction of \$1,160,000, in machinery, computers, software, office furniture, vehicles, or other tangible goods and significantly REDUCE your taxable income on this years tax return.

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November 2023

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To build a community of  
success- minded entrepreneurs  
that inspires excellence,  
encourages collaboration and  
expands the capacity of all  
members to achieve great  
things.

HERE'S WHAT GOOGLE MAPS  
TIMELINE KNOWS ABOUT YOU  
(AND IT'S MORE THAN YOU THINK)

It's 10 p.m. – do you know where your children are? Google probably does. Thanks to Google Maps' Timeline feature, the tech company probably knows where your whole family has been – down to the GPS coordinates. The feature was first rolled out in 2015 on Android devices and two years later on Apple, but many people still don't know how much information the app actually collects. Before you hit the road this holiday season, take a minute to review your privacy settings to see if the risk is worth the benefits.

What Google Maps Timeline Can See

With Google Maps Timeline, you can go back to any day and see in detail where you were, when and for how long. For example, the map will show you when you left work, got home and any pit stops you made. It can also tell if you traveled by bike, car, train or bus. If you haven't changed the settings, this information may have been stored for YEARS. This kind of tracking is helpful if you forget the name of a lunch place

you visited last month with an amazing chicken wrap. However, if you care about your privacy and prefer not to have your home address or daily jogging routine under Google's watchful eye, you need to turn this feature OFF.

Pros And Cons

Under the guise of being a digital assistant, Google collects that information to make your life easier. At the same time, it's creating detailed profiles of all of us. In some ways, this makes our lives easier. In other ways, it invites severe risks.

Upsides

- Find what's lost: Has your kid ever lost their phone during an errand spree and is not sure if they left it in the cart at Target or the bathroom at The Cheesecake Factory? Yeah, it's not a good feeling. If your phone is connected to the Internet, Google Maps Timeline can retrace your steps.



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- Peace of mind: Many parents gain peace of mind about their children’s safety by knowing where they are and where they’ve been.
- In business: Employers can also use the feature to ensure employees working remotely are where they are supposed to be when they are supposed to be there.
- Tailored ads: Because Google apps speak to each other, your ads and recommendations are customized to your lifestyle.

Downsides

- Peeping Toms: Anyone who gets hold of your account can build a profile of you. They know where you live, work and hang out. Threat actors weaponize profiles in extortion schemes or impersonate people to commit other heinous crimes.
- Not 100% accurate: You must be connected to the Internet and logged in to Google for the feature to work.



Before you hit the road this holiday season, take a minute to review your privacy settings to see if the risk is worth the benefits.

- A lot less privacy: It’s creepy when an app tracks and stores personal information!

How To Turn Tracking OFF

If you don’t feel like having Google’s eyes on your every move, follow these steps on one of your devices to update the settings. Here’s how to do it from your computer:

Change Settings Using Your Computer:

1. Log in to your Google account.
2. Tap your profile icon or initials, and select “Manage Your Google Account.”
3. Click on “Data & Privacy.”
4. Scroll to “History Settings” and select “Location History.”
5. Pause your history.
6. BONUS TIP: Delete your timeline history by going to Maps Timeline,

“Manage Location History,” and selecting an auto-delete option.

Tips For Using Google Maps Timeline

If the benefits outweigh the risks for you or your family, do two things. First, define a timeline to delete stored data. You can delete your location history after 3, 18 or 36 months – or keep it forever (which we don’t recommend). Once you pick an option to remove the data, Google is legally obligated to delete it.

Second, use multifactor authentication on your devices and accounts so that even if someone finds your phone or hacks your account, they can’t get in. Take control of your privacy and review this buried feature in Google’s Maps app!

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Insurance Coverage And Threats That Will Put Your Business  
At Serious Risk If Not Addressed Immediately



CARTOON OF  
THE MONTH



TIPS AND  
INSIGHTS TO  
KEEP UP WITH  
EVOLVING  
TECHNOLOGY

Technology is always changing, and keeping up can be a time-consuming and intimidating effort for organizations of all kinds. New technology, software, and systems appear often, and this trend is only expected to accelerate. Here are some of the difficulties that organizations confront in keeping up with advancing technology:

Time Restriction

Business owners and staff have limited time and resources to spend to staying current on technological advances. They must combine the duties of running a business with the requirement to keep current on technological advancements. This may be difficult, especially for small organizations without a dedicated IT team.

Inadequate Knowledge

Keeping up with advancing technology necessitates knowledge of hardware, software, networking, and cybersecurity. Many firms lack the essential skills in-house and may require outside assistance to stay current. Because organizations must select and manage several technology suppliers, this may be costly and time-consuming.

Overwhelming Choices

From the cloud to AI to blockchain, the possibilities for technological advancements are practically endless. Businesses may find it difficult to evaluate which solutions are best for them and how to apply them efficiently. This can result in indecision and wasted possibilities for creativity.

Security Threats

As technology advances, so do the security threats to organizations. Cybercriminals are always coming up with new ways to breach networks and steal critical data. Maintaining awareness of these dangers and adopting effective cybersecurity measures necessitates continual effort and knowledge.

What can organizations do to stay up with growing technologies in the face of these challenges?

Prioritize

If a company wants to catalyze their success, it has to identify and invest in the most promising technological developments in its specific field. If you own a healthcare company, you might want to prioritize the adoption of EMRs and telemedicine solutions; if you run a retail store, you might prioritize online sales and social media.

Seek Assistance

Businesses can enlist the assistance of IT partners, such as managed service providers, who can offer continuing support and experience. This can assist firms with staying current with emerging technological developments while also reducing the pressure on in-house workers.

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Utilize Training and Development

Investing in staff training and development may assist establish internal knowledge and keep employees current on the newest technological advances. This can also boost the organization's staff retention and recruit fresh talent.

Make a Security Plan

Businesses should make cybersecurity a priority as part of their entire IT strategy. This might involve doing frequent security assessments, educating employees, and investing in effective security solutions. Finally, for organizations, keeping up with new technology may be a time-consuming and intimidating effort. Businesses may keep current with the newest technological trends and create innovation in their market by prioritizing, seeking advice, using training and development, and planning for security.