



DCBAR



Welcome to the Security Class



Welcome to the Security Class

Protect your law firm from the biggest security threats of 2021, without having to become a security expert or waste your valuable time.

We'll begin at 12pm EST





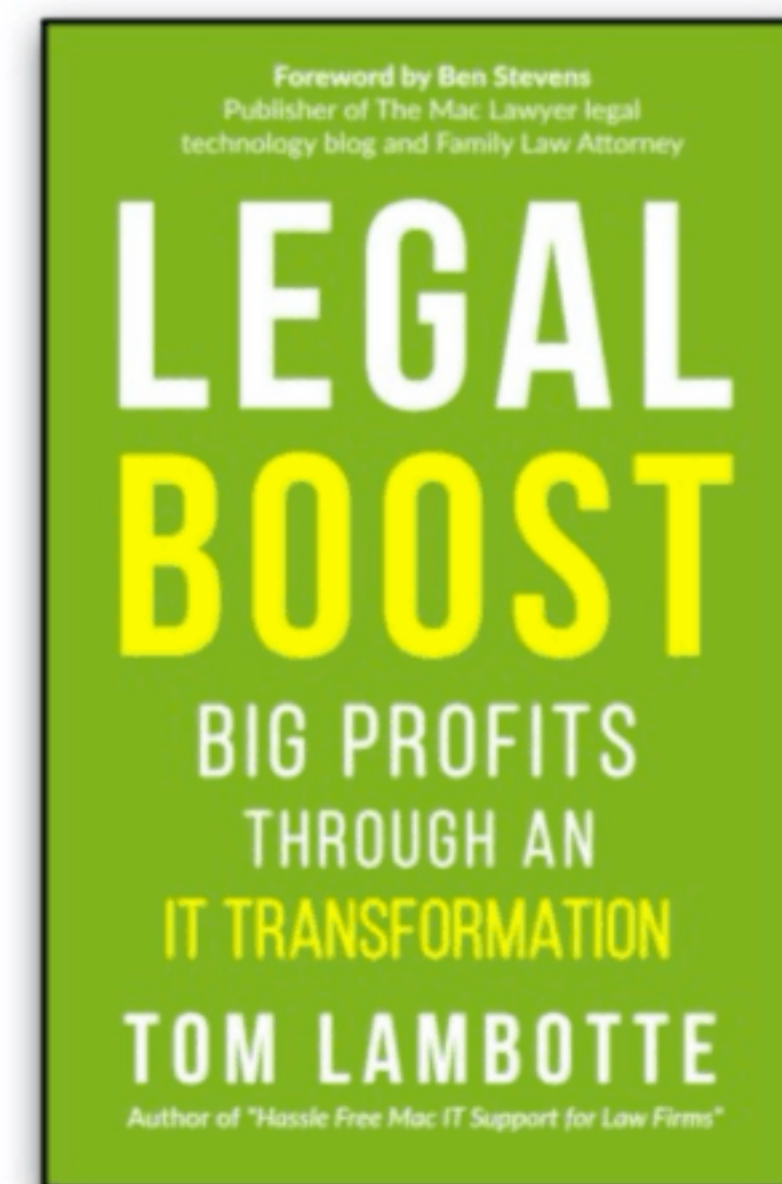
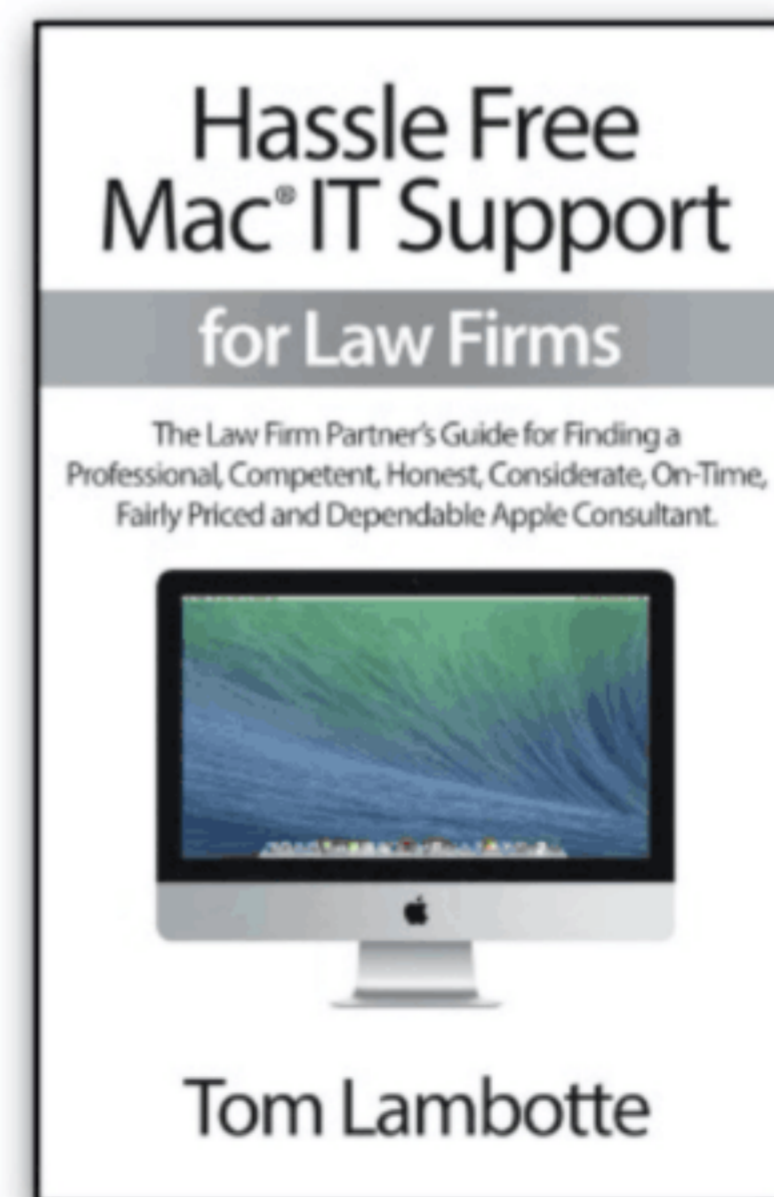
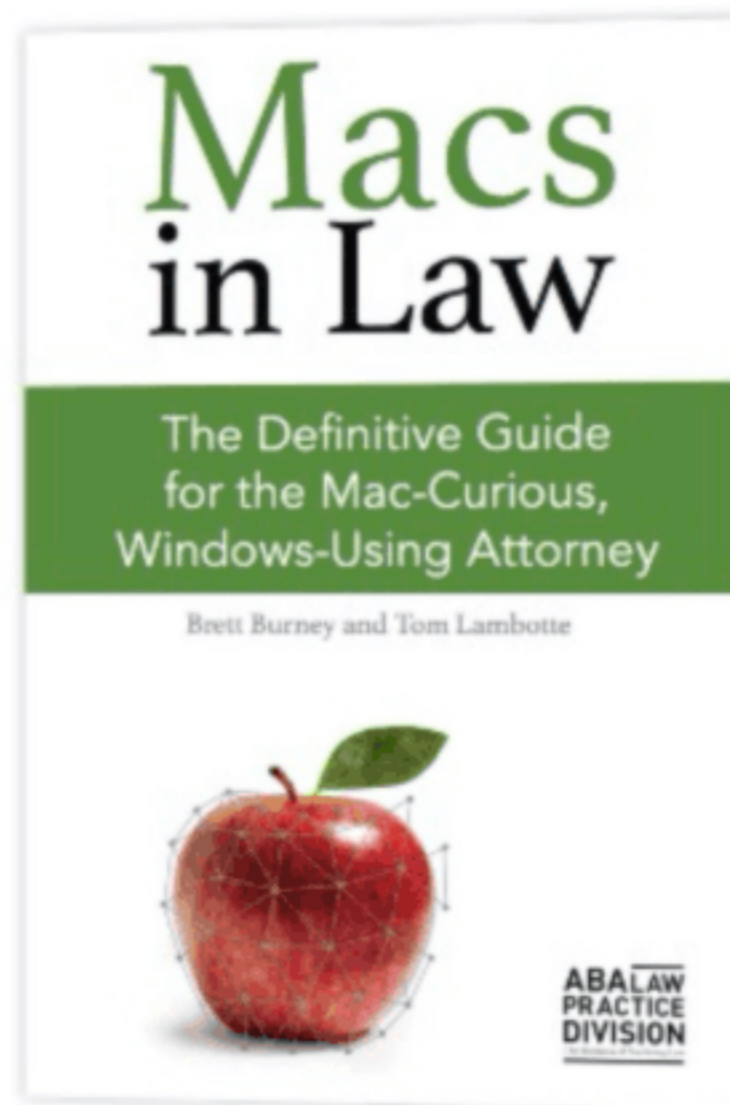
Welcome to the Security Class

Protect your law firm from the biggest security threats of 2021, without having to become a security expert or waste your valuable time.



Who the **HECK** is Tom Lambotte?

- CEO of **BobaGuard** - a cybersecurity solution build exclusively for solo and small law firm lawyers
- CEO of GlobalMac IT - a nationwide managed service provider that helps high-growth law firms leverage Mac-based technology.
- ABA published author



Who the **HECK** is Tom Lambotte?



Highly sought-after speaker, CLE presenter, and prolific author.

ABA JOURNAL



ONE REALLY GOOD IDEA EVERY DAY
attorneyatwork@



ABA TECHSHOW
2017
CONFERENCE AND EXPO • MARCH 15-18, 2017

LAW PRACTICE
THE BUSINESS OF PRACTICING LAW

MICHIGAN Bar
Journal



ABALAW
PRACTICE
DIVISION
The Business of Practicing Law



ChannelPro



Welcome



Cybersecurity threats need to be addressed, but lawyers **face a few problems:**

- **do not have certainty** in what to do
- **nagging suspicion** that basic measures are **not enough**
- **don't have the time**
- been **turned away for being 'too small'**





SIMPLICITY



- Legal profession has fully **embraced the cloud**
- as a result, it is **easier than ever** to setup and manage one's own technology, especially for solo and small firms.

SIMPLICITY



"A full 40% of lawyers said they are most likely to turn to internal tech support for problems with their firm's technology."



2020 ABA TechReport

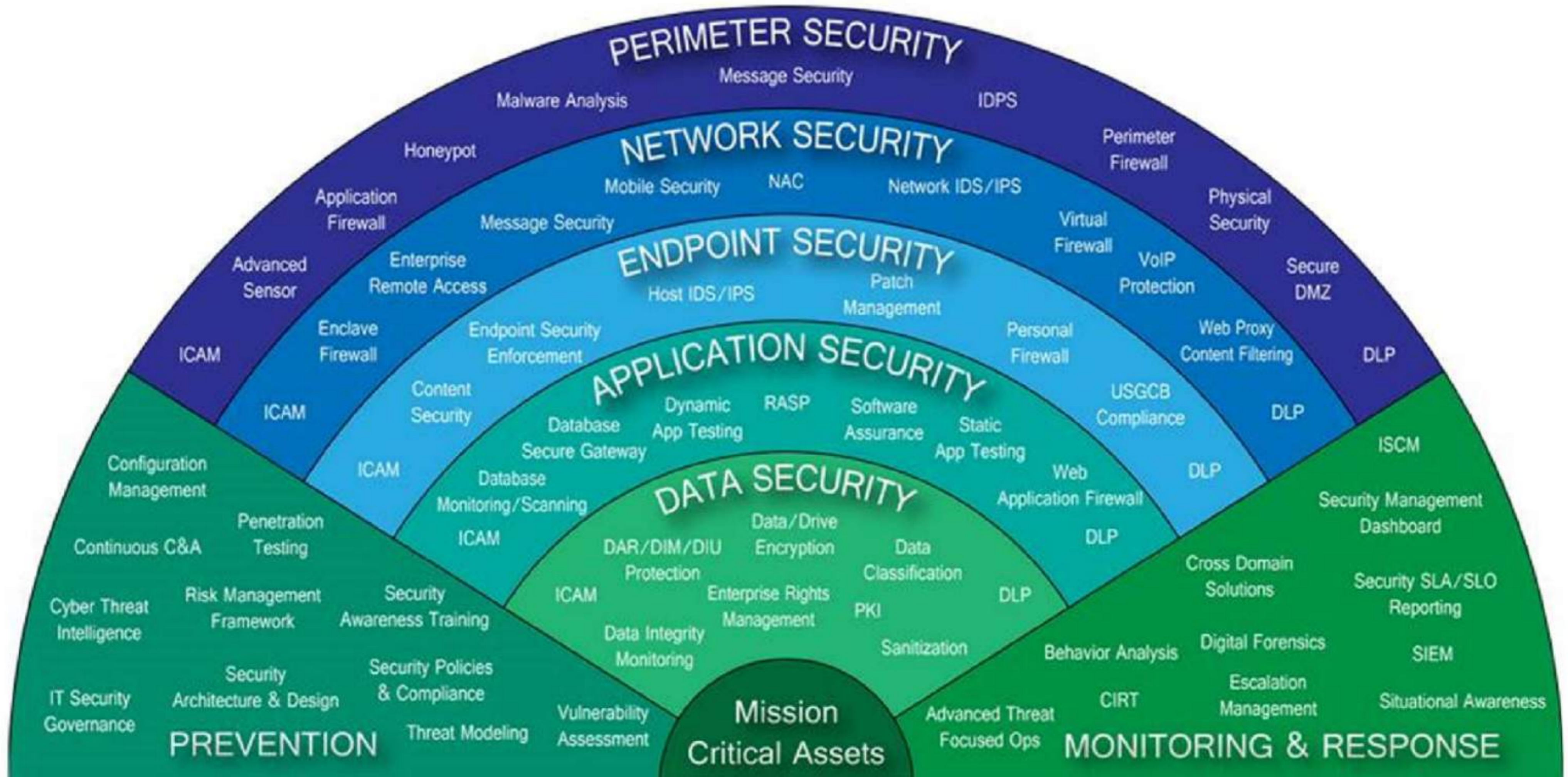
SIMPLICITY

// Every Rose Has Its Thorn

Bret Michaels, Poison



COMPLEXITY

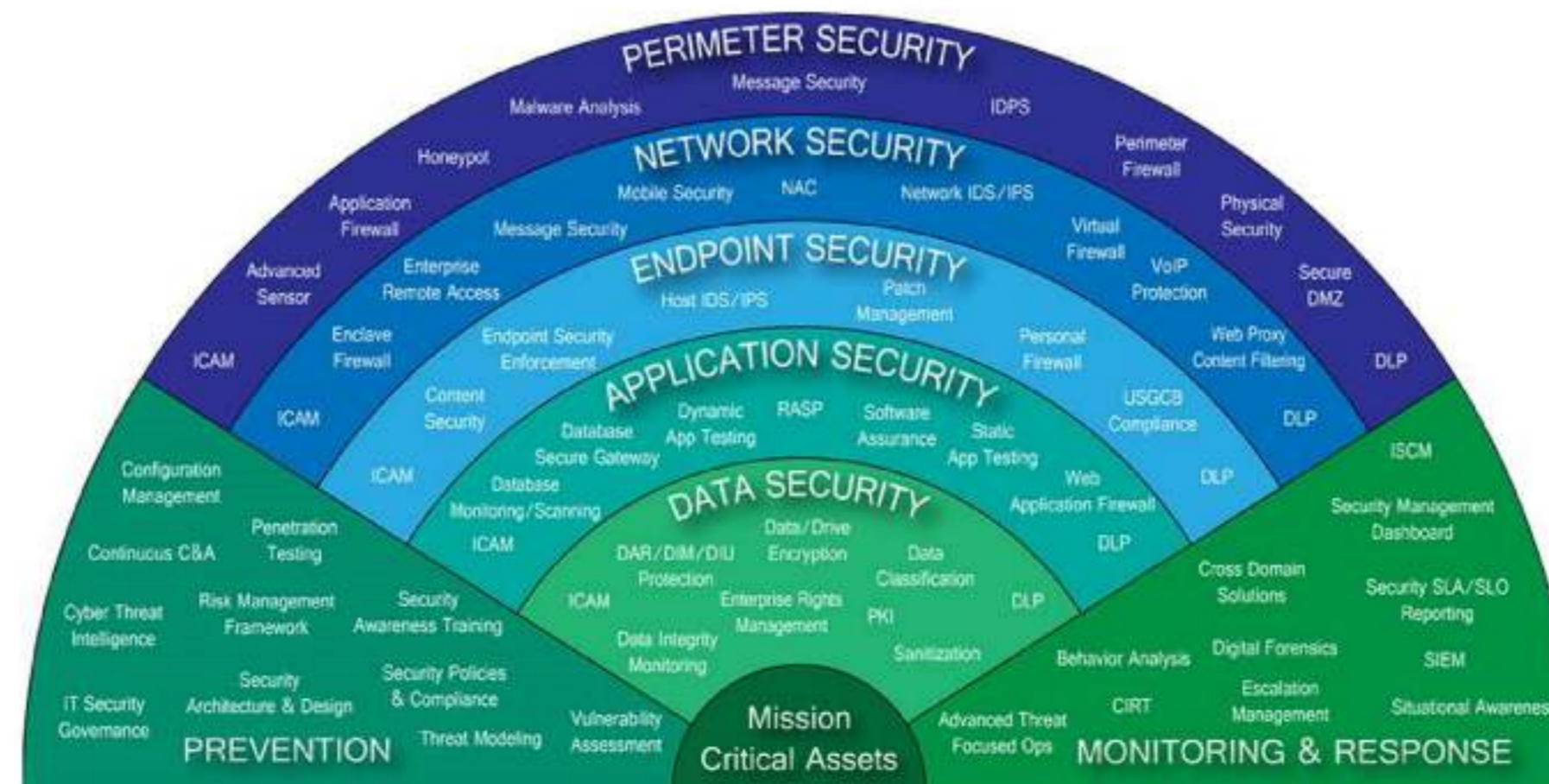


COMPLEXITY



Anyone **overwhelmed?**

Yeah, me too.



COMPLEXITY



Most IT providers with access to these cybersecurity solutions have either strict **user minimums** or **minimum revenue per account**:

- 10 or 25 users and/or
- monthly minimums in the \$1,500-2,500 range

“For many of today's Managed Service Providers, a deal south of \$2,000-\$2,500/month isn't going to be worth it”

Tom Watson, Channel Chief Advisor
NinjaRMM



COMPLEXITY



63% of Lawyers Are Unable to Protect Themselves Adequately!

Out of approximate 951,000 lawyers in private practice:

- 49% are Solos
- 14% are in firms with 2-5 lawyers

PRIVATE PRACTITIONERS

<i>% of private practitioners...</i>	<u>1980</u>	<u>1991</u>	<u>2000</u>	<u>2005</u>
Solo	49%	45%	48%	49%
2 – 5 lawyers	22%	15%	15%	14%
6 – 10 lawyers	9%	7%	7%	6%
11-20 lawyers	7%	7%	6%	6%
21 – 50 lawyers	6%	8%	6%	6%
51 – 100 lawyers	7%	5%	4%	4%
101 + lawyers	*	13%	14%	16%

Sources: *The Lawyer Statistical Report*, American Bar Foundation, 1985, 1994, 2004, 2012 editions

* Largest firm size for 1980 data was 51+ lawyers.

SOLUTION



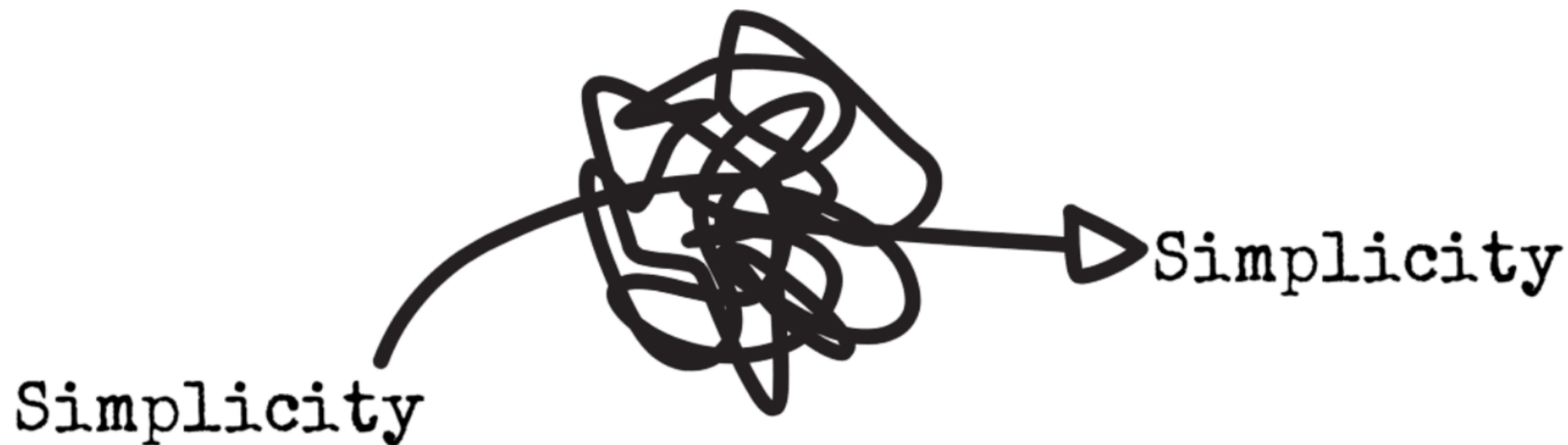
**simplicity is
complexity
resolved.**



Constantin Brancusi
Romanian Sculptor

This is why we are here today.

SOLUTION



This is why we are here today.



This Is For You If You Want To...

Discover the **biggest cybersecurity threats** to watch out for in 2021.





This Is For You If You Want To...

Find out why **29%** of solos and small law firms **have suffered a data breach** and how to protect yourself.



This Is For You If You Want To...

Tap into expert knowledge to **quickly advance the security measures** of your law firm.





This Is For You If You Want To...

Have the Proven Protection System that allows you to grow your practice, without wasting your time figuring out the tech.



 This is for **YOU!**

Here's the Truth...



You will **never** be able to secure your practice from cyberthreats and the risks of a data breach **100%**.



Here's the Truth...



But you can take **reasonable efforts** to **drastically reduce your risk** using **affordable solutions**.





In 2012, I experienced a **frightening close call**:



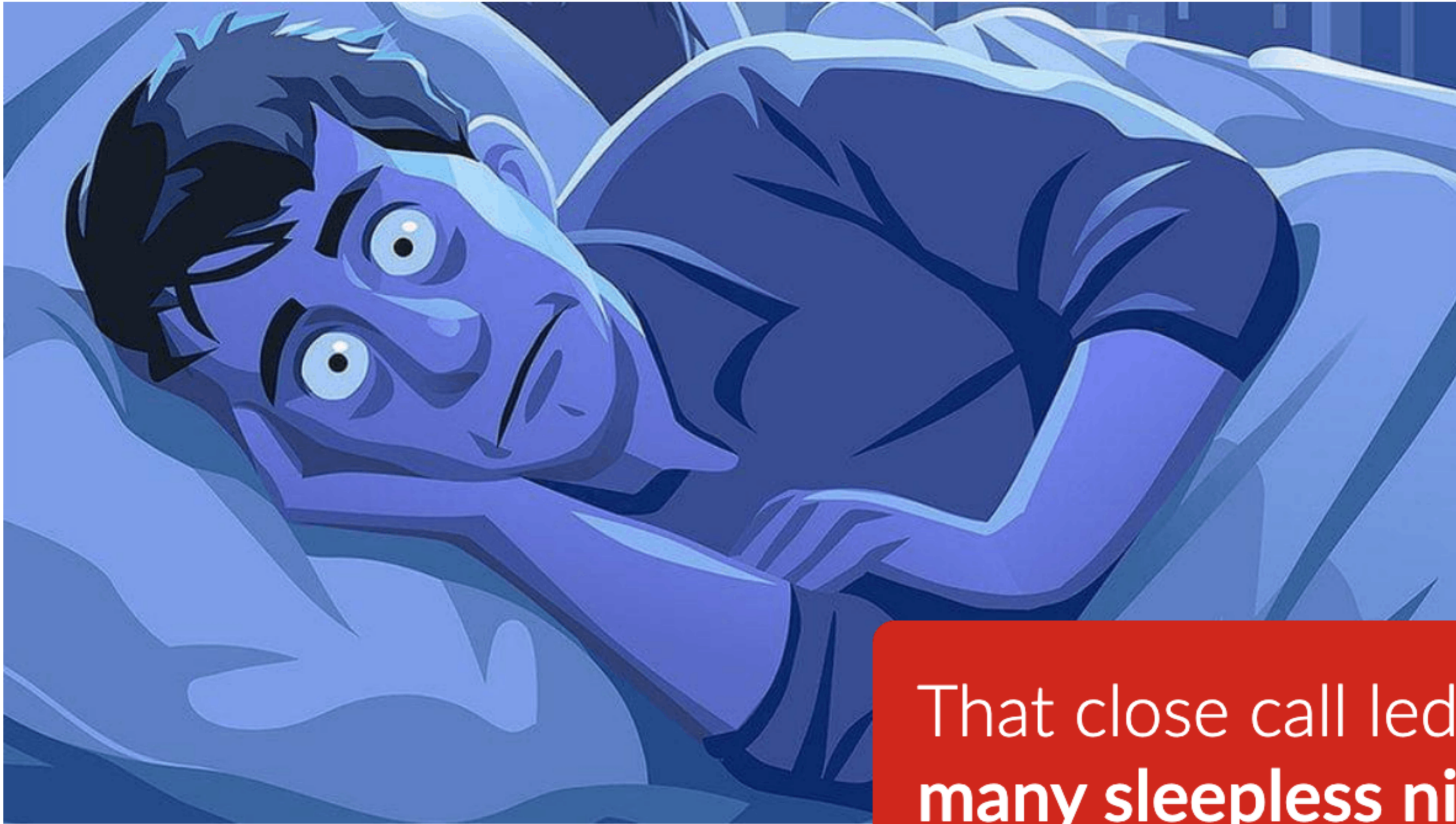
Our biggest client came **close to becoming the victim** of a data breach on our watch.



Faced the facts:



- Our **clients were at risk: we had to do more**
- **Many lawyers take a lackadaisical** approach to security
- We **didn't run malware/antivirus** on Macs
- I **inadvertently perpetuated** the behavior



That close call led to
many sleepless nights.

We **drastically changed**
our approach to security.



- **Spent thousands of hours** researching, testing, and rolling out best in class security solutions
- We depend on these solutions to protect **our company as well as our clients**
- Implementing these solutions is **mandatory**



from **uncertainty** to
complete **peace of mind**



They can now **focus on practicing law**,
without the **constant fear of getting**
hacked in the back of their minds.



My Biggest Lesson from Going Through All This: The likelihood of a data breach is FAR higher than you think.



“ the number of firms experiencing a security breach increased over the prior year:

29% of respondents compared to 26% in 2019.

2020 ABA TechReport



By the way, near the end, I promise to share with you **how** to implement this knowledge without adding further demands on your time.

The Security Framework: The 4 Things Missing in Your Law Practice that Make You Easy Target for Cybercriminals

- # 1 _____
- # 2 _____
- # 3 _____
- # 4 _____





#1: Awareness



#1: Awareness

(Not Knowing What the Threats Are)



1. Hope strategy aka Ostrich strategy / "won't happen to me because...(enter false belief here)"
2. Believing the **basics are enough**...they're not
3. Not up to date on **today's** biggest threats





The lack of protection gives cybercriminals a huge advantage and easier access.

In other words, they KNOW this and are capitalizing on that fact.

Hope Strategy

A Story about a Bull aka 'El Toro'



IMPORTANT: NOTICE OF DATA BREACH	
Name of Reporting Person: Contact Information:	Shannon [REDACTED] [REDACTED] Law Office, P.C. P.O. Box [REDACTED] [REDACTED] CA [REDACTED] Ph.: [REDACTED] Fax: [REDACTED]
What happened?	On or about May 5, 2018, we discovered evidence of unauthorized access to mycase.com by an unknown individual or group of individuals. It is unclear how this access was made since we have implemented all security measures offered by mycase.com. Client data was potentially accessed, client case information was deleted, and other administrative changes were made to the system. The extent of the information accessed will be thoroughly investigated by [REDACTED] Law Office, P.C. and mycase.com. You will be contacted if we discover any information specific to your case.
What Information Was Involved?	Generally, any information uploaded to mycase.com was potentially accessed, and information has been deleted. Information potentially accessed includes client names, social security numbers, driver's license numbers, phone numbers, email addresses, as well as legally privileged/protected information, including legal documents, case notes, disclosures, financial statements, evidence, photos, invoices, transcripts, trust balances, and attorney-client communications. Please note, our standard procedure is to remove identifiable account information from financial statements, tax returns, and disclosure documents <i>prior to uploading</i> them into mycase.com. We also do not store payment information, such as credit card information used for payments into your trust account. No payment information given to us was ever put into mycase.com whatsoever. We use bank approved software for all payment transactions, which is highly regulated and secure.

Hope Strategy

A Story about a Bull aka 'El Toro'



You MUST ensure everything you worked so hard for is protected.

Believing the basics are enough
...(they're not)





“ 60% of small law firms want to upgrade their IT security...but less than half currently employ basic security measures.

2020 State of US Small Law Firms Survey

2020 State of U.S. Small Law Firms

3 Biggest Cyber Threats of 2021

#1 - Phishing / Business Email Compromise



3 Biggest Cyber Threats of 2021

#2 - Employees



3 Biggest Cyber Threats of 2021

#3 - COVID-19 Scams and Cyberattacks



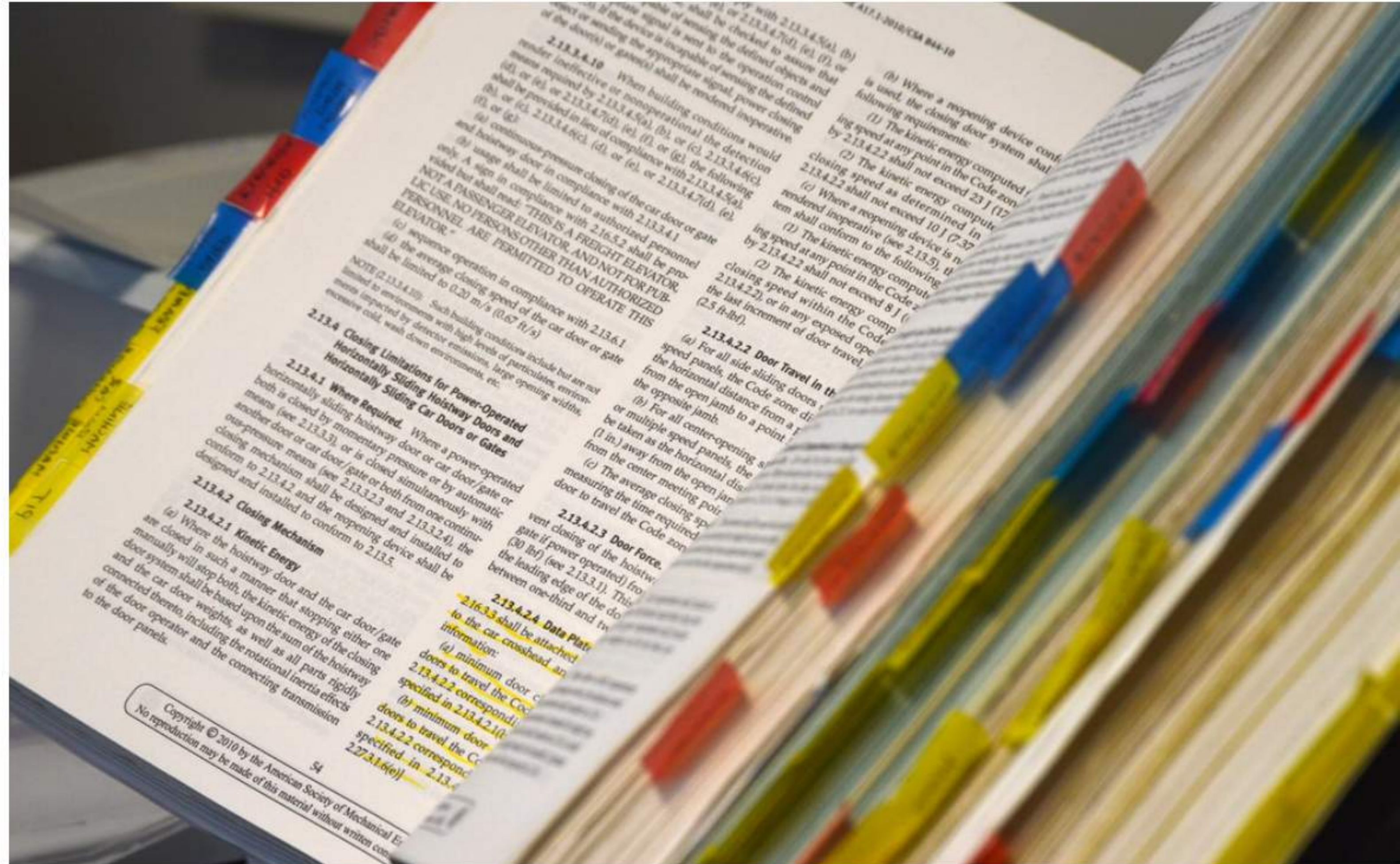
Cybercriminals know how and when to prey on fear and uncertainty

#2: Lack of Time






Lack of time to research solutions



Hi Tom,

I hope you are doing well and staying safe. We had an opposing counsel whose computer/email systems were recently hacked and it raised a number of questions for me that you may be able to help with. Please let me know if you have a few minutes to talk this afternoon or tomorrow. Thanks a lot.




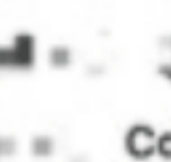



Regards,



Jason 
Attorney at Law

Message






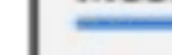

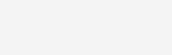
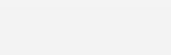
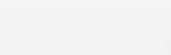

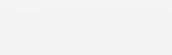
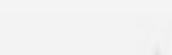
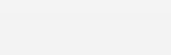

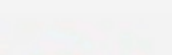
Delete Reply Reply All Forward Attachment Move Junk Rules Read/Unread Categorize Follow Up

ImPortant

       rr@...com > Wednesday, October 7, 2020 at 3:46 PM

To:  Robert Ringel Cc:  Robert Ringel

I just sent a document for you now, Please check your inbox or junk and refer to the documentation as it's very important.

From: Jason [redacted] <[redacted]@attorneys.com>
Sent: Wednesday, October 7, 2020 4:03 PM
To: Robert [redacted] <[redacted]@[redacted].com>
Cc: [redacted] <[redacted]@attorneys.com>
Subject: Re: Email

Robert,

For some reason, the documents are not opening. Please try attaching the documents to this email or if for there is some reason you cannot, let's schedule a time to talk.

Regards,

Re: Email



Robert [redacted] <[redacted]@[redacted].com>

To: Jason [redacted]

Wednesday, October 7, 2020 at 4:04 PM

Thanks for your kind response, the requested email is legitimate and has been secured to your email. Kindly proceed to the document with this your email to gain access and let me know your thoughts immediately.

[scan01.pdf](#)

[scan02.pdf](#)

Robert [redacted] JD
Certified Health Law Attorney Florida Bar
[redacted] Law Group, P.L.
[redacted] Street
Suite 300
[redacted], Florida 32960
Voice: [772-](tel:772-)[redacted]
Mobile: [77-](tel:77-)[redacted]
E-mail: [\[redacted\]@\[redacted\].com](mailto:[redacted]@[redacted].com)
Web site: [\[redacted\].com](http://[redacted].com)

#3: Clarity




#3. Clarity

Unclear what solutions exist and which ones are right for your needs



Once aware of the problem, we need to define:

- How do we mitigate our risk?
- What solutions exist to protect us?
- This introduces a new problem, how do you find the right solutions for your needs?



You'll find hundreds of solutions, but which ones are right for your needs?

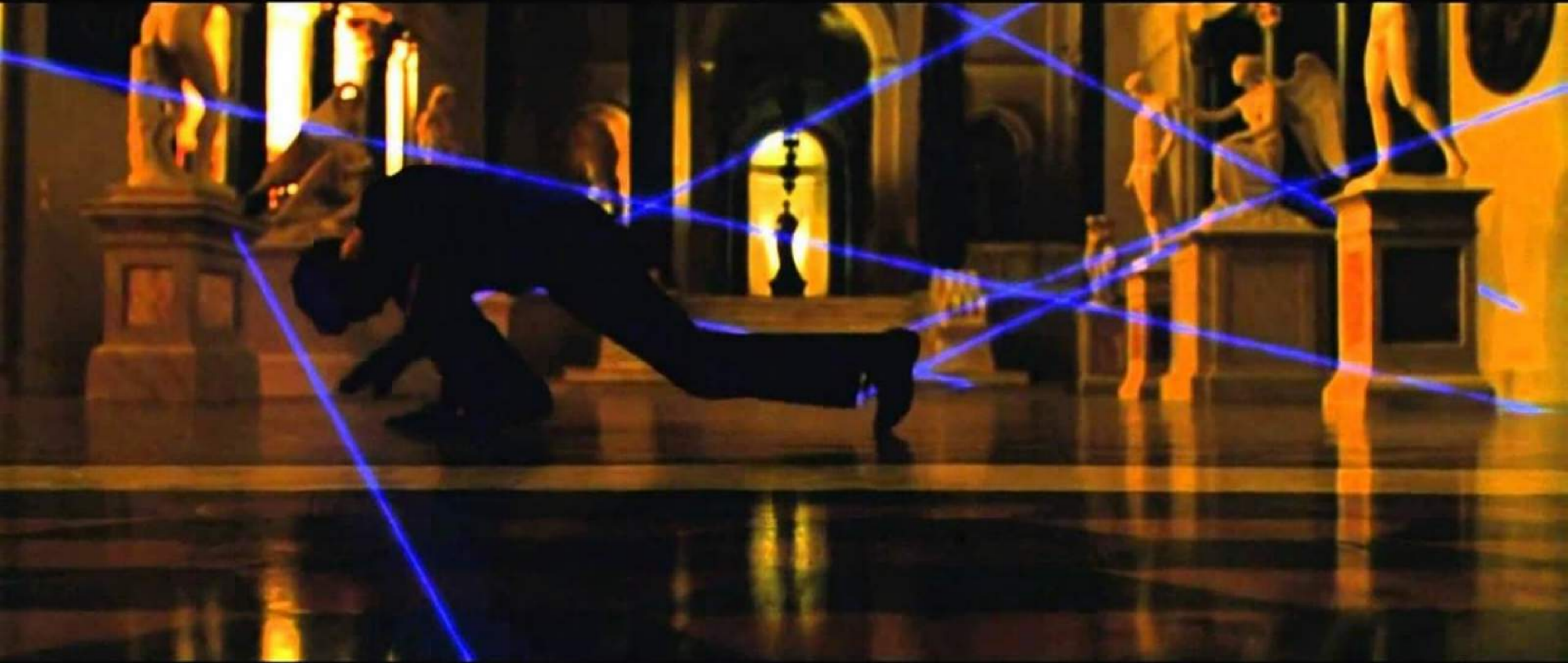


- What do you need?
- How much is too much?
- How little is too little?
- What is adequate to meet your needs without busting your budget?





Layered Security



👂 I didn't invent the rainy day, I just own the best umbrella.

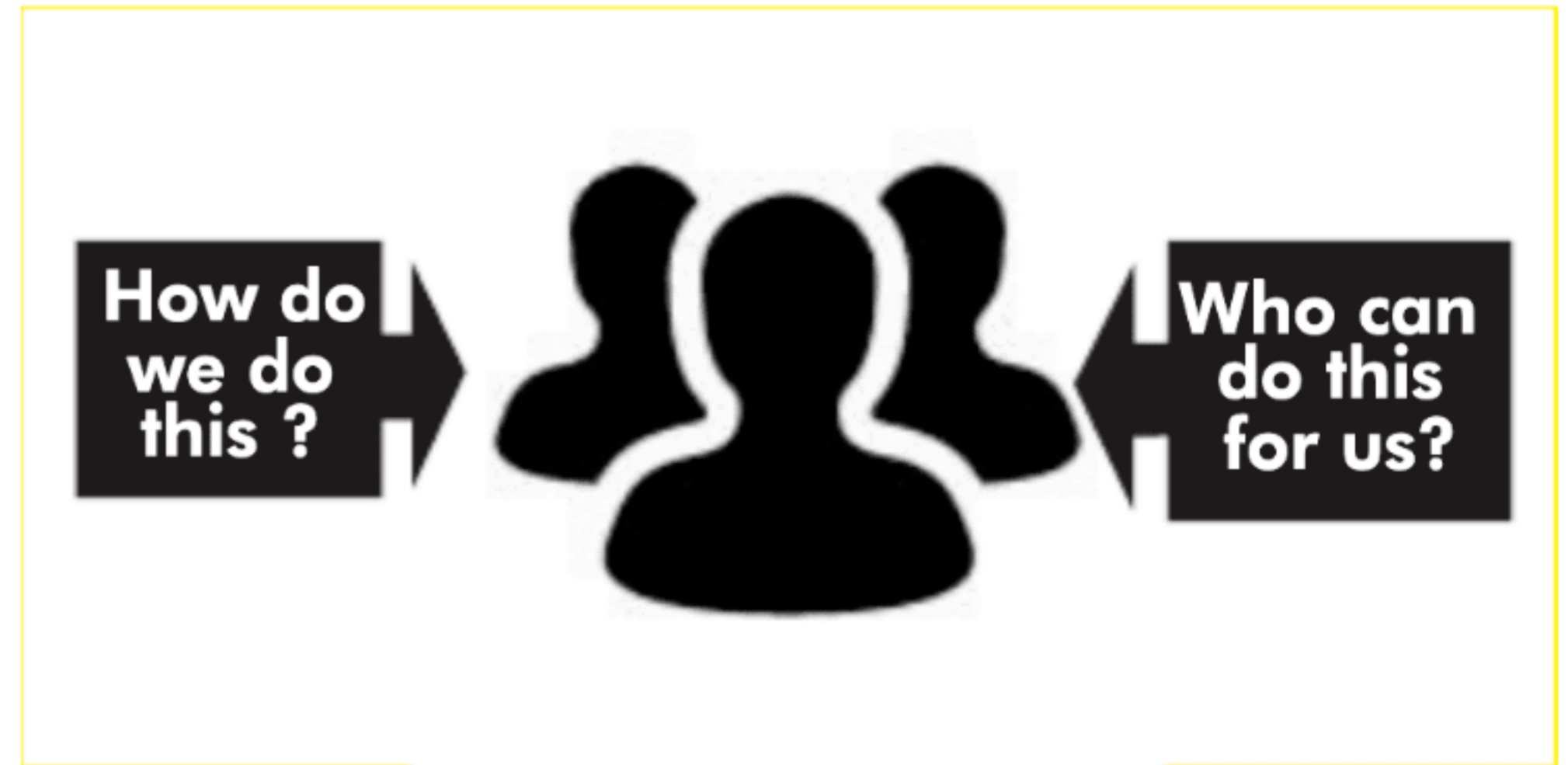
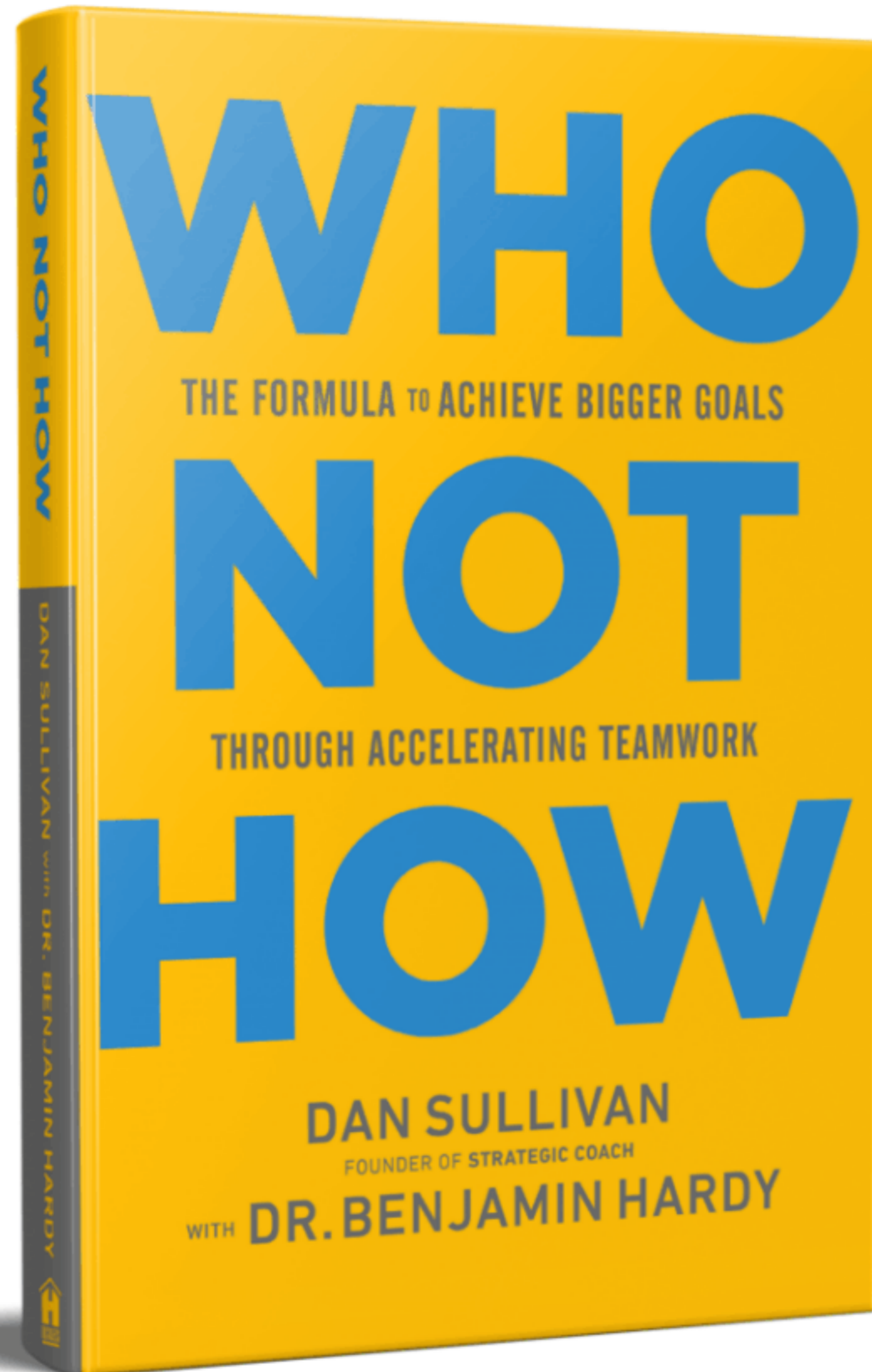
Jimmy Fallon as Dennis Hope in Almost Famous (2000)

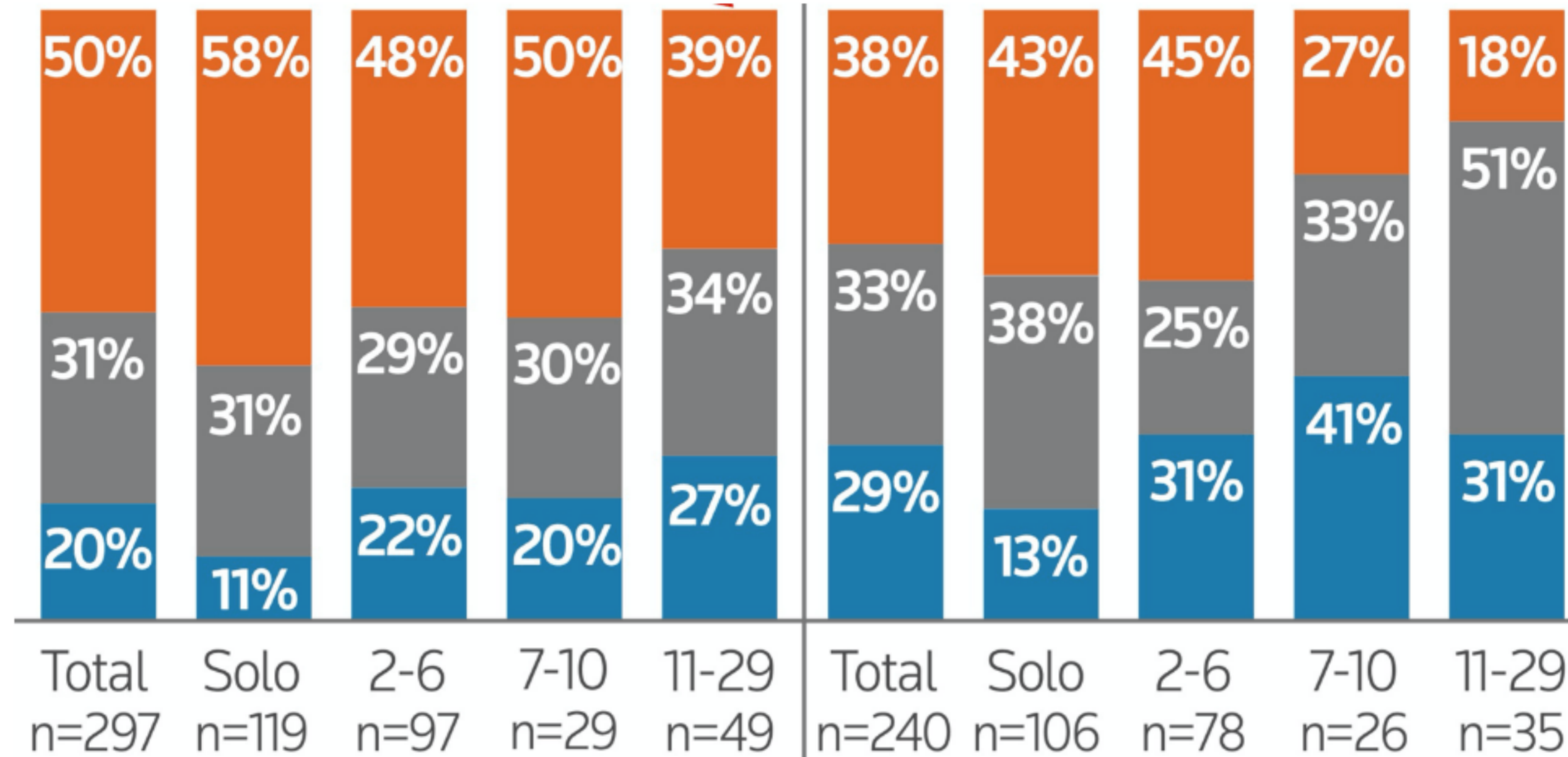


#4: Failure to Implement

Not having the knowledge or time to implement the solutions.







Spending too much time on admin tasks, not enough on practicing law

Increasing complexity of technology

- We have implemented changes to address the issues
- We have a plan to address these issues but have not yet implemented
- We haven't yet determined how to address these issues



From the 4th time Thomson Reuters have produced this report, some things have remained fairly constant:



"Despite facing many of the same challenges one year to the next, most small firms have yet to take meaningful action.

Of those firms stating they face a challenge either acquiring new business or managing administrative tasks, fewer than one-third have actually implemented a plan to deal with the problem.

This too is a trend that's held consistent. **High levels of recognition of the problems posed by various challenges has not led to significant action.**





From the 4th time Thomson Reuters have produced this report, some things have remained fairly constant:



We often hear about firms making plans to address challenges, but for a variety of reasons, those plans may never actually be put into action. Making a plan without taking any actions does little to actually alleviate the identified problem.



If you **lack** the **time** and **expertise** to secure your practice, and the industry as a whole has a history of not successfully addressing challenges, what are the odds you'll wake up with the skills **to adequately protect your law firm from getting hacked?**



We were with a different IT provider, an hourly, pay as you go type, and **got badly hacked**. The funds in our **trust account were almost transferred to Hong Kong**.

That was the **aha moment**: what we had been doing was not working, and we needed to **do something entirely different**.

You can't imagine the **carnage** that that does to a small business having to send out that kind of letter.

As a result, **the phone stopped ringing**.

David Eltringham
Managing Partner
Eltringham Law Group
Boca Raton, FL





But what was **really freaky** for me was when I got the list of the stuff we didn't have and had never heard of, that we *should* have been doing.

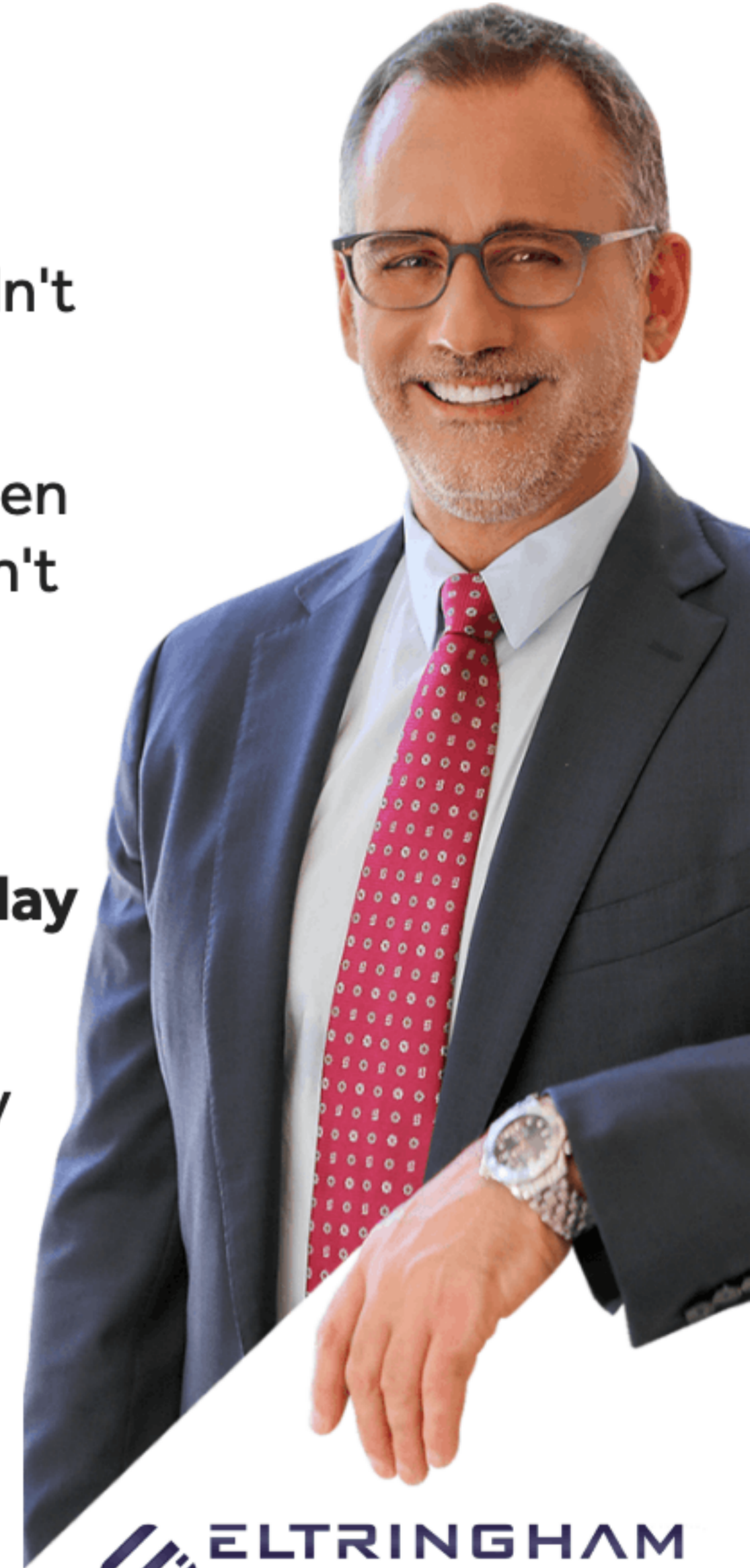
Our liability would have been off the charts for negligence. It would have been potentially **gross negligence**, because of the exhaustive list of stuff we didn't have to adequately and reasonably protect ourselves.

At the end of the day, **you don't know what you don't know.**

And, for a law firm to say, well, gee, we had no idea. I mean **how does that play in court?**

So I think the thing is with BobaGuard, **I sleep well at night**, and don't worry about the things that used to keep me up.

David Eltringham
Managing Partner
Eltringham Law Group
Boca Raton, FL



60% of Small Businesses that suffer a cyber attack go out of business within half a year.

According to the US National Cyber Security Alliance





When you're trying to accomplish something challenging or difficult that you've never done before, you probably need a Who.

Let me say that another way: You *absolutely* need a Who if you're trying to accomplish something new and challenging **unless you're fine not getting the result you want in the near future.**



Dr. Benjamin Hardy & Dan Sullivan, Who Not How



Now That You Understand What Holds Lawyers Back
From Securing Their Practices...

You May Be Wondering,

**"What Cybersecurity solutions
should I use to protect my practice?"**



Security Layer #1

Fun cybersecurity training

(that doesn't suck & can't be bypassed)



- The FBI's 2020 Internet Crime Report also showed a 69% increase in cybercrime complaints in 2020 compared to 2019.
- If your employees are trained and knowledgeable about cybersecurity risks, they'll be better equipped protect your corporate data.
- The best solutions use behavioral science techniques, like storytelling, to fundamentally transform your security culture.



Security Layer #2

Phishing Training for Employees



- Did you know 91% of successful data breaches started with a spear phishing attack?
- And only 17% of employees are very confident they can identify a social engineering attack, while more than one-quarter of employees (28%) admitted a lack of confidence in identifying a phishing email?
- You must be running phishing simulations to see how your employees are doing; who's struggling and who's leading the charge with security.



Security Layer #3

IT Security Policy Templates



- The cobbler's son has no shoes...and many lawyers don't have the security policies needed in place:
 - 25% in firms with 2-9 lawyers
 - 58% of responding solos have no policies.
 - While it is understandable solos and smaller firms may not appreciate the need for policies, all firms should have policies, appropriately scaled to the size of the firm and the sensitivity of the data. *2018 ABA TechReport
- Ensure your firm has policies and/or guidelines on the following areas:
 - **acceptable use, business continuity, incident response, records management, mobile devices, and passwords.**

Security Layer #4

Dark Web Monitoring



- 61% of breaches involved credential data*
- Proactive monitoring of stolen and compromised data allows you to respond to a threat immediately to prevent a major breach.
- Monitor 24/7/365 - You must continuously monitor the dark web for compromised account data on your primary company domain.



**DARK WEB
MONITORING**

Security Layer #5

Team-based Password Vault



- According to a google security study in 2019, as many as 65% of people reuse the same password for multiple or all accounts.
- Implementing password security best practices helps to:
 - stop insecure password sharing
 - create unique passwords
 - securely store all work-related passwords
 - access and share documents and passwords with colleagues

Security Layer #5

Proactive Monitoring, Maintenance, and Patching for Mac/PC with Antivirus and Web Protection



- Automated software updates and security patches for both macOS and Windows devices.
- Preventative monitoring and alerting of IT incidents stop issues in their tracks to reduce downtime further down the road.
- Antivirus and Malware
- DNS web protection blocks malicious URL domains



Security Layer #7

Protection for Microsoft 365 and G Suite Data



- 77% of companies using SaaS applications (in the cloud) suffered a data loss incident over a 12-month period.
- Google and Microsoft are focused on fixing their own mistakes. But **they're not responsible when you make a mistake** — or when a malicious act stops your business cold, in events such as:

- Human error (64% of data loss incidents)
- Illegitimate deletion requests
- Programmatic error (sync errors)
- Hackers
- Malicious Insiders
- Malware and viruses
- Ransomware



Security Layer #8

Cyber Insurance Policy



- Your business and financial security depend on how well protected they are from a lawsuit or claim.
- Ensure included is investigation (who and what was compromised), coverage for fines & penalties, credit monitoring and notification, and legal defense and liability expenses.
- Breach hotline available 24/7/365 in the event of possible security incidents.
- Biggest challenge these days are rising premiums and complexity of application process (Reeling from their own losses, cyber insurers have tightened the reins when it comes to issuing cyber policies)



If you're interested in hearing about a quick and easy way to stop your firm from getting hacked...type "**YES**" into the chat box on the right.



Before I spill the beans on the WHAT, I want to share my WHY:
I LOVE helping entrepreneurially-minded lawyers grow



...ok, but what does that have to do with **security**?

For a decade, I turned away hundreds of lawyers, back **INTO THE WILD**



SO...what is the intersection of **security** and **growth**?



Consider Brembo - The makers of the best brakes in the world

- leader in the racing sector, won more than 400 championships
- **empower drivers to go fast** with their product's ability to stop and protect them when most needed





BobaGuard

TURNKEY CYBERSECURITY SOLUTION

The **first and only** turnkey cybersecurity suite built for **solos** and **small top mid-sized law firms**.

BobaGuard delivers the **best-in-class** solutions to **protect your law firm** from getting hacked without the overwhelm of **doing it on your own**.

Provides 8 best-in-class security layers

Each works together to provide enhanced protection.



- Cyber-Security Training
- Unlimited Simulated Phishing Campaigns & Reporting
- Dark Web Monitoring
- IT Security Policy Templates
- Proactive Maintenance and Patching with Antivirus + Web Protection for Mac/PC
- Team-Based Password Vault
- Protection for Microsoft 365 and G Suite Data
- \$250,000 Cyber Insurance Policy



Instead of worrying about things like ransomware,
loss of client data, or your employees getting hacked

You'll have peace of mind.



If that sounds good to you, go
here and learn more about
BobaGuard

I guarantee you'll love it. 🥰

www.bobaguard.com