



WEALTHWATCH
ADVISORS

Data Security



What is Data (PII)

- Account numbers
- Social Security Numbers
- Date of Birth
- Email Address
- Banking Information



Why we Protect PII

- We protect PII because if it falls into the wrong hands bad things can happen.



Bad Things

- Spam
- Unauthorized account access which could lead to; malicious trades being placed, bank distribution instructions being altered, new beneficiaries being elected
- Fraudulent accounts can be opened



How is PII Obtained

- There are three ways PII is obtained
- Access to physical documents
- Access to electronic documents
- Human error



Access to Physical Documents

- Lock it up
- Clean desk
- Shred documents
- Limit the amount of physical documents you maintain
- Limit the amount of physical documents you travel with



Access to Electronic Documents

- Don't share passwords or user names
- Put a password on it. A good password
- Keep your operating system (OS) for your phone and computers updated
- Secure your WiFi network, both the home and office
- Avoid using public WiFi when dealing with PII
- Install, update, and run a virus scanning program



Accessing Electronic Documents

- Do not send PII via email. Always use an encrypted delivery system such as ShareFile, LifeArc, or the carriers secure portal
- Encourage you clients to not email you PII.



Password Does and Don'ts

- Use a combination of letters, numbers, and special characters
- Don't use dates of birth, anniversary dates, or similar numbers
- Use something you can remember
- Don't use the same password for all systems
- Try using a phrase – MyPa\$\$w0rd



Human Error

- This is the most difficult area to defend against
- Verify who you are talking with or emailing
- Email addresses can be cloned
- If the request seems unusual or if something seems off there is no harm in picking up the phone speaking to them
- Only discuss a client's account with someone that the client has given you permission to speak to



Human Error

- Consider who has access to PII and is it required for their position
- WWA needs to be aware of who has access to PII and when that individual leaves.



Now What!?!

- Something happened and I think/know there was a breach of PII, now what?
- Contact us and let us coordinate the appropriate response
- Do not 'fix it' on your own. While your intentions are good PII breaches are complicated and there are often laws or statutes that govern specific items that must be completed