



Maybe It's Time You Took A Closer Look

To see if your Company Is Compliant with the FTC Safeguards Rule which went into effect on June 9th, 2023.

Dear Colleague,

My name is Russell Dehlinger, President of RD Cutting Edge Tech Solutions. We're not just another IT firm. We specialize in securing IT systems for small and midsize accounting firms, ensuring compliance with the FTC Safeguards Rule, preventing costly fines, and protecting against the devastating effects of cyber-attacks. **I am giving this letter to you for two reasons:**

First, I want to make sure you are aware that the new FTC Safeguards apply to **you**.

Second, **I want to offer you a Level 1 Risk Assessment.** One of the major requirements of this law is to have a risk mitigation *strategy*. I am not talking about buying and installing security tools. I am talking about understanding the risk within your organization and creating a plan with a roadmap to address these risks. Yes, the roadmap may have some computer security controls that you can delegate to your IT person. However, for the most part, these solutions will impact operations and policy.

The assessment:

Other organizations your size have paid over \$3,000 for this type of analysis. I am offering it to you for FREE if you get started in the next 30 days. Why? I want to help you get started as soon as possible. Here's the thing. This new law requires a *TON* of effort. I've helped many of my clients through the process, and it takes time, planning, and hard work.

Have you ever tried to hire a tax accountant on April 14? You might be lucky enough to find one that has extra time to add your taxes to their list. Do you think they'll be the best choice? Do you think they'll have the time required to ask you all the right questions to keep you out of an IRS audit and the wasted time, fines, and overdue taxes that come with not preparing your taxes properly? *Maybe*.

I am offering you this FREE Level 1 Risk Assessment so we can help you get started now and not have to hunt down someone to help you with this at the very last minute.

Here's how it works:

I will send you a non-disclosure agreement. This is a confidential assessment, and this agreement will give you peace of mind that it will stay that way.



We will have a 45-minute phone call where I will ask you about threats and risk associated with your organization. This isn't a technical call, and you do not have to know any specifics about the way your computers are set up to answer the questions we'll cover.

I will analyze what you have in place compared to the new FTC Safeguards Law and create a report of the findings.

We will sit down and review your results and help you build a simple roadmap using tools and people to address any gaps we uncover – there are nine requirements that must be addressed. These are described below.

The FTC Safeguards Rule: A Closer Look

The FTC Safeguards Rule has expanded its definition of a financial institution to include entities that significantly engage in activities that are financial in nature. This includes businesses such as accounting firms. The rule outlines nine requirements that your IT security must meet:

1. **Designate a Qualified Individual:** This individual, who can be an employee, an affiliate, or a service provider, is responsible for overseeing and implementing your firm's information security program.
2. **Perform and Document Risk Assessment:** Your firm must conduct a written risk assessment that includes criteria for evaluating risks and assessing your systems and customer information. This assessment must be updated regularly.
3. **Apply Controls:** Implement and periodically review access controls, deploy encryption for customer data in transit and at rest, and conduct annual penetration tests.
4. **Validate Controls:** Regularly test and monitor the effectiveness of your controls. Conduct vulnerability assessments every six months and ensure continuous monitoring or annual penetration testing of information systems.
5. **Develop Training/Auditing Program:** Implement a security awareness training program and maintain sufficient staffing to run the security program.
6. **Monitor Service Providers:** Ensure that any service providers you engage can maintain appropriate safeguards and that their contracts include safeguard implementation.
7. **Develop Continuous Improvement Cadence:** Regularly evaluate your information security program based on testing, material changes in your organization, and the results of a risk assessment.
8. **Document Incident Response Plan:** Document every security incident and review the response plan after every security event.
9. **Provide Annual Reporting to Senior Leadership:** The designated Qualified Individual must provide an annual report to your leadership body, including the overall status of your security program and compliance.



The Consequences of Non-Compliance

Non-compliance with the FTC Safeguards Rule can lead to severe penalties. The FTC can impose fines ranging from \$10,000 to \$100,000 per violation. In cases of gross violation, such as intentional abuse of protected information, prison sentences of up to five years can be imposed. The FTC will be reactive, examining your security program thoroughly after an incident has occurred.

We specialize in identifying and closing these gaps, ensuring your IT security is compliant with the FTC Safeguards Rule and robust against cyber threats. We have never failed to uncover significant, preventable security loopholes in the companies we've audited.

Don't Just Trust, Verify

As Mark Twain once said, "Supposing is good, but knowing is better." As the CEO, you need to know for sure that your compliant with the FTC Safeguards.

To get started, please call or e-mail me to schedule a quick initial phone consultation. I will have my assistant follow up to ensure you've received this letter and to discuss how (if?) you'd like to proceed.

Awaiting your response,

Russell Dehlinger, President
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P.S. Not ready to meet yet? Then let us know, and I will email you a FREE report, "FTC 5 Biggest Mistakes Report."