

## **New Cybersecurity Regulations on Horizon for Corporate America**

*Voice Smart Networks Advises Clients That GDPR Isn't Far from the States*

LOS ANGELES/VENTURA/ORANGE COUNTY/SAN DIEGO – July 6, 2018 - Voice Smart Networks, a leading managed technology services provider, is helping small to mid-sized businesses (SMBs) navigate the recent changes in cybersecurity standards that are highly likely to affect American businesses. Many have heard about Facebook's recent controversy around Cambridge Analytica and irresponsible data sharing policies. Marc Zuckerberg even testified in front of the EU in order address these major concerns and the result has been the passing and implementation of the GDPR (General Data Protection Regulation), which took effect in Europe in late May.

This new regulation demands transparency and responsible data practices on the behalf of all companies that do business in the EU. Some examples of GDPR in effect are 1) Requiring all subscribers to opt-in again to receiving all newsletters/marketing emails/etc. and 2) Companies need to report any major data breaches to all of their customers within 72 hours of the breach occurring. There are many more components to the regulation, however, the penalties for not adhering to these standards are in the millions.

This standard is very likely to reach the US marketplace and for most companies, this standard is already affecting their businesses.

For example, if a business has any suppliers, customers, or satellite offices in countries located within the EU, they need to take a serious look at their data practices and make sure they are compliant. In time, many experts expect GDPR or some derivation of it to affect US-based businesses. "We strongly believe data regulation is coming to the US marketplace it's certain that some form of cybersecurity regulation is imminent and severe penalties will follow businesses that aren't compliant," stated Ryan Mulvany, VP of Sales & Marketing of Voice Smart Networks. "There's simply been too many data breaches that have affected major companies like Dropbox and Target for regulation not to come. When it does Voice Smart Networks' proven cyber security program will play a major role in helping our customers meet these new regulations," added Mr. Mulvany.

Cybersecurity has transitioned from the era where an enterprise could "play dumb," expect a slap on the wrist, pay minor fines and resume business as usual. Cybersecurity is now a central pillar of any organization's success or demise and with the stakes as high as they are now, SMBs need to address their data policies and practices immediately.

While most business owners dread the idea of spending time, energy and money on meeting a new compliance, the simultaneous opportunity is for businesses to leverage the expertise of Voice Smart Networks to lower their

operating costs through the deployment of advanced technology to offset the new investments in cybersecurity that they will likely be required to make. Whether the organization is large or small, soaring or declining, it's time to revisit cybersecurity policies today

### **ABOUT VOICE SMART NETWORKS**

Founded in 1982, Voice Smart Networks is Southern California's leading unified communications company. The company's mission is to increase its customers' profitability, improve their productivity and give them a competitive advantage by implementing the right technology. Voice Smart Networks is the only provider that protects its customers from the two risks of technology - obsolescence and cost. As its customers' trusted technology advisor, Voice Smart Networks has earned the position as the market leader and its customers' business through quality products and services.

As a premier member of Technology Assurance Group, Voice Smart Networks is able to fulfill all of its customers' technology needs. This means that the organization is the ultimate resource for business phone systems (VoIP and Session Initiation Protocol (SIP) provisioning), Managed IT Services, Network Security, Video

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