

# CST Tech News

## What's New

I love to learn! I believe **life** is a lesson. Everything about our day-to-day activities is teaching us what we want, what we don't want, what we like and what we don't like. Everything is a lesson if we look closely enough.

I also love to teach (I spent 12 years as an Adjunct Instructor at various University's). My entire team and I love to provide tips and tricks on those programs you use the most and if you have ever attended a training session with me, you know how valuable a time-saver those are.

Being in the technology business, those two things, learning and teaching, are a requirement. I wouldn't have such longevity if I didn't enjoy both of those because technology changes by the minute. My team is constantly doing continuing education, so we are updated on the latest tech trends and are providing you with the best possible, most informed service.

You know I always have a point so here it is...we know that hackers are becoming more and more sophisticated and that is leaving your organization open to risk.

Your employees **MUST** be educated in how to manage potential risks they are being faced with every day. Whether it is a  
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## April 2023



This monthly publication provided courtesy of Shawn & Lisa Brown, Owners



CST Group Inc.

### Our Mission:

To provide outstanding technology services to our customers allowing them to focus on their business.



## What Compliance Standards Does Your Business Need To Maintain? Understanding HIPAA, NIST And FTC

Compliance standards are some of the most important things a business needs to maintain to be profitable and well-respected while staying out of legal trouble. Failure to meet these standards will make your business susceptible to fines and legal action. You'll also take a hit on your reputation as customers, vendors and competitors may find your business to be untrustworthy. By enforcing compliance, you're working to promote ethical behavior while protecting the rights of your employees, customers and other stakeholders.

But it's not always obvious which compliance standards apply to your industry or specific business. While most businesses need to ensure they're following Occupational Safety and Health Administration standards for workplace safety, they must also meet Environmental Protection Agency regulations for protecting the environment. There are also compliance

requirements that have to do with the information you store and share. Here are three other compliance standards that you should know about if you're a business owner or leader.

### Health Insurance Portability And Accountability Act (HIPAA)

You probably already know about HIPAA if you've been to any doctor's appointment in the past two decades. This law was enacted in 1996 to protect the privacy of individuals' personal health information and to ensure the security of that information. HIPAA only applies to "covered entities," which include health care providers, health plans and health care clearinghouses. These entities must comply with the rules set forth by HIPAA when handling protected health information. They must have the necessary administrative, technical and physical safeguards in place to ensure the confidentiality, integrity and availability of the information.

There's been confusion in the past

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Or give us a call at 877.954.4100

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relating to HIPAA, especially during the Covid-19 pandemic. When employers requested vaccination status from their employees, many claimed that this violated HIPAA, which is false. HIPAA only applies to covered entities. It's essential that you know the ins and outs of HIPAA if you work in the health care industry. Noncompliance can lead to fines, legal trouble and, in some cases, the loss of your license to practice medicine.

### **National Institute Of Standards And Technology (NIST)**

The NIST is a nonregulatory agency of the United States Department of Commerce that develops and promotes standards, guidelines and best practices for ensuring the security and privacy of information systems. NIST compliance is vital for any organization that handles sensitive information, such as personal data, financial information or intellectual property. It becomes even more important for heavily regulated industries like health care, finance and government. NIST compliance can help organizations protect against cyberthreats, data breaches and other security incidents. It also helps organizations meet regulatory requirements set by HIPAA.

When you adhere to NIST standards, you'll easily identify vulnerabilities, improve incident response plans and

**“By enforcing compliance, you’re working to promote ethical behavior while protecting the rights of your employees, customers and other stakeholders.”**

prioritize security measures. The NIST has created a helpful framework and various publications that provide guidelines for various systems and scenarios. If you're looking for a specific publication or are interested in other NIST resources, head to their website, [NIST.gov](https://www.nist.gov), for more information.

### **Federal Trade Commission (FTC)**

The FTC has implemented some safeguard rules for the Automotive Industry that are not only required but are on a deadline of June 9, 2023. Auto dealerships must comply with the Gramm-Leach-Bliley Act and the FTC's Privacy Rule. The Gramm-Leach-Bliley Act requires financial institutions – companies that offer consumers financial products or services like loans, financial or investment advice, or insurance – to explain their information-sharing practices to their customers and to safeguard sensitive data. The nine required elements of an information security program are outlined in Section 314.4 of the Safeguard Rules (16 C.F.R. §§ 313.4(a) and 313.10(a)). The compliance requirements are specific and measurable and every auto dealership needs to meet them or face fines and/or penalty's.

Compliance is something every business needs to be aware of, regardless of industry. Start by investigating HIPAA, NIST, and FTC to see if their rules and regulations are applicable to your business, then look to other organizations or associations that may have knowledge of your industry's requirements. Doing so will help set your business up for success. Remember, CST works in the Insurance, Accounting, Legal, Dental, and Automotive industries where compliancy is a MUST so please reach out if you have any questions.



**FREE 30-MINUTE WEBINAR**  
Join Lisa for a 30-Minute LIVE Webinar on

**Wednesday, April 19th at 2pm**

**CLIENTS ONLY - A Must Watch - Need to Know Webinar!**

Current CST clients should attend the “Need to Know” webinar for updates and information on how CST is managing your Technology. This will include topics like email management, system maintenance, education and training, support ticket updates, and much more.

Register NOW to reserve your spot:

**Register at: [www.cstsupport.com/webinar](http://www.cstsupport.com/webinar)**

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phone call, email, or website, all of it could be a potential threat and unfortunately they are letting people in and information out.

So, here are some suggestions to help:

1. Establish some Security Awareness Training – we can offer this to you and it should be done every quarter. This will automate it all and report so we can focus on training those that need it most.
2. Use Staff Meetings to educate. Let everyone know what your expectations are regarding responding to and submitting data.
3. Enforce two-factor authentication on ALL accounts – ESPECIALLY FINANCIAL ACCOUNTS!
4. NEVER – EVER email account numbers, user ID's or passwords. If that stuff has to be emailed—there needs to be a process on HOW to do it.
5. If the email or interaction feels suspicious or looks suspicious – **investigate it further or just CALL US!**

Here are some things we are currently working on:

1. 30-minute MONTHLY webinars – attend those – they are always informative and FREE!
2. Customized webinars for YOUR company. If you are having problems with certain things, we are providing short video's to distribute to your staff. A much easier way to teach them than generic content.
3. Corporate, in-person training is always available by request. Need training in Excel? Word? Let us know and we can provide you with details on how our training works.

As always, our primary concern is the security and functionality of your technology. It should be providing a benefit NOT stress (although there is always stress, it is technology after all, but you should always have someone to call).

Happy Spring everyone!

As Always “Passionate NOT Pushy”

Lisa

# Impress Any CEO In 3 Easy Steps

You have a meeting scheduled with a CEO. Your goal is to convince them to either spend \$1 million on your product or service, hire you or invest in your idea. What's your strategy?

Many people “show up and throw up” and push a lot of information at the CEO, either verbally or by PowerPoint. A CEO will not hire you simply because you show that you know what you're talking about. Another flawed approach is to phrase your request as a “we ought to.” CEOs don't decide to do things just because other people say they should do something. Worse yet is when people only talk about why they want something to happen, ignoring the CEO's wishes, concerns and perspective.

So, how do you successfully convince a CEO?

1. **Seek first to understand the CEO's perspective.** That is Stephen Covey's advice. It needs no further explanation. Your first step in discussing a topic with a CEO is to put all your energy into asking probing questions, listening and learning what the CEO thinks about a topic and why. Forget about your agenda or your needs for a moment.
2. **Reflect the CEO's perspective to their satisfaction.** This step is tricky. Most people cannot objectively reflect or restate another person's perspective about a topic without putting their own slant on it. I first learned this step during my psychology Ph.D. training during a class on conflict resolution. At this step, you must restate the CEO's perspective on the topic, simply and without putting words in their mouth or trying to spin it



in your favor. You know you have succeeded once the CEO says the magic word, “exactly.” This means that the CEO believes you understand their perspective. Then, and only then, have you earned permission to move to the final step.

3. **Propose your idea as a way to help the CEO achieve their goals.** The mindset for this step is not that you are about to trick or fool a CEO into doing something that's not good for them. Your mindset is that you are about to convince a CEO to do something that *is* good for them. (And by the way, if what you are about to propose is not in the CEO's best interests, then don't propose it!) A simple way to present your idea is to say, “Your goals are X, your concerns are Y, so I propose you do Z.”

Contrary to popular belief, great ideas don't sell themselves. It takes a skillful leader to successfully convince a CEO, and now you have the tools to do so.



*Dr. Geoff Smart is chairman & founder of ghSMART, a leadership consulting firm that exists to help leaders amplify their positive impact on the world. Dr. Smart and his firm have published multiple New York Times bestsellers. He stays active in his community and has advised many government officials.*

**Are You Addicted To Work? Two Ways To Help Take Your Life Back**

**Reassess Your Goals.**

Why are you working so hard? What do you want to achieve? Is it actually possible, or are you working yourself into the ground for an unobtainable dream? These are questions you need to ask yourself if you feel you're working too much. Reflect on your goals and determine if they're still what you want for yourself and the business. If not, or if your goals are not feasible, it's time to readjust and create new ones.

**Trim Your Task List.**

Working too long every day usually stems from trying to accomplish too much daily. Take a step back and think about what you can truly accomplish in 8-10 hours. Don't put too much on your plate because you'll feel like you need to complete everything before you head home. Delegate the less important tasks if you have a team supporting you. You don't have to do everything in one day on your own.

# SPRING HAS SPRUNG

As you tolerate a little spring rain in anticipation of this wonderful season, I hope that the sunshine that follows lifts your spirits after such a long winter.

We have been eagerly awaiting blooming flowers and the warm weather. Winter is always hard in Northern NY, so when we get a hint of nicer weather, we start a silent argument with Mother Nature to hurry it up already!

Spring gives us the sense of renewal and fresh beginnings. A little spring cleaning and home or office refresh can really go a long way. So while you're starting your garden seeds and rearranging the furniture remember to take a few minutes to enjoy the change in season.

While you are doing that, be sure to reach out to Tyler if your technology is running a little slow. We will do a little spring cleaning there as well.

**-Jessica**

1st April Fools Day

9th Easter

22nd Earth Day

26th Administrative Professional Day

