

FTC Safeguards Cyber Law

Radically Changes How Small Businesses Operate



Kevin Fream

Matrixforce®

FTC Safeguards Rule
Protect Client Data / Cyber Risk
Effective June 6, 2023

*Fines for non-compliance
can be as high as \$43,972
per violation per day.*

Who Is Kevin Fream?

- Name is a cybersecurity industry trademark
- Inventor of Delta Method for competitive advantage
- Best-selling author of Easy Prey and Streamline Your Technology
- Featured speaker at Harvard, NASDAQ, and national TV news.



Affected Businesses (YOU)

- *Mortgage lenders*
- *Mortgage brokers*
- *Motor vehicle dealers*
- *Payday lenders*
- *Finance companies*
- *Account servicers*
- *Check cashing companies*
- *Wire transferors*

99% Insider Breach



Matrixforce®

4 Questions

1. *Using a vetted third-party?*
[Vetted IT Support \(matrixforce.com\)](https://matrixforce.com)
2. *Published breach notification?*
[Incident Response \(matrixforce.com\)](https://matrixforce.com)
3. *Started a cyber risk program?*
4. *Providing evidence of policy?*

#1 Designate Security Officer

Recommended Is Person
responsible for liability or loss.

#2 Annual Risk Exam

Vetted Third-party questionnaire &
vulnerability scan.

Vetted IT Support (matrixforce.com)



Matrixforce®

#4 Monitor Access

EVIDENCE like auditing report & alerting (Free O365 E3 & up)



Matrixforce®

#5 Encryption

Bitlocker for computers / servers
Encryption enabled Smartphones

FREE but you must be able to show
compliance report



#6 Train Personnel

Data Breach Training (matrixforce.com)

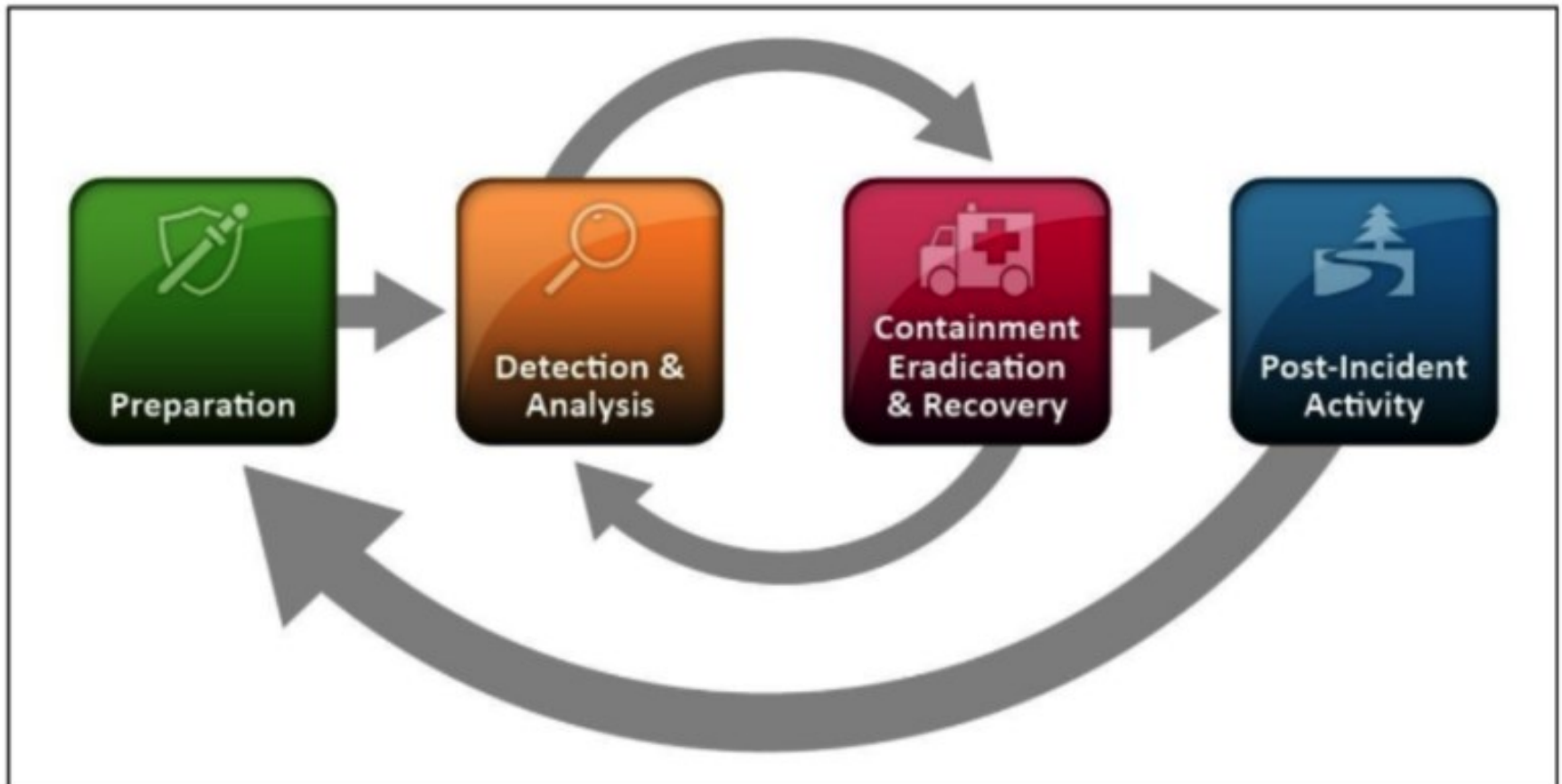
FREE Weekly
Data Breach Training
\$1,229 Value



Matrixforce®

#7 Develop Incident Response

[Incident Response \(matrixforce.com\)](http://matrixforce.com)



#8 Assess Vendors

1. Compliance Check Form
2. *Risk Exam Executive Summary*
3. *Vulnerability Scan Summary*



#8 Assess Vendors

1. Compliance Check Form
2. *Risk Exam Executive Summary*
3. *Vulnerability Scan Summary*



ONLY YOU CAN PREVENT DATA BREACH



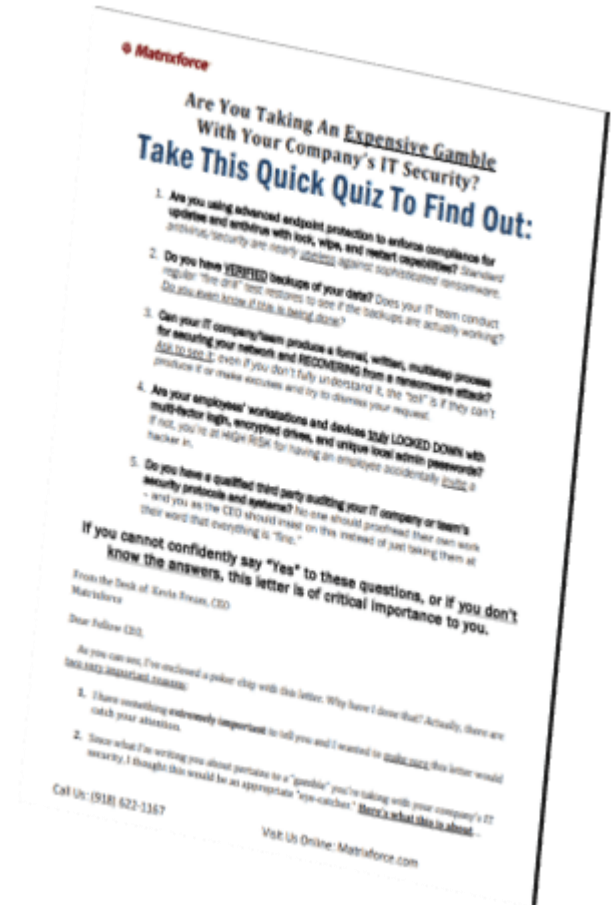
*Take action to
protect yourself and
those around you!*

Matrixforce®

The Next Step Is Free

<https://www.matrixforce.com/analysis>

FREE Cyber Risk Analysis
25 Staff or \$5M Revenue
\$9,879 Value



Matrixforce®

What To Do Now:

**Ask questions, implement, request
free data breach training.**



Matrixforce.com

(918) 622-1167

kfreem@matrixforce.com

Matrixforce®