



NEWSLETTER

RJ2 Technologies Monthly Newsletter
August 2025



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In this newsletter:

The Compliance Blind Spot:
What You're Missing Could
Cost You Thousands

Page 01 & 02

Jesse Cole on How to Create
Raving Fans

Page 03

Vendor Partner Highlight -
Trend Micro

Page 04

Your Phone Can Be Tracked -
And it's Easier Than You
Think

Page 04 & 05



The Compliance Blind Spot: What You're Missing Could Cost You Thousands

Many small business owners operate under the misconception that regulatory compliance is a concern solely for large corporations. However, in 2025, this belief couldn't be further from the truth. With tightening regulations across various sectors, small businesses are increasingly in the cross hairs of compliance enforcement agencies.

Why Compliance Matters More Than Ever

Regulatory bodies like the Department of Health and Human Services (HHS), Payment Card Industry Security Standards Council (PCI SSC) and the Federal Trade Commission (FTC) have intensified their focus on data protection and consumer privacy. Noncompliance isn't just a legal issue – it's a financial and reputational risk that can cripple small businesses.

What Smart Business Owners Are Doing Now

1. HIPAA (Health Insurance Portability and Accountability Act)

If your business handles protected health information (PHI), you're subject to HIPAA regulations. Recent updates emphasize:

- Mandatory encryption of electronic PHI.
- Regular risk assessments to identify vulnerabilities.
- Employee training on data privacy and security protocols.
- Incident response plans for potential data breaches.

Failure to comply can result in hefty fines. For instance, in 2024, the HHS imposed a \$1.5 million penalty on a small health care provider for inadequate data protection measures.

2. PCI DSS (Payment Card Industry Data Security Standard)

Any business that processes credit card payments must adhere to PCI DSS requirements. Key mandates include:

- Secure storage of cardholder data.
- Regular network monitoring and testing.
- Implementation of firewalls and encryption protocols.
- Access control measures to restrict data access.

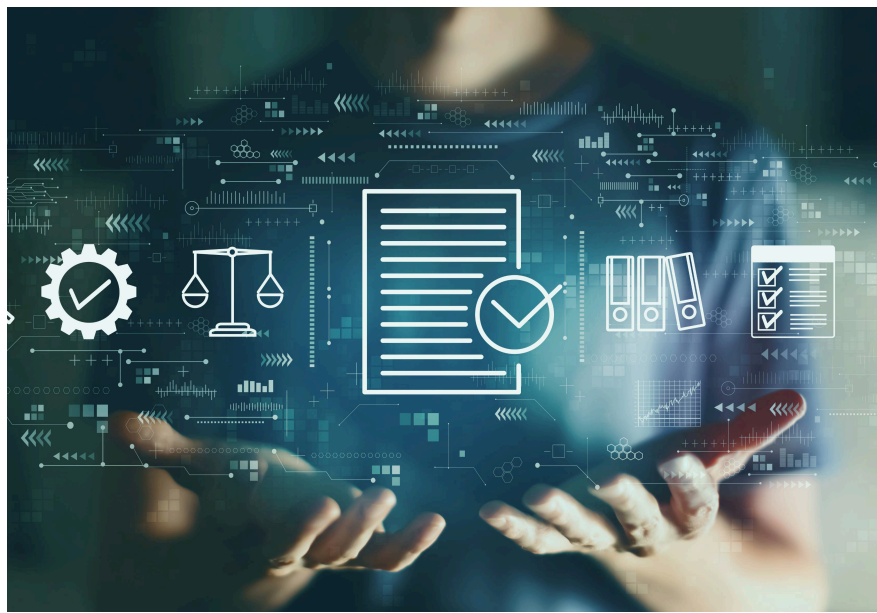
Sources say noncompliance can lead to fines ranging from \$5,000 to \$100,000 per month, depending on the severity and duration of the violation.

3. FTC Safeguards Rule

Businesses that collect consumer financial information are required to:

- Develop a written information security plan.
- Designate a qualified individual to oversee security measures.
- Conduct regular risk assessments.
- Implement multi-factor authentication (MFA).

Violations can result in penalties up to \$100,000 per incident for businesses and \$10,000 for responsible individuals. Scary, huh!



Real-World Consequences Of Noncompliance

This is just talk. Consider the case of a small medical practice that suffered a ransomware attack due to outdated security protocols. Not only did they face a \$250,000 fine from the HHS, but they also lost patient trust, leading to a significant drop in clientele. You have to take responsibility for and control of your data!

Steps to Ensure Compliance

- 1. Conduct Comprehensive Risk Assessments:** Regularly evaluate your systems to identify and address vulnerabilities.
- 2. Implement Robust Security Measures:** Use encryption, firewalls and MFA to protect sensitive data.
- 3. Train Employees:** Ensure your staff understands compliance requirements and best practices.
- 4. Develop An Incident Response Plan:** Prepare for potential breaches with a clear action plan.
- 5. Partner With Compliance Experts:** Engage professionals who can guide you through the complexities of regulatory requirements.

Don't Wait Until It's Too Late

Compliance isn't just a legal obligation – it's a critical component of your business's integrity and longevity. Ignoring these requirements can lead to devastating financial penalties and irreparable damage to your reputation.

Don't let a compliance blind spot jeopardize your success. **Call RJ2 Technologies at (847) 303-1194 or email marketing@rj2t.com for more information.**

Jesse Cole On How to Create Raving Fans

Jesse Cole built the iconic Savannah Bananas brand from nothing by doing things differently. The key to his success was his “fans first” mindset, which centers on creating an incredible experience for each individual fan.

“[Fans] aren’t buying because of the product,” Cole explained. “They’re buying it because of how we make them feel. That’s the differentiator.”

Here are his takeaways for businesses who want to create raving fans too.

Eliminate Friction

Put yourself in the customer’s shoes and eliminate the friction they experience. Just like Walt Disney used to walk around Disneyland every day to find things to improve, businesses should go through the sales and onboarding process to look for friction points—and reduce them whenever possible.

Entertain Always

The heart of entertainment is to provide enjoyment, according to Cole. “How do you map the journey for your customers, every step of the way, to provide enjoyment and make their lives better?” he said. Think about the little details; there are many stages of the experience of working with you, from first impressions to onboarding. Try to make every stage remarkable. Those interactions set the tone when someone starts working with you.

Experiment Constantly

And don’t just experiment—try the exact opposite of what’s normal. Not every experiment will work, but the ones that do have the opportunity to become groundbreaking successes. And people only remember the successes, not all the failures along the way.

Engage Deeply

“Do for one, what you wish you could do for many,” Cole said. The Magic Castle Hotel in Hollywood is a master of this tactic as well; their CEO says the key is to “listen carefully, respond creatively.” By creating tailored experiences for individuals, you show your entire fan base that you care deeply for the people who support you.

Empower Action

“Stop standing still, start standing up,” said Cole. “None of [the rest of it] matters if we don’t empower first ourselves, and then our team.” To this end, he advised businesses to not underestimate the power of a thank you—to your team, your mentors and your clients—when it comes to building raving fans.



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Vendor Partner Highlight -



This month we are excited to highlight Trend Micro, a global leader in cybersecurity, known for its powerful and reliable antivirus technology. With cyber threats evolving faster than ever, antivirus protection remains a critical first line of defense - especially for small businesses that are increasingly targeted by ransomware, phishing, and spyware attacks.

RJ2 Technologies relies on Trend Micro to safeguard our clients' systems from the most common and dangerous threats. With this partnership, RJ2 helps our clients maintain a strong security foundation - one that protects sensitive business data from compromise.

To learn more about this partnership please call RJ2 Technologies at (847)-303-1194 or email marketing@rj2t.com



Your Phone Can Be Tracked - And It's Easier Than You Think

Most of us carry our phones everywhere, trusting them with everything from passwords to private business conversations. But here's the unsettling truth: phone tracking is far more common - and easier - than most people realize.

Whether it's a jealous partner, a disgruntled employee or a cybercriminal targeting your business, anyone with the right tools can monitor your location, read your messages or even access sensitive business data without you ever knowing. And for business owners, that puts more than just your privacy at risk. It puts your operations, clients and bottom line in danger.

How Phone Tracking Works:

There are several ways someone might track your phone:

Spyware Apps: These can be secretly installed to monitor calls, texts and app usage. Some can even activate your microphone or camera without your knowledge.

Phishing links: Clicking a malicious link in an e-mail or SMS can silently download tracking software onto your phone.

Location sharing: Apps with excessive permissions or with social platforms you forgot were still logged in might be sharing your location in the background.

Stalkerware: This specific type of spyware is designed to hide in plain sight, often disguised as harmless apps or settings tools.

These methods don't require advanced hacking skills - many are sold commercially under the guise of "monitoring software."

Why This is a Big Deal for Business Owners

If you run a company, your phone likely contains more than just personal messages. Think: e-mails with confidential client data, saved passwords, banking access and employee records. A compromised phone can be an open door to your entire business.

The scarier part is the likelihood that you won't realize you're being tracked until it's too late, after an account is drained, a deal is leaked or customer trust is broken.

Consider this: a single data breach costs US small businesses an average of \$120,000 (Verizon Data Breach Investigations Report). If your device is the weak link, that breach could start in your pocket at any moment.

Signs Someone Might Be Tracking Your Phone

Most spyware tools are designed to operate quietly, but there are still signs to watch for:

- Battery drain that doesn't match your usage
- Increased data usage or strange spikes
- The phone feels hot when idle
- Unexplained apps or icons
- Background noise during calls
- Frequent crashes or unresponsive screens

These symptoms don't guarantee your phone is compromised, but when paired alongside other unusual behavior, they're worth investigating.

How to Stop Phone Tracking

1. Run A Security Scan

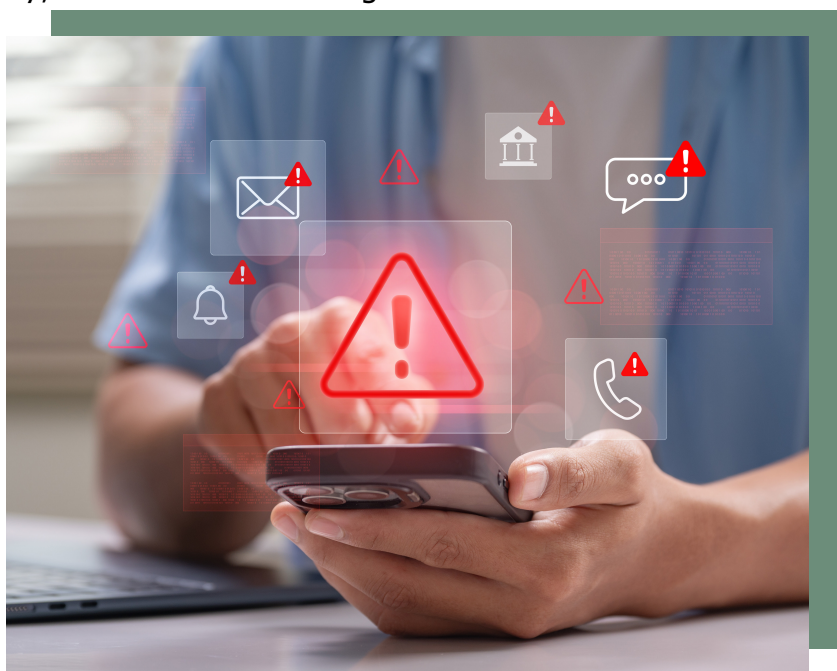
Use a reputable mobile security app to detect and remove spyware or malware. These tools can also monitor your device in real time and alert you to new threats.

2. Check App Permissions

Go through your app list and review permissions. Disable unnecessary access to location, microphone and camera – especially for apps you rarely use.

3. Update Your Phone

Security updates often include patches for vulnerabilities that spyware might exploit. Make sure your phone is running the latest OS.



4. Perform A Factory Reset

If spyware is confirmed and can't be removed easily, a factory reset is the most thorough option. Just make sure to back up critical data and change all important passwords after the reset.

5. Set Up Security Controls

Use biometric logins (like Face ID or fingerprint) and enable multi-factor authentication on critical business apps and accounts.

Don't Leave Your Phone - and Business - Exposed

Because you're a business owner, your phone is more than a personal device. It's a mobile command center, customer file cabinet and sometimes a virtual vault. That's why keeping it secure should be nonnegotiable.

Cyber criminals are opportunists, and a compromised mobile device gives them an easy way in – no firewall needed. **For more information, call RJ2 Technologies at (847) 303-1194 or email marketing@rj2t.com**