

Home Safety & Security

A man with short, light-colored hair, wearing a black leather motorcycle jacket over a black turtleneck and dark blue jeans, is sitting outdoors. He is positioned in front of a light-colored stone wall. Behind the wall, there are green trees and bushes. The man is looking directly at the camera with a neutral expression. His hands are clasped together in his lap.

Jordan Frankel, commonly known as the Security Sensei, opens a window into the mind of a home intruder. How prepared are you?



A Panel Discussion

What's the biggest threat to your home network? Experts agree it's likely the one you haven't heard of yet. [Page 5](#)



Web Rules

Think the elderly are the only ones at risk for cyber scams? Guess again, and digest these helpful reminders. [Page 6](#)



Precious Cargo

Discover the hazardous household materials and objects that are hiding in plain sight and keep your baby safe. [Online](#)

How to Gauge and Prevent Safety Threats at Any Age

The most common threats for children, teens, adults and seniors are 100-percent avoidable. Here's how we steer clear of preventable incidents.



Deborah A.P. Hersman
President and CEO,
National Safety Council

Every day more than 100,000 people are seriously injured in preventable incidents—that's one person every second. As a safety professional, a mother of three boys and the daughter of parents over age 75, I am keenly aware of the age-specific risks to their safety.

Children

Drowning is one of the leading causes of preventable death for children ages 1 to 14. Take precautions and never leave a child alone near water. If you will not be at the pool with your child, make sure a trusted adult is supervising, and make sure he or she is trained in First Aid and CPR. Do not leave a child alone in the bathtub for any reason.

Teen years

Car crashes are the number one killer of teens. Studies show teens with parents who set rules and stay engaged are half as likely to crash.

The National Safety Council recommends that parents practice driving with their teens for 30 minutes every day, even after licensure. The Council suggests establishing household rules for your teen driver that are proven to reduce risk—no passengers, no nighttime driving, always wear your seatbelt, no cell phone use and no speeding.

Middle age

Poisonings, mostly from drug overdoses, are the leading cause of preventable death among middle-aged Americans. Last year more than 18,000 people died from prescription painkillers, that's 52 people a day.

The National Safety Council recommends asking your doctor for alternatives to pain medications, properly disposing unused prescriptions and never sharing prescribed medications with friends or family.

Older adults

Deaths attributed to older adult

falls have increased 127 percent since 1999. About 29,500 people died from falls in 2013, and the vast majority of them were over age 65.

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While aging itself does not cause falls, falls can have more serious outcomes as we get older. To prevent falls, check homes for common tripping hazards, ensure good light-

ing, install handrails and improve strength and balance through exercise or tai chi.

You can take practical steps to help your loved ones understand how to make safer choices. Together, we can eliminate preventable deaths in our lifetime, by preventing one injury at a time. ■

TAKE THE QUIZ

Are you cool under pressure?
What about in an emergency?



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TEENDRIVE365 VIDEO CHALLENGE

Brought to you by Toyota and Discovery Education, the TeenDrive365 Video Challenge asks students to create a public service announcement (PSA) to promote safe driving among their peers. Visit TEENDRIVE365INSCHOOL.COM to view the top 10 safe driving PSAs. Vote for your favorite now through April 25th.

Protecting Your Family from a Violent Home Invasion

If a thief enters your home, you could lose more than just your material possessions.

By Cindy Riley

Every 15 seconds in the U.S., a burglary takes place. Home invasions are also on the rise. Knowing how to react could mean the difference between life and death.

The difference

According to home security expert Jordan Frankel, perhaps better known as The Security Sensei, burglars typically strike homes that appear unoccupied to avoid confrontation.

“Burglars target homeowners while at work, shopping, etc.,” explains Frankel. “The criminal will enter forcibly, through a door or possibly a window. The intruders must ransack the home to find valuables and cash. This takes time, creating attention, especially if the alarm system is blaring away.”

A home invasion involves illegally entering a private, occupied dwelling to commit a crime, using fear, intimidation and the element of surprise. The culprits

want to be in and out in minutes, sometimes pulling a gun on the family pet or even a child.

“Home invaders are brazen, and will stop at nothing to complete heinous crimes,” warns Frankel. “They have no regard for human life. Injuring or murdering a family is simply a means to an evil end. They’ll case a home for weeks, learning the family’s patterns and habits. Usually they show up in teams of two to five individuals, forcibly entering through multiple doors simultaneously.”

Don’t risk it

Frankel, who has 20 years experience in the industry, says never hunt or confront an intruder, and use a firearm only as a last resort. Also, install a security system with silent panic buttons, and consider building a safe room or convert a walk-in closet into a hiding space.

“A properly designed safe room can withstand violent attacks from home invaders or crazed individuals,” explains Frankel. “It’s a place where individuals,



PHOTO: SCOTT D. FRIEDMAN

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families or friends can protect themselves from harm during that nail-biting period between the trigger of an alarm and the police arriving on scene. Many safe rooms contain hidden materials that have the ability to stop or slow down a bullet.”

Purchase security door braces, use longer screws on entry door hinges, keep your garage locked, install outdoor motion detection

lighting and apply a specially developed clear film to windows, making them difficult to shatter. Request your home be omitted from Google maps. And don't think a break-in can't happen to you.

Frankel adds, “The very nature of a home invasion, which transcends race, class, education and geography, reminds us that no one is immune from this increasingly lethal attack.” ■

Talking Security at Home, in the Office and In-Between

What are some tips for readers to improve their network security?



John Bartolac
Senior Manager, North America
Cyber Strategy, Axis Communications,
Security Industry Association

You can only make it more secure against threats. It's important to properly set up equipment on your network. It's equally important to identify how the network is being used. Improving security is more a process than a product. Regular updates are key to protecting against newer threats. More than 90 percent of successful network breaches are due to poor configuration, poor maintenance and user mistakes.



Vince Steckler
CEO, Avast Software

Many people protect their devices, but don't protect their home Wi-Fi network. Most home routers are thinly protected by common, easily hacked passwords, making routers an easy entry point for hackers to access your data and personal information. It's important that people use security software that detects these network vulnerabilities.



Brett Schetzle
Consumer Security Specialist,
Kaspersky Lab

The first step is installing good Internet security software on all the devices—PC's, Macs, tablets, phones—that will have access to your network. Your network is only as strong as your weakest link. A device with no security can be that weak link. Having the right Internet security software installed is only part of the solution. Consumers can't just rely on the software; they have an important role to play, too.



Michael Kaiser
Executive Director, National Cyber
Security Alliance

The first step is to “keep a clean machine” and make sure all of your Internet-enabled devices have the latest operating system, web browsers and security software. This includes mobile devices that access your wireless network. You should also secure your router: change the name of the router (from the default ID) and change its pre-set password. Add an extra layer of security by installing multifactor authentication.

What internet-safety guidelines can parents implement with their kids?

Some guidelines to consider would be to discuss the risks associated with e-mails from unknown sources and pop-up ads and links. Younger kids need to know that these can be a veiled disguise for a phishing attack. Once opened or clicked on, these become an accepted communication that can infect your system with malware designed to either cripple your network or sift off your data without your knowledge.

Most parents teach their children to not to talk to strangers; the same thing should apply to the cyber world. Parents should check their children's privacy settings on social media sites and let their children know that what they are doing online can be seen by the bad guys unless they're careful.

Parental controls give parents more options for protecting and guiding their children by developing an interactive relationship between parent and child to determine what is appropriate for their digital lives. By incorporating the use of parental controls with other practical measures, such as keeping computers in family areas, limiting kids screen time and talking to children about what cyber threats actually are, we can help keep children safe online.

Teach them how to think critically and how to identify safe and credible websites and links, emphasizing that any info they share can be easily copied and used elsewhere. Teach the golden rule: Only post about others as you would have them post about you. All major Internet service providers have tools to help manage young children's online experience—selecting approved websites, monitoring the time they spend online or limiting who can contact them.

What are some motives behind identity theft?

There are many motives, but it often depends on who the thief or thieves are. Individuals stealing identities and associated data are out for quick, short-term monetary gains and tend to be more opportunistic. Very rarely does the individual thief seek to actually assume the full identity of the victim.

The most common motive behind identity theft is financial gain. Either the thieves use the information to open credit cards or take out loans or they sell identities on the black market. So, it will hurt your wallet if you become a victim, not to mention the hassle.

What motivates much of what people do? Money. Cybercriminals are no different. They are today's high-tech con artists. Today, the coin of the realm is personal and financial data that can be bought and sold for a profit. This data can be used by other criminals to make and sell forged documents, take out loans or credit cards in your name or even file your tax return to try to pocket a fraudulent refund check.

Cybercriminals primarily want your personal information so that they can access your money. Others might steal someone's personal medical information so they can order expensive drugs or file false claims to get money from insurance companies. Some may try to steal your identity because they seek personal revenge. For example, a disgruntled employee who wants to bring down his former boss by tarnishing his personal reputation.

How to Protect and Preserve Your Personal Information

We hear daily news stories about the latest hacking attempts to mine companies and network systems designed to keep our personal and financial data safe from cyber-thieves. The consumer convenience of using our debit and credit cards, online banking and paying with our smartphones only add to our vulnerability.

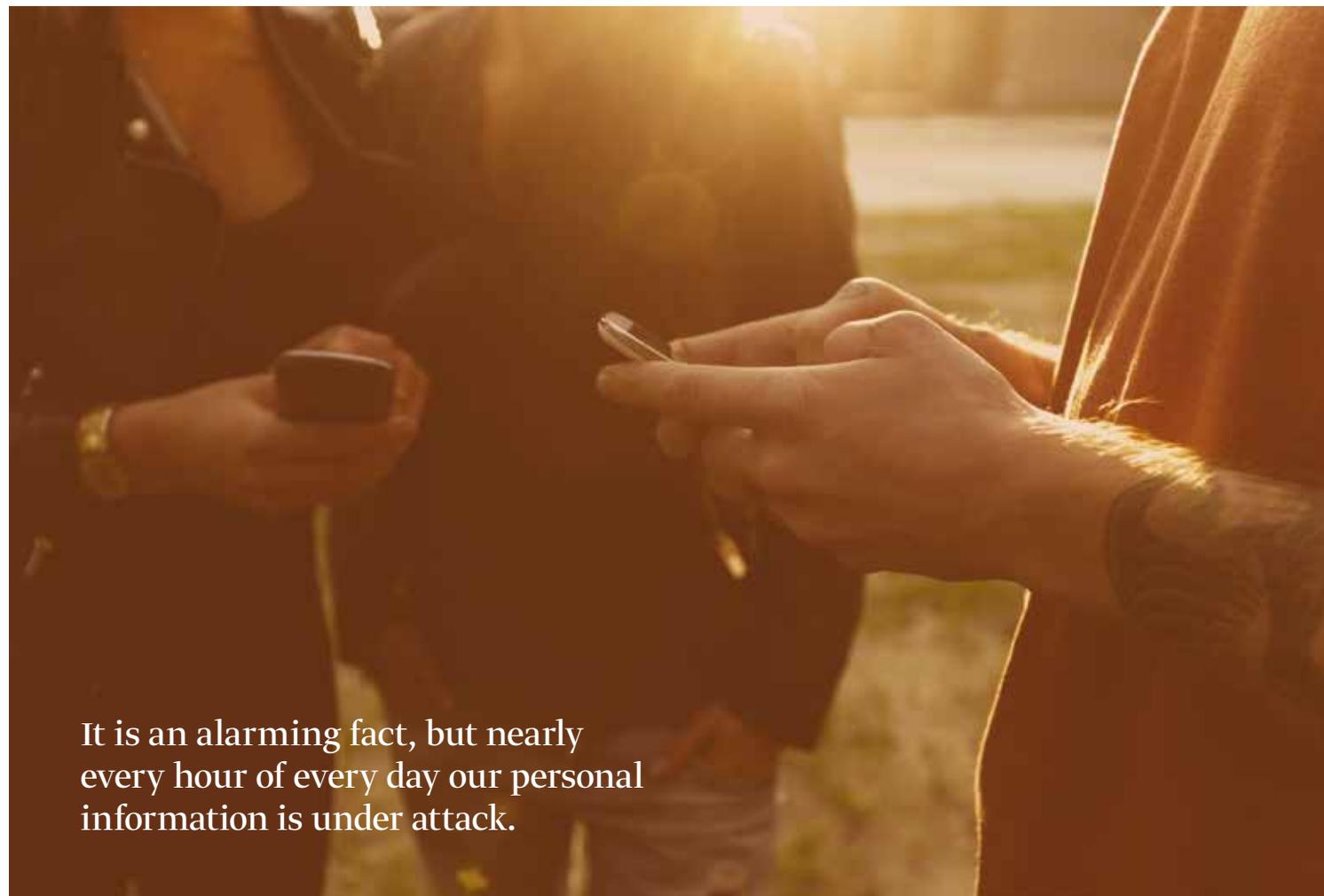
In search of prey

Criminals who have access to your personal information can withdraw funds out of your bank or other financial accounts, purchase items online or in store, or take over your financial identity completely. Credit and debit card fraud cost consumers around the world a staggering \$5.5 billion a year. Each year, an estimated 13.5 percent of U.S. consumers (30.2 million people) are defrauded, losing a total of close to \$3 billion.

With the click of several keystrokes, cybercriminals are poised to accumulate debt and commit crimes using your good name. Other criminals are prowling daily for the perfect financial prey. Often when we think of financial fraud we picture a vulnerable, elderly lady pressured into a scam that sounds “too good to be true.”

Who’s at risk?

While this scenario does occur, research has shown the elderly are not the only target. No matter your age, if you have money—no matter how small or large the amount—you can be sure a thief is waiting to scam you or hack into your finances. When one of us becomes a victim of an identi-



It is an alarming fact, but nearly every hour of every day our personal information is under attack.

ty thief or a financial scheme, it can take hundreds of hours and dollars to try to recover from the loss, restore credit scores and prevent further financial troubles.

Fortunately, we all have within ourselves the power to fight back through prevention. It’s up to each of us to learn the best way to protect ourselves, and our families, from becoming victims of identity theft and other financial fraud. Guided by a growing body of research, we are learning how to spot the red flags of fraud, iden-

tifying who thieves target most often, and establishing network systems that tighten the security grip around our financial data.

Remaining vigilant

Cybersecurity threats seem to lurk around every digital highway we traverse. But we each can reduce the chances of being snared in a hacker’s web if we take the time to prevent, protect and preserve our personal information.

Here are five security habits you can follow to do just that:

1. Credit counts: Monitor your credit card and bank accounts regularly. Keep an eye out for suspicious or unrecognized transactions, as they could be fraudulent.

2. Power in numbers: Guard yourself and your family against identity theft by never giving out your Social Security numbers.

3. Change the locks: Protect your passwords. Create unique passwords using a combination of letters, numbers and symbols.

4. No shortcuts: Do not save passwords when prompted online and do not write down your passwords to carry them with you.

5. Click smart: Never click on (or provide financial information to) unfamiliar or unusual emails and links. ■

By Michelle Boykins, Senior Director, Communications, National Crime Prevention Council

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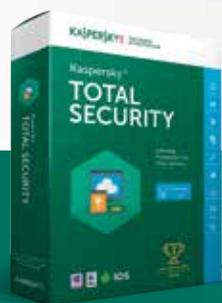
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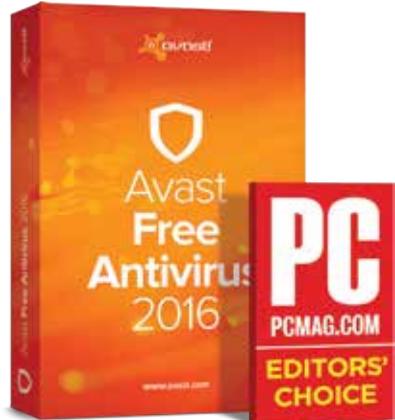




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