

Robin G. Coles

# Making Your Words and Stories Count!

<http://www.rgcolesandco.com>

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Hello,

This issue is being sent to you courtesy of:

Robin G. Coles  
 R G Coles and Co. LLC

It is our way of saying we appreciate you and truly value your business. Please feel free to pass this along to others (friends, family and neighbors) whom you feel would benefit from it. Enjoy!

### Word search Puzzle:

Below is a list of words that pertain to writing. Each word can be found in any direction within the puzzle.

Art	Journal	Play
Children	Music	Rare
Comic	Mystery	Reading
Cook	Novel	Spy

C	O	M	I	C	S
H	K	Y	A	L	P
I	O	S	N	A	Y
L	O	T	O	N	G
D	C	E	V	R	N
R	A	R	E	U	I
E	R	Y	L	O	D
N	T	Q	Z	J	A
C	I	S	U	M	E
P	R	A	Y	E	R

## Four Steps You Can Take to Protect Your Business and Your Customers From Identity Theft

Have you seen the commercials on TV lately regarding identity theft? Two different commercials show a line of cars all the same. One is a woman in a parking garage trying to find her car. The other shows children coming out of school and trying to figure out which car is their ride. Identity theft is on the rise, and as a business you need to start protecting yourself. It doesn't matter what size business you are.

On December 4, 2003, George W. Bush signed the Fair and Accurate Credit Transactions Act (FACTA). The problem is most businesses still don't know this law exists, never mind that it affects them.

### So what can you do about it?

Read up on these laws and take action. Some things you may be able to do yourself, or hire a consultant to handle them for you. Unfortunately, the FTC, who is watching over these issues, does not accept ignorance. Below you'll find four steps you can start right away.

- ✓ Websites need two or three legal documents at the bottom of the page. These documents are: "Terms of Service" and "Privacy Policy". If you sell products, you'll also need a "Purchase Agreement" document.  
[www.rgcolesandco.com/InternetComplianceLaws.htm](http://www.rgcolesandco.com/InternetComplianceLaws.htm)
- ✓ Businesses need a written plan how their customer's data will be protected and who in the company will be responsible to implement this plan. This plan needs to be three or four pages in length and document the steps you will take should a breach take place. Employees need to be trained as well so they know you are serious about this. If a breach does take place, you are less likely to be fined if you can pull out these documents and show you have a plan in place.
- ✓ Make sure any electronically printed credit card receipt only prints the last five digits
- ✓ When shredding papers, make sure you use a crosscut or confetti shredder. Never recycle documents containing personal data.

The laws for identity theft are changing on a regular basis as each state adds their own rules and regulations. For example, Massachusetts (MA) now has stated that any business outside of MA that does business with a MA company, will comply with this state's laws. For more information send an email to:

[robin@rgcolesandco.com](mailto:robin@rgcolesandco.com) with subject: FACTA. Last, you, too, need a personal plan to protect you and your family from identity theft.



**From the desk of:  
Robin G. Coles**

Thank you and welcome to this new monthly newsletter. Can you believe it's April already? What happened to the month of March? Did it fly by just as fast for you?

Though we are already half way through April, it's been a busy month. No doom and gloom on the calendar, just the news. In fact, I bet you participated in at least one or two of these events.

- ❖ April Fool's Day – either you pulled a prank, or had a prank pulled on you
- ❖ Corridor Nine's Business to Business Expo – April 1<sup>st</sup> in Westborough
- ❖ Blessing of the Sun – April 8<sup>th</sup>, Jews gathered all around the world at sunrise to celebrate what they feel was the day g-d created the sun. According to tradition, this happens only once every 28 years.
- ❖ Passover – family and friends gathered together to retell the story of how they were once slaves of Pharaoh then led out of Egypt by Moses.
- ❖ Easter – for Christian's this is the oldest and most important holiday; the celebration of the death and resurrection of Jesus Christ. Also a day for family and friends to gather for dinner.

As I write this, I'm preparing to head off to Mark Hendrick's Internet Success System conference in Orlando FL next week and spend a few days with one or both of my boys (depending on their schedule, of course).

For more information about the conference goto:  
[www.rgcolesandco.com/ISSoffer.htm](http://www.rgcolesandco.com/ISSoffer.htm)

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**Recommended Resources:**

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**Squared Away**

Need someone to organize your office? Squared Away does all that “stuff” you don't have time to do or just don't want to do. Fifi Ball and I have worked on a couple of projects together organizing boxes of documents readying them for Iron Mountain to pickup and store, as well as organizing files for a guide book I was working on. Her customers love her and you will too! <http://www.squaredaway.us> or call Fifi at: 617-630-8490

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**TheNauticalLifestyle.com**

TheNauticalLifestyle.com is a new boater's membership site that brings both the sailing and power boating communities together. Inside this site you'll find great interviews, articles, blogs, photo gallery and forum. The best part is it is currently free to join. You can also follow them on twitter at: [twitter.com/nauticallife](https://twitter.com/nauticallife)

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**Upcoming Live Interviews in May:**

**George Kaiser** – Custom build ship models for museums, private collectors, business or home display

**Halsey C. Herreshoff** – crew and navigator in 4 America Cups, President and founder of Herreshoff Marine Museum

**Joanne Dustin** - Executive Consultant and Coach of Career Lost and Found regarding her new book