NEOLORE NETWORKS INC.

TECHLORE

"Insider Tips to Make Your Business Run Faster, Easier and More Profitable"

"As a business owner, 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!"
-Jim Stackhouse
NeoLore Networks

Canadian Anti-Spam Legislation, What You Need to Know

The Canadian Anti-Spam Legislation CASL, came into effect on July 1st, 2014. Full implementation was, however, postponed for three years to allow organizations to prepare for the changes.

CASL sanctions the transmission of unsolicited mail and the illicit harvesting of addresses. The anti-scam legislation, one of the world's most stringent, aims to prevent fraud, spam and malware.

Who must comply with CASL?

The law applies to all businesses and individuals who send electronic messages which encourage any kind of commercial activity. Electronic messages that contain adverts or promotions all fit into this category.

Implied consent

Implied consent comes about through a set of circumstances or personal actions. Consent may be implied under the following conditions:

- If the person or business has an existing business relationship with the sender.
- If customers give you their email address without explicitly informing you that they don't want unsolicited messages, they are deemed to have consented to the receipt of CEM's.

- Likewise, if you broadcast your email address on the Internet without specifically saying that you don't want unsolicited mail, you have given consent to such mails by implication.

Express consent

Express consent requires actions from both parties. Unlike implied consent, express consent has no expiry date. Your request must include the following information:

- The reasons for the request
- The Identity of the person or business seeking consent and if that consent is for a third party the identity of the person for whom it is sought
- Contact information of the parties involved
- Information on how to revoke consent
- The recipient must manually opt-in. There can be no pre-checked opt-in boxes.

Proof of consent

When it comes to proving consent, the burden of proof lies with the organization sending the CEM. Documented proof should include:

- Date, time and IP address, electronic forms or signed consent
- Company policies and procedures in respect of CASL
- Consent methods used
- Opt-out requests and actions.

Sending commercial electronic messages

All CEMs must identify the sender along with their contact information. They must also contain a link through which the recipient can unsubscribe. The link must be quick, simple and easy to use, fully functional and the link must be obvious, easy to see, and it must be valid for 60 days. It must allow companies to have 10 days to action the unsubscribe request.

Penalties

CASL makes provision for severe penalties. These include provisions for criminal charges, civil charges and, in the case of directors or officers of the organization, personal liability. The Canadian Radio-television and Telecommunications Commission CRTC is responsible for policing the laws and applying penalties. They take contraventions of the law seriously.

Learn More

The Canadian Anti-Spam Legislation contains some of the most stringent anti-spam laws in the world. To avoid penalties and the bad publicity that will follow legal action, it is essential that organizations take steps to ensure that they don't break the law.

Download the CASL Guide here:

www.neolore.com/casl

August Smart Lock

Never worry about losing or forgetting your keys. Never have a second thought if you remembered to lock the door. Let those guests in who showed up early while you were out. Unlock your door with the press of a button, from anywhere!

The August Smart lock easily fits over your existing deadbolt. With the optional Wi-Fi bridge, you can have full control of your door from anywhere for the most convenient, secure, and smart to get in and out of your home. https://august.com

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Best Antivirus Software You Should Know About

Making the best choice of antivirus software can be a daunting challenge in the current crowded antivirus market. Keep reading to learn about the best antivirus software that you should know about.

Norton Antivirus Plus

Norton Antivirus Plus boasts several customization options and impressive features galore. One of the splendid features includes a URL blocker that safeguards users from malware by obstructing visits to known harmful websites. This antivirus runs continuously and provides the full scanning option whenever the user wants.

The Norton Antivirus Plus also features a Norton Identity Safe. This is essentially a password manager for the web browser. It helps you to manage and secure your personal information and passwords that you rely on for your important online activities. The Safety Dashboard shows the health of the passwords and logins which are stored in the cloud vault.

ESET NOD32 Antivirus

The ESET NOD32 Antivirus is one of the most effective and advanced protection you can find to counter today's large volumes of internet threats that include but are not limited to Trojans, viruses, spyware, worms and ransomware.

This antivirus program is an incredibly useful security suite that encompasses the features of advanced heuristic detection, real-time malware protection, an anti-ransomware layer and URL filtering to block access to harmful websites. It also includes modules for thwarting attacks using defense against harmful scripts, a scanner for Universal Serial Bus storage devices and a UEFI (Unified Extensible Firmware) scanner to provide protection during boot process.

Kaspersky Antivirus

The Kaspersky Antivirus provides sound security for beginners and expert users alike. This antivirus software is a security package that puts the paramount focus on the core security essentials. These essentials include an accurate engine that detects and erases malicious threats web filtering that obstructs harmful URLs and smart monitoring technology that tracks and reverses malicious web actions.

The standout and popular features of Kaspersky Antivirus are crypto mining infection prevention, automatic scans on-demand and simplified security management.

The Kaspersky antivirus program is very easy to use as well. There are plenty of on screen instructions that explain thoroughly how everything works.

Final Word

In today's world, the need for an antivirus program that ticks all the checkboxes is higher than ever to combat the rising security threats worldwide. The above-mentioned antivirus softwares are just some of the many tools available to safeguard yourself against online threats. To make an informed decision regarding which antivirus software to purchase, make sure you do a thorough pros and cons analysis of every antivirus software so that you can buy the one that best suits your needs.

Using Virtual Reality in Business

Retail

Virtual Reality heat mapping technology in brick and mortar stores tracks a consumer's gaze in the shop, providing a pattern of which products or certain areas in the store draw their attention. This enables the retailers to continuously test and polish their displays, shop layout, and signage to improve the consumer experience and their spending. Virtual Reality also allows shoppers to explore the various products in a very realistic and lifelike way.

Manufacturing Industry

Owing to its unique applications in the prototyping and design process, Virtual Reality plays a critical role in the manufacturing industry. Reputed aircraft manufacturers such as Airbus and Boeing use this innovative technology, which helps to eliminate the need for full scale and costly prototypes of their aircraft designs.

Construction

Architects benefit greatly from virtual reality platforms. These powerful tools allow them to provide their clients with an improved interactive way to view their designs and have them share valuable ideas and feedback with ease.

Furthermore, examining building designs via Virtual Reality aids clients to get a better understanding of an architect's work.

What is AWS and Why has it Attained so Much Success?

aws

Amazon Web Services (AWS) provides on-demand Application Programming Interfaces and cloud computing platforms to governments, organizations, and individuals on a pay-as-you-go basis. The key to AWS's success is based on its payment system as organizations can simply adjust their service package to fit their needs and budget. Furthermore, Amazon Web Services is more secure than an organization hosting its own storage. Presently, Amazon Web Services has numerous data centers worldwide with proper and constant maintenance and monitoring.

How To Delete Gmail Emails in Bulk

Most of us have hundreds of emails that we've never opened and never will. Nevertheless, these emails take up our Gmail storage space. So, to delete them all in one go, type 'is:unread' in Gmail's search bar – it will show you all the unread emails in your inbox. Since one page only shows 50 emails, you'll have to click on the 'Select all conversations that match this search' option.

Click on the trash icon and all the emails will be transferred to the trash bin, where they will be permanently deleted after 30 days.

Similarly, you can set different parameters like, 'Size:10M' or 'older_than:2y' if you want to delete a large number of specific emails.

Benefits of 5G Connectivity Over 4G Connectivity

5G connectivity speeds are Considerably Superior

The 5G network's theoretical maximum speed is a staggering 20 Gigabits per second which is around 20 times faster than that of Google Fiber. Moreover, an HD movie that would take less than 15 minutes to download on the 4G network, would finish downloading in less than 15 seconds if you had access to 5G!

Less Latency

Apart from its blazing speeds, 5G also solves the latency predicament. This is the delay between responses and commands in the server. Compared to 4G's latency, the 5G network users experience shorter delays.

Greater connectivity

Cell towers that are equipped with the fifth generation of wireless communication will have more capacity than the fourth-generation technology. What this means is that more users and devices will be able to communicate with each other at the same time.

The Top 10 Ways Hackers Get Around Your Firewall And Anti-Virus To Rob You Blind

Cybercrime is at an all-time high, and hackers are setting their sights on small and medium businesses who are easy prey. Don't be their next victim! This report reveals the most common ways that hackers get in and how to protect yourself today.

In this report, we cover: The #1 threat to your business that even the BEST firewalls and anti-virus software can't protect against, a common misconception about employee devices on your office network and exactly what you need to do now to shut this down immediately, and more!

https://neolore.com/10hackers

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