Technology: a two-edged sword

• Great asset.
• Serious threat.
• Ethical issues if used.
• Ethical issues if not used.
• Requires your attention.
• Cannot be ignored.
• Use carefully and knowledgeably
THE GOOD!

Technology can help you in many ways:
- Live better
- Live longer
- Enjoy your life more
- Get things done more easily
- It can even help with your practice

Go PaperLESS at Work and Home

Technology as a Travel Agent

Cubii Jr. Under Desk Elliptical W/ Monitor

Diet & Food Journaling Apps
**Fitbit Charge 3**

Track more than calories:

- Heart Rate
  - See trends on your chart, view and share
- Remote Health Tracking
  - Use remote health tracking for your own needs or to share with a doctor
- Heart Rate Notifications
  - Get notifications when your heart rate goes above or below a specific range

**GlocalMe**

**Apple Watch – Fitness apps**

Apple Watch allows you to:

- Strava
  - GPS running app for tracking your runs
- Strava
  - GPS cycling app for tracking your rides
- Strava
  - GPS multisport app for tracking your workouts

**On-Demand Mental Health Care**

**LARKR**

- Therapy app connects you with a licensed therapist via livestream video chat.
- $85/50 Minute session
- Professionals with expertise in addiction, anxiety, mood disorders, relationship issues, LGBT, PTSD, depression, and more.

**Self-help Mental Health App:**

**Pacifica**

- Self-help mental health app that taps into the science of cognitive behavioral therapy
- Choose from psychologist-designed guided self-help “paths” (audio lessons and activities), mood and health tracking, or relaxation techniques to suit whatever you need at the moment.

**THE BAD!**

Technology can allow the bad guys to ruin your life or practice:

- Identity theft
- Scams, shams and other bad things
- Data loss (client confidential information)
- Ransom
Avoid Tax Season Scams!

1. Never click a link in an email notifying you of available tax documents

   Always go to your browser and type in your tax document retrieval service URL to avoid many common phishing scams. This will ensure you go to the right website and get your documents safely.

2. Avoid IRS impersonation scams

   The IRS will never contact you over the phone or email to ask for payment of an overdue tax bill. Criminals frequently make such calls and can request payment by normal means or by prepaid gift cards, and any contact like this should be ignored.

Stay off public WiFi or use a VPN
EMAIL SAFETY

• Don’t click that link.

• Don’t download or open that attachment

Dispose of your Data safely

• Wipe all read/writable media (including your hard drive) using Department of Defense (DoD)-compliant software.

• Shred CDs and DVDs. This type of media should be physically destroyed.

• Maintain a log of all devices that have been disposed of. The log should include the date, type of device, manufacturer, serial number (if one exists), destruction method used, and disposal method such as sold, crushed, or shredded.

3 easy steps to secure your Wi-Fi Router

☐ Change the default administrator password
☐ Enable WPA2 encryption; and,
☐ Use a strong password for your wireless network.

Passphrases

• A passphrase is a stronger form of password

• Try using an entire sentence for your password, such as “What time is coffee?”; but enter it as:

Wh4tTim3!5C0ffee?

By using spaces and punctuation, you create a long password that is hard to guess but easy to remember.

How do I know if I’m browsing with encryption?

When browsing online, encrypting your online activities is one of the best ways to protect yourself.

To confirm that your connection is secure, make sure HTTPS is in the website address and/or there is a lock next to it.

https://www.google.com
Don’t Share When You’re Away From Home

• Don’t update Social Media that you are away from home.
• A common scam involves individuals going away on vacation and having their email accounts compromised by cyber-criminals who contact the person’s friends or family with requests for help, claiming that the person was robbed in a foreign country while on vacation and needs money.

Add 2-factor authentication where available

Security vs. Convenience

REMEMBER: The bad guys count on you being lax in protecting yourself.

Manage your Digital Footprint

1. Search yourself. Run a search on your name and see what appears, and don’t forget to also pull up image searches, as they can link to websites or accounts you’ve forgotten about.
2. Deactivate old social media accounts and check privacy settings.
3. If websites have posted public information about you, contacting webmasters may be the only option to remove this information.
4. Use a secondary email account for “Junk emails”

THE UGLY!

Distinguish between the bad and the ugly by virtue of helplessness

- Very little you can do to protect yourself.
- Risk of being alive in today’s world.
- Try to be careful and limit exposure

A Matter of Time

Findings of Verizon 2016 Data Breach Investigation Report:
• In 93 percent of recorded breaches, attackers needed only minutes to compromise systems.
• In 83 percent of organizations that documented breaches needed weeks to discover the intrusion (most frequently customers or law enforcement were the source of the alarm).
Keep Siri, Alexa, GoogleHome etc. out of your office

• These systems can breach attorney-client confidentiality without you ever knowing, so until we know more, stay away from having these in your office.

FUJITSU SCANSNAP iX500

• $495 list/USB 3.0/Mac/Windows Compatible; PDF only,
• Duplex scanner 25PPM; automatic document feeder.
• ABBYY FineReader (Mac) and Acrobat Standard for Windows (upgrade to Pro).
• Scan to mobile devices.
Cybersecurity: USBs/thumb drives

- Scan USBs and other external devices for viruses and malware when connected
- Only pre-approved USBs allowed in company devices
- Educate users about USB risks
Cybersecurity: VPN
Virtual Private Network

- Use strong passwords, authentication and encryption
- Limit access to those with valid business need
- Provide strong antivirus protection to users

Lawyers advising Clients to “clean-up” their Facebook can face sanctions

- a Virginia state judge ordered a lawyer to pay $522,000 for instructing his client to remove photos from his Facebook profile, and for his client to pay an additional $180,000 for obeying the instructions.

Secure client portal
- Recommend the Business Plan ($99.95/month, up to 5 users, unlimited workspaces)
- Users = anyone in the workspace with Collaborator, Moderator, or Administrator role
- External Users (i.e., Clients) who are invited as a Viewer, Printer, Downloader, or Creator are free.

Reddit for Lawyers

Zoom
Video Conferencing
Is it Advertising?

Example 1
"Case finally over. Unanimous verdict! Celebrating tonight."

Example 2
"Another great victory in court today! My client is delighted. Who wants to be paid?"

Example 3
"Won a million dollar verdict. Tell your friends and check out my website."

Example 4
"Won another personal injury case. Call me for a free consultation."

Example 5
"Just published an article on wage and hour breaks. Let me know if you would like a copy."

Do a blog-check

- A lot of state bar associations have rules about what you can include in your blogs and whether your law firm blog can have personal opinions/experiences etc. and vice-versa.

- Check with your state’s bar association to determine whether you are breaking any lawyer advertising rules with your blog.

Figure out who owns your website

- Often, when you hire a marketing company, they are the ones that own your website and any content in the website because they generated the content.

- If you hire a legal or any other marketing company to build or re-build a website for you, find out who owns it, and if you will get to take your website with you if you leave that company!

X.AI

AI Personal Assistant to schedule meetings for you
Amy or Andrew

- Free to $18/User/month
- Time tracking and billing system

Designed by an attorney, for attorneys

- Toggl

- Law Charge
Crowd-sourced information on where you can go to get work done.

Anti-Virus Software
(Mac or PC)

Fast, Secure WiFi to-go
AT&T Velocity

- 4G LTE and dual-band Wi-Fi
- You can connect up to 10 devices and get up to 10 hours of secure Wi-Fi virtually anywhere
- AT&T Internet plans starting at $40/month for 1TB Data/month

Client Communications
Communicate early on what means of communication you will use with Clients (ideally in your engagement letter and fee arrangement)
Include:
- If email will be used for communication (with a line for Client to specify what email address)
- Telephone communications and Voicemail
- Text Messages

Dispose of old hardware securely

Be aware that many devices, not just PCs and phones, have memory.
Know how to clean old data before disposing.