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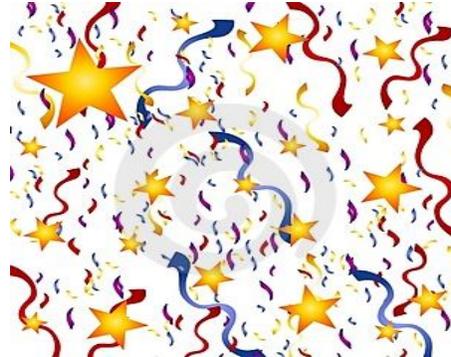
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Social Web Sites vulnerable to ID theft

A [virus that's attacking Facebook](#) users is also infecting other social networking sites, says ScanSafe.

[Koobface tricks social networkers](#) into downloading malicious malware onto their PC. Users receive messages that look as if they're videos. Often they say something like "you look funny." When the user clicks to see the video, he is taken to a new website and asked to download special software in order to see the video.

That software is malicious and once installed on a PC, the Trojan will direct users to hoax search engines and other websites, putting them at risk of ID theft.

According to ScanSafe, Koobface [has been identified on Bebo](#) and could even spread to other social networking sites including - MySpace and Friendster. ScanSafe also claims that the virus accounts for one percent of all its blocked malware.

How do you prevent this malware from stealing my ID? "Those who avoid promiscuous 'friending' on social networking sites will be least likely to encounter a Koobface type threat," said Mary Landesman, Senior Security Researcher, at [ScanSafe](#).



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Data breaches rose sharply in 2008

By [Jeremy Kirk](#)

January 7, 2009 (IDG News Service) More than 35 million data records were breached in 2008 in the U.S., a figure that underscores continuing difficulties in securing information, according to the Identity Theft Resource Center (ITRC).

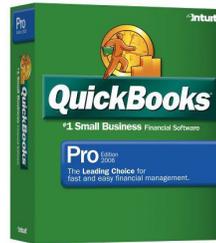
The majority of the lost data was neither encrypted nor protected by a password, according to the [ITRC's report](#).

It documents 656 breaches in 2008 from a range of well-known U.S. companies and government entities, compared to 446 breaches in 2007, a 47% increase. Information about the breaches was collected by tracking media reports and the disclosures companies are required to make by law.

The business community had the most breaches, comprising more than a third of the 656 breaches, ITRC said. Government and military organizations came in at 16.8%, the second-highest tally. However, that's an improvement over 2006, when that sector comprised nearly 30% of all reported data breaches, the center said.

Some 15.7% of all breaches were attributed to insider theft, a figure that more than doubled between 2007 and 2008, ITRC said.

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Did you know?

The U.S. Department of Labor has put together a [checklist](#) to determine why the average office worker goes home from work tired. OSHA has determined it may be a result of your work space set-up.

The design, layout and size of your work area greatly determine your productivity, energy level and general health on the job.



Here is a small sample of OSHA's 'yes or no' checklist:

- 1. Head and neck** to be upright or in-line with the torso (not bent down/back). If "no" refer to Monitors, Chairs and Work Surfaces.
- 2. Head, neck, and trunk** to face forward (not twisted). If "no" refer to Monitors or Chairs.
- 3. Trunk** to be perpendicular to floor (may lean back into backrest but not forward). If "no" refer to Chairs or Monitors.
- 4. Shoulders and upper arms** to be in-line with the torso, generally about perpendicular to the floor and relaxed (not elevated or stretched forward). If "no" refer to Chairs.
- 5. Upper arms and elbows** to be close to the body (not extended outward). If "no" refer to Chairs, Work Surfaces, Keyboards, and Pointers.
- 6. Forearms, wrists, and hands** to be straight and in-line (forearm at about 90 degrees to the upper arm). If "no" refer to Chairs, Keyboards, Pointers.
- 7. Wrists and hands** to be straight (not bent up/down or sideways toward the little finger). If "no" refer to Keyboards, or Pointers
- 8. Thighs** to be parallel to the floor and the **lower legs** to be perpendicular to floor (thighs may be slightly elevated above knees). If "no" refer to Chairs or Work Surfaces.
- 9. Feet** rest flat on the floor or are supported by a stable footrest. If "no" refer to Chairs, Work Surfaces.
- 10. Backrest** provides support for your lower back (lumbar area). 'No' answers to any of these questions should prompt a review of Monitors or Lighting/Glare.

For more information from the U.S. Department of Labor and **OSHA's full checklist**, go to

<http://www.osha.gov/SLTC/etools/computerworkstations/checklist.html>

Show this to you boss and who knows, maybe you can improve your health!



Joe's Small Business Notes:

Some tips on how to get the Media to pay attention to your business.

As many of you know, I have been interviewed and quoted in a variety of publications and shows, ranging from USA Today to NBC Nightly News to Computer Reseller News to all the local TV news organizations at one time or another.

In the next couple editions, I'll share some tips that might just help your business get noticed by the media. For starters...

- Let the media know you are available for interviews. This means sending out introductory letters. Tell editors and producers that you can speak about some current topic, or what the 'hot products' are for the season, etc.
- Have a press kit ready, keep it updated and available
- When sending press releases, keep them factual, do not make them ads
- Take pictures of your staff, include with any personnel press release and/or create a 'press' area on your website
- Put press releases on your website, include links, if possible
- Do not post copyrighted material, even if it includes you, without permission and list permissions, if granted.

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