



THE NET

Lincoln Business Watch



Security & Privacy Guide

(From the Better Business Bureau)

No matter what type of business you are in, you probably collect, store and share information about your customers. Whether it is providing a necessary service, completing a financial transaction or creating a mailing list, customer data has become a key currency of today's information based economy.

As a business owner, you make important strategic decisions that affect your bottom line. Each day, how you manage the security and privacy of the data you collect has become a core part of those strategic business decisions, because it can influence the success or failure of your business.

Data security and privacy management may appear complex and overwhelming, but you really don't need to become a privacy and security expert to manage it. All you need to do is to acquire the basic understanding of the issues and business tools that will protect your customers, and your business.

Through the **'Better Business Bureau'** they have a security and privacy guide called **'Made Simpler'** that will assist businesses in focusing on and managing today's data security and privacy challenges affecting businesses. The following is a list of topics covered in the guide:

1. Customer Data Security & Privacy - A Key To Your Success
2. Security Challenges Facing Small Businesses
3. Developing Your Own Data Security & Privacy Plans
4. Creating & Communicating Your Security & Privacy Policies
5. Spotting Cyber Criminals
6. Fighting Identity Theft
7. Guidelines For Good Employee Practices
8. Collecting, Protecting & Disposing Of Customer Data
9. Securing Data In Your Office & Online
10. Internet Security Fundamentals
11. Payment Card Security Requirements
12. If You Have Data Lost Or Stolen
13. Managing Official Requests For Your Data
14. If You Do Business Globally
15. Additional Resources

Did you know?

85% of Americans are worried about becoming victims of identity theft.

58% of Consumers say if they were confident a business followed it's security and privacy policies, they would be likely to recommend that business to others.
(Source: Privacy & American Business)

When customers know you treat their personal information with the care it deserves, they will become more loyal and active customers.

More places you can receive additional information:

The Better Business Bureau - www.bbb.org/securityandprivacy

The Federal Trade Commission - www.ftc.gov and www.consumer.gov/idtheft

IBM's Small Business Center - www.ibm.com/businesscenter/smallbusiness

Visa - www.visa.com/cisp

Business for Social Responsibility - www.bsr.org

Small Business Computing - www.smallbusinesscomputing.com

Security Protection/Your Security Toolbox - www.hp.com/sbso/security/toolbox.html

Microsoft's Small Business Center tips - www.microsoft.com/smallbusiness/hub.mspx

Privacy Manager's Resource Center - www.bbbonline.org/understandingprivacy/PMRC

“The NET”

Business Watch
Lincoln Police Department
Crime Prevention Unit
575 S. 10th Street

Return Service Requested

ORGANIZE FOR CRIME PREVENTION **Work Place Safety**

The fact that you already receive this newsletter signifies you have organized as part of Business Watch, a crime prevention program. In another sense of organization there are ways that you can physically arrange your work site to enhance security and reduce your risk of becoming a victim of crime. By using concepts involved in “Crime Prevention Through Environmental Design” you can create a work space that makes workers feel more secure but creates a perception of risk to would-be criminals. Adding ‘Access Control’ and ‘Natural Surveillance’ into your plan will make your work environment safer and more user friendly.

Access Control: A design concept that creates territoriality in use of space. Legitimate users have control of that space and any potential offender would have a perception of risk of getting caught if they violate that area. Ways of creating access control include:

- * Fences/gates/barricades
- * Signage such as: “Employees only”; “No Trespassing”; “No Parking”....
- * Art– a well placed sculpture or fountain can create a traffic pattern directing people the way you want them to go.
- * Landscaping– plantings can also be used to defend space and create traffic flow.

Natural Surveillance: A concept directed primarily at allowing the most casual observers to easily see any activity or intruders.

Avoid concealed areas such as:

- * Enclosed Staircases
- * Enclosed Patios
- * Recessed entryways

Install lighting at:

- * Entrances
- * Walkways
- * Playground/Pool areas
- * Laundry facilities
- * Parking lots

Install see-through fencing

- * Use as access control while maintaining visibility
- * Chain link or decorative (wrought iron)

Make landscaping work for you

- * Keep it well-maintained
- * Use the 3-foot to 6-foot rule– shrubs no higher than 3-foot and tree branches no lower than 6-foot. This allows for a natural viewing space to observe any activity in that area.

