



DTS

DanTech Services

Computers under control!™

Technology Times February 2020 Issue



Dan Foote
Owner/President

“As a business owner, I know you don’t have time to waste on technical and operational issues. That’s where we *shine!* Call us and put an end to your IT problems finally and forever!”

What’s Inside:

Page 2

Please join me in my congratulations to Dr. Mary M. Rydesky on her accomplishments!

Think On the Known, Not Just the New, by Mark Sanborn

Page 3

“This secretive company might just end privacy as we know it”
- continued from page 1

Facebook settings you NEED to know

Page 4

Shiny New Gadget Of The Month:
USB rechargeable AA and AAA batteries

10 Tips for Making the Most of Your Small Business Technology

Got IT Problem? - Click Here!



This secretive company might just end privacy as we know it

Hon Ton-That has gone from cyber thief 10 years ago to creator of an app very popular with law enforcement.

He did something momentous: He invented a tool that could end your ability to walk down the street anonymously and provided it to hundreds of law enforcement agencies.

His tiny company, Clearview AI, devised a groundbreaking facial recognition app. You take a picture of a person, upload it and get to see public photos of that person along with links to where those photos appeared. The system — whose backbone is a database of more than 3 billion images that Clearview claims to have scraped from [Facebook](#), YouTube, Venmo and millions of other websites — goes far beyond anything ever constructed by the US government or Silicon Valley giants.

Federal and state law enforcement officers said that while they had only limited knowledge of how Clearview works and who is behind it, they had used its app to help solve shoplifting, identity theft, credit card fraud, murder and child sexual exploitation cases. Until now, technology that readily identifies everyone based on their faces has been taboo because of its radical erosion of privacy.

But without public scrutiny, more than 600 law enforcement agencies have started using Clearview in the past year, according to the company, which declined to provide a list. The computer code underlying its app, analyzed by The New York Times, includes programming language to pair it with augmented reality glasses; users would potentially be able to identify every person they saw.

- Continued on page 3



Get More Free Tips, Tools, and Services at [https://: www.dantechservices.com](https://www.dantechservices.com)

Think On the Known, Not Just the New

by Mark Sanborn

What's new? Familiar question.

What's known? Less frequently asked but no less important.

Neophilia is an obsession with the new for the primary reason that it is new. Not necessarily better or improved, but novel. It makes people stand in line overnight for the newest technology release, or scour the internet to find the latest and greatest product, trip or experience.

We often read books and attend seminars to find new things to ponder. Sometimes the influx of new information and ideas is so rapid that we don't use them or integrate what we've learned into our behavior.

So what if we thought about the important things we've learned or respond to questions we already know we should answer?

What is known but not recalled or revisited can shape and improve your life.

Think about these knowns:

Things you think you know because somebody told you? *Think independently.*

Things that you don't visit because they can be frightening? *Be courageous.*

Things you've only thought about superficially? *Go deeper.*

Things you'd like to do? *Dream a little.*

Things you've stopped doing that used to bring you joy? *Revisit them.*

Things you need to know? *Learn them.*

Things related to your values and world view. *Live them.*

Things that would improve your health and longevity if you consistently did them. *Do them.*

The Bible says in Philippians 4:8 "think on these things" and then lists known and timeless things—what is right, what is true, what is lovely, what is pure. Nothing new in the list, but everything worth thinking about often and deeply.

Sometimes the known is as or even more valuable than the new.



"She was unstoppable. Not because she did not have failures or doubts, but because she continued on despite them"

- Beau Taplin

In January, I escorted DanTech Services senior vice-president Mary Rydesky to Tampa, Florida. The primary purpose: to witness her graduation from Walden University as a Doctor of Business Administration. Yes, Mary Rydesky is now Dr. Mary Rydesky. The above quote encapsulates her journey.

Through our relationship, Mary has consistently stressed the value of workplace trust. It's no surprise that her dissertation is titled, "[Improving Organizational Performance in Mixed Design Organizations Through Cultures of Trust.](#)" DanTech Services is a better company because of her guidance and leadership—as are all that come into contact with Dr. Rydesky.

Her C.V. is not light on experience. A life-long instructor, she has taught in numerous arenas, such as universities, businesses, and as an instructor that led thousands of our military members transitioning to the civilian world. A life-long entrepreneur, Dr. Rydesky started [Transition Management](#) 45 years ago; it is still active today in meeting clients' needs for change management through coaching, consulting, and training. Other attributes to her name are [AK Distance Learning](#) and, more recently, [Workplace Trust](#).

Today's modern businesses that step outside of the business model of old, that require remote workers—either as employees or subcontractors—live in her realm. As an instructor, Dr. Rydesky isn't interested in simply "checking off a box" to meet an ethereal or mandated goal. Course work with Mary requires participation and attention. A "one and done" training session provides little benefit to students, whereas investing in multiple sessions with on-line follow up material has been proven to provide higher levels of retention.

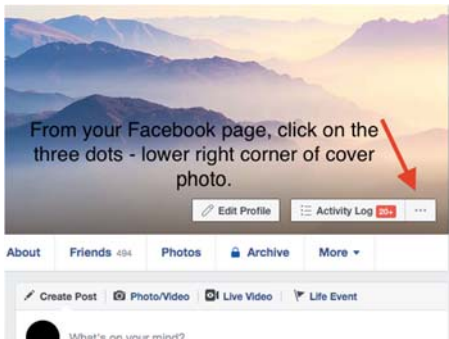
Please join me in my congratulations to Dr. Mary M. Rydesky on her accomplishments!

- Dan

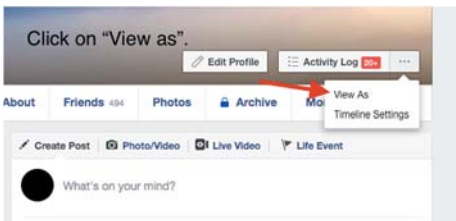
Dr. Rydesky can be reached at mrydesky@dantechservices.com and mrydesky@transitionmanagement.us

Facebook settings you NEED to know

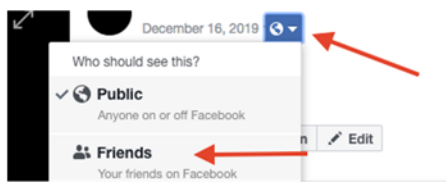
Facebook has received much criticism for having so many defaults set to “public”. This puts the responsibility upon the user to change the settings to “friends” or “only me” along with some other options. We recommend at a minimum having your photos set to “friends”. When you go to your Facebook profile page, then click on the three dots at the bottom right corner of the cover photo, then click on “View as” you will see all of



your posts and photos that are set to public.



By clicking on the down arrow where you see the “globe” icon you can change the audience who can see it.



QuickBook Desktop Discontinued!
Remote Access Questions?
Call 907-885-0500

*“This secretive company might just end privacy as we know it”
- Continued from page 1*

Facial recognition technology has always been controversial. Clearview’s app carries extra risks because law enforcement agencies are uploading sensitive photos to the servers of a company whose ability to protect its data is untested.

The company eventually started answering my questions, saying that its earlier silence was typical of an early-stage startup in stealth mode. Ton-That acknowledged designing a prototype for use with augmented reality glasses but said the company had no plans to release it. And he said my photo had rung alarm bells because the app “flags possible anomalous search behavior” in order to prevent users from conducting what it deemed “inappropriate searches.”

In addition to Ton-That, Clearview was founded by Richard Schwartz — who was an aide to Rudy Giuliani when he was mayor of New York — and backed financially by Peter Thiel, a venture capitalist behind Facebook and Palantir. Another early investor is a small firm called Kirenaga Partners. Its founder, David Scalzo, dismissed concerns about Clearview making the internet searchable by face, saying it’s a valuable crime-solving tool.

“I’ve come to the conclusion that because information constantly increases, there’s never going to be privacy,” Scalzo said. “Laws have to determine what’s legal, but you can’t ban technology.”

Going viral with law enforcement

In February, the Indiana State Police started experimenting with Clearview. They solved a case within 20 minutes of using the app. Two men had gotten into a fight in a park, and it ended when one shot the other in the stomach. A bystander recorded the crime on a phone, so police had a still of the gunman’s face to run through Clearview’s app.

They immediately got a match: The man appeared in a video that someone had posted on social media, and his name was included in a caption on the video. “He did not have a driver’s license and hadn’t been arrested as an adult, so he wasn’t in government databases,” said Chuck Cohen, an Indiana State Police captain at the time.

The man was arrested and charged; Cohen said he probably wouldn’t have been identified without the ability to search social media for his face. The Indiana State Police became Clearview’s first paying customer, according to the company. (Police declined to comment beyond saying that they tested Clearview’s app.)

The company’s most effective sales technique was offering 30-day free trials to officers. Ton-That finally had his viral hit. Federal law enforcement, including the FBI and the Department of Homeland Security, are trying it, as are Canadian law enforcement authorities, according to the company and government officials.

Woodrow Hartzog, a professor of law and computer science at Northeastern University in Boston, sees Clearview as the latest proof that facial recognition should be banned in the United States.

“We’ve relied on industry efforts to self-police and not embrace such a risky technology, but now those dams are breaking because there is so much money on the table,” Hartzog said. “I don’t see a future where we harness the benefits of face recognition technology without the crippling abuse of the surveillance that comes with it. The only way to stop it is to ban it.”

That [article](#) first appeared in New York Times

Shiny New Gadget Of The Month:

10 Tips for Making the Most of Your Small Business Technology

<https://smallbiztrends.com/>

The tech tools that businesses use for marketing, security, and communication can make a major impact on their success. These options are constantly changing year after year. So if you want to make the most of tech in 2020, check out these insights from members of the online small business community.

Protect Your Business From Data Breaches

A data breach can spell disaster for a small business. You can lose proprietary data, sensitive or financial information, and the trust of your customers. To avoid these major problems, [read](#) this Smallbiztechnology.com post by Matt Shealy for some IT best practices.

Learn How Mobile Technology Is Shaping the Customer Journey

Understanding the journey that your customers take in order to do business with you is essential. Mobile technology has made an impact on this journey in many ways. So if you want to improve the experience for customers, [check out](#) the insights in this Duct Tape Marketing post by John Janitsch.

Monitor Hashtag Performance with Simple Tools

If you're going to use hashtags on social media, you need a way to measure what type of impact they're having. In this post from Onaplatterofgold.com, Adeyemi Adisa [lists](#) some tools you can use to do just that. And BizSugar members [discussed](#) the post here.

Don't Give Up on Email

With all the new tech tools available for businesses, it can be tempting for some to forget about the basics. But email marketing is going to continue to be relevant going forward, as this Content Marketing Institute by Kim Moutsos [details](#).

Choose the Right Type of Instagram Account

Instagram recently added a new type of account specifically for creators. If you're active on Instagram, this new option may have some features that appeal to you, so you'll need to compare the different options. Ileana Smith goes over her experience [here](#).

Create Captivating Material

The content that you create for your business need to be truly captivating in order to help you create customers for life. There are several strategies and platforms you can use to achieve this goal. For a full guide, [read](#) this Process Street post by Thom James Carter.

Learn About the Major Deals and Integrations Shaping Marketing Technology

The tech landscape for marketers is constantly changing. So if you want to take advantage of all the latest tools and concepts, you need to stay up-to-date with industry news. [In this](#) Marketing Land post, Amy Gesenhues lists some of the major deals and integrations that made an impact in 2019.

Amplify Your Instagram Marketing Strategy

If you make use of Instagram for your marketing, it may be time to step up your strategy and amplify your reach. In this Digital Doughnut post, Moss Clement [shares](#) tips for accomplishing that goal. And the BizSugar community [offered](#) commentary here.

Use SEO Header Tags to Their Full Potential

There are lots of different tech concepts that go into creating a successful SEO strategy. Header tags are an essential part of that. If you're an SEO beginner, read this Search Engine Journal post by Amelia Wilson for a helpful [guide](#).



USB rechargeable AA and AAA batteries

Yes, it's 2020 already and we still need AA and AAA batteries!

I love these because they are so convenient to charge up - no need for some separate charger sitting on the desk. Capacity seems good, and they are durable, and the perfect solution for those devices that need an AA or AAA battery.

- 2 in 1 MICRO USB CABLE - use this cable to charge multiple devices at the same time, 2 in 1 multiple charging Cord, Carry this durable multiple cord with You anywhere, Perfect for home use, work, office and travel
- RECHARGEABLE Ni-MH BATTERIES - Recharge up to 500+ cycles, Perfectly replace of dry battery and ordinary rechargeable battery and save money
- SAFE & NON TOXIC-Approved by CE,MSDS,UN38.3, the 450 mAH AA Ni -MH batteries are guaranteed, Built-in Integrated safety circuit protects Battery from over discharge/ overcharge
- HIGHER PERFORMANCE, Output voltage 1.2V, Great for use to Photographic lens, remote controller, toys, game controller, headlamp, wireless mouse, flashlight, calculator and so on, non-spillable battery, Not Overcharged/ Not Over-discharge, and Easily charge by power bank, wall charger and Adapter
- Package Include: 4 Pack Ni-MH AAA battery, One 2 in 1 Micro USB Charging Cable.