

TECHNOLOGY UPDATE

Insider Tips To Make Your Business Run Faster, Easier And More Profitably

INSIDE THIS ISSUE

The Compliance Blind Spot:
What You're Missing Could
Cost You Thousands P. 1

Jesse Cole On How To
Create Raving Fans P. 3

Your Phone Can Be
Tracked And It's Easier
Than You Think P. 4

*This monthly
publication is
provided
courtesy of*

*Bryan Lachapelle, President &
Owner of B4 Networks.*



HEADQUARTERS

160 Hwy 20 W. Unit 10, Box #249
Fonthill, Ontario, L0S 1E0
(905) 228-4809

BARRIE LOCATION

30 Quarry Ridge Road
Barrie, Ontario, L4M 7G1
(705) 885-0993



THE COMPLIANCE BLIND SPOT:

What You're Missing Could Cost You Thousands

Many small business owners operate under the misconception that regulatory compliance is a concern solely for large corporations.

However, in 2025, this belief couldn't be further from the truth. With tightening regulations across various sectors, small businesses are increasingly in the crosshairs of compliance enforcement agencies.

Why Compliance Matters More Than Ever

Regulatory bodies like Health Canada, the Public Health Agency of Canada (PHAC), Payment Card Industry Security Standards Council (PCI SSC) and the Competition Bureau have intensified their focus on data protection and consumer privacy. Non-compliance isn't just

a legal issue – it's a financial and reputational risk that cripples businesses.

Key Regulations Affecting Small Businesses

1. PIPEDA (Personal Information Protection and Electronic Documents Act).

If your business handles protected health information (PHI), you're subject to PIPEDA regulations. Regulations recommend:

- **Encryption** of electronic PHI.
- **Regular risk assessments** to identify vulnerabilities.
- **Employee training** on data privacy and security protocols.

continued on page 2...

- **Incident response plans** for potential data breaches.

Failure to comply can result in hefty fines. For instance, organizations can face fines of up to \$100,000 for failing to comply with PIPEDA, including failure to implement adequate security safeguards or report data breaches.

2. PCI DSS (Payment Card Industry Data Security Standard).

Any business that processes credit card payments must adhere to PCI DSS requirements. Key mandates include:

- Secure storage of cardholder data.
- Regular network monitoring and testing.
- Implementation of firewalls and encryption protocols.
- Access control measures to restrict data access.

Sources say non-compliance can lead to fines ranging from \$5,000 to \$100,000 per month, depending on the severity and duration of the violation.

3. Competition Bureau Safeguards Rule

Businesses that collect consumer financial information should:

- Develop a **written information security plan**.
- Designate a **qualified individual** to oversee security measures.
- Conduct **regular risk assessments**.
- Implement **multifactor authentication** (MFA).

Real-World Consequences Of Noncompliance

This is just talk. Consider the LifeLabs Data breach in 2019. A cyber-attack targeted personal health information which revealed to be stored on unsecured servers without proper encryption. Not only is LifeLabs at risk of a \$1 billion class-action lawsuit, but they also lost patient trust. You have to take responsibility for and control of your data!

Steps To Ensure Compliance

- 1 Conduct Comprehensive Risk Assessments:** Regularly evaluate your systems to identify and address vulnerabilities.
- 2 Implement Robust Security Measures:** Use encryption, firewalls and MFA to protect sensitive data.
- 3 Train Employees:** Ensure your staff understands compliance requirements

and best practices.

4 Develop An Incident Response Plan: Prepare for potential breaches with a clear action plan.

5 Partner With Compliance Experts: Engage professionals who can guide you through the complexities of regulatory requirements.

Don't Wait Until It's Too Late

Compliance isn't just a legal obligation – it's a critical component of your business's integrity and longevity. Ignoring these requirements can lead to devastating financial penalties and irreparable damage to your reputation.

Don't let a compliance blind spot jeopardize your success.



How Does Your IT Company Compare?

Our July 2025 Help Desk Key Performance Indicators



100%

Client Satisfaction



35 Mins

Average Response Time



Jesse Cole built the iconic *Savannah Bananas* brand from nothing by doing things differently. The key to his success was his “fans first” mindset, which centers on creating an incredible experience for each individual fan.

“[Fans] aren’t buying because of the product,” Cole explained. “They’re buying it because of how we make them feel. That’s the differentiator.”

Here are his takeaways for businesses who want to create raving fans too.

Eliminate Friction

Put yourself in the customer’s shoes and eliminate the friction they experience. Just like Walt Disney used to walk around Disneyland every day to find things to improve, businesses should go through the sales and onboarding process to look for friction points and reduce them whenever possible.

Entertain Always

The heart of entertainment is to provide enjoyment, according to Cole. “How do you map the journey for your customers, every step of the way, to provide enjoyment and make their lives better?” he said. Think about the little details; there are many stages of the experience of working with you, from first

impressions to onboarding. Try to make every stage remarkable. Those interactions set the tone when someone starts working with you.

Experiment Constantly

And don’t just experiment - try the exact opposite of what’s normal. Not every experiment will work, but the ones that do have the opportunity to become groundbreaking successes. And people only remember the successes, not all the failures along the way.

Engage Deeply

“Do for one, what you wish you could do for many,” Cole said. The Magic Castle Hotel in Hollywood is a master of this tactic as well; their CEO says the key is to “listen carefully, respond creatively.” By creating tailored experiences for individuals, you show your entire fan base that you care deeply for the people who support you.

Empower Action

“Stop standing still, start standing up,” said Cole. “None of [the rest of it] matters if we don’t empower first ourselves, and then our team.” To this end, he advised businesses to not underestimate the power of a thank you - to your team, your mentors and your clients - when it comes to building raving fans.

SHINY NEW GADGET OF THE MONTH

Withings Omnia Smart Mirror

The Withings Omnia Smart Mirror is a concept health device that centralizes wellness tracking at home. It performs daily 360° health scans, measuring heart metrics (ECG, AFib, vascular age), body composition, sleep quality, activity, and nutrition. Integrated with the Withings ecosystem, it delivers personalized insights via an AI voice assistant and allows users to share data with clinicians through the Withings+ app. Features like 24-hour cardiologist reviews are included via Cardio Check-Up. Though not yet available for purchase, select features will launch in the Withings app later this year. Omnia was unveiled at CES 2025.



FREE Risk Assessment



SCAN HERE

YOUR PHONE CAN BE TRACKED

And It's Easier Than You Think



Most of us carry our phones everywhere, trusting them with everything from passwords to private business conversations. But here's the sad truth: phone tracking is far more common – and easier – than most people realize.

Whether it's a jealous partner, a disgruntled employee or a cybercriminal targeting your business, anyone with the right tools can monitor your location, read your messages or even access sensitive business data without you ever knowing. And for business owners, that puts more than just your privacy at risk. It puts your operations, clients and bottom line in danger.

How Phone Tracking Works

There are several ways someone might track your phone:

Spyware Apps: These can be installed to monitor calls, texts and app usage. Some can even activate your microphone or camera without your knowledge.

Phishing Links: Clicking a malicious link in an email or SMS can silently download tracking software onto your phone.

Location Sharing: Apps with excessive permissions or with social platforms you forgot were still logged in might be sharing your location in the background.

Stalkerware: This spyware is designed to hide in plain sight, often disguised as harmless apps or settings tools.

These methods don't require advanced hacking skills – many are sold commercially under the guise of “monitoring software.”

Why This Is A Big Deal For Business Owners

If you run a company, your phone likely contains more than just personal messages. Think: emails with confidential client data, saved passwords, banking access and employee records. A compromised phone can be an open door to your entire business.

The scarier part is the likelihood that you won't realize you're being tracked until it's too late, after an account is drained, a deal is leaked or customer trust is broken.

Consider this: in 2024, Canadian organizations faced an average cost of \$6.32 million per data breach. If your device is the weak link, that breach could start in your pocket any time.

Signs Someone Might Be Tracking Your Phone

Most spyware tools are designed to operate quietly, but there are still signs to watch for:

- Battery drain that doesn't match usage
- Increased data usage or strange spikes
- The phone feels hot when idle
- Unexplained apps or icons
- Background noise during calls
- Frequent crashes/unresponsive screens

These symptoms don't guarantee your phone is compromised, but when paired alongside other unusual behaviour, they're worth investigating.

How To Stop Phone Tracking

If you suspect someone is tracking your phone, here's what to do:

1. Run A Security Scan: Use a reputable mobile security app to detect and remove spyware or malware. These tools can also monitor your device in real time and alert you to new threats.

2. Check App Permissions: Go through your app list and review permissions. Disable unnecessary access to location, microphone and camera – especially for apps you rarely use.

3. Update Your Phone: Security updates often include patches for vulnerabilities that spyware might exploit. Make sure your phone is running the latest OS.

4. Perform A Factory Reset: If spyware is confirmed and can't be removed easily, a factory reset is the most thorough option. Just make sure to back up critical data and change all important passwords afterwards.

5. Set Up Security Controls: Use biometric logins (like Face ID or fingerprint) and enable multifactor authentication on business apps.

Don't Leave Your Phone – And Business – Exposed

Because you're a business owner, your phone is more than a personal device. It's a mobile command center, customer file cabinet and sometimes a virtual vault. That's why keeping it secure should be a priority.

Cybercriminals are opportunists, and a compromised mobile device gives them an easy way in – no firewall needed.