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

*Gage Advises Clients That GDPR Isn't Far from the States*

Baton Rouge, LA – October 4, 2018 - Gage, 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 Jason Landry, VP of Sales of Gage. "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 Gage's proven cybersecurity program will play a major role in helping our customers meet these new regulations," added Mr. Landry.

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 Gage 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 GAGE**

Gage is a full-service telecommunications and IT services company that has helped businesses since 1980. Founded in Baton Rouge, the company's original mission continues today, which is to provide the very best products and services that enable its clients to increase their profitability, obtain a competitive advantage, and improve employee productivity. Gage has served the Louisiana business community for nearly 40 years through a culture of striving towards excellence and unparalleled commitment to customer service.

Gage works with companies of all sizes with business phone systems, computer networks, managed IT services, structured cabling and standby generators. The company conducts a complete needs analysis to ensure that each customer implements the right technology to meet their needs now

and into the future. Gage has been recognized with numerous industry awards and has become one of the

region's leading technology services companies.

For more information on Gage, please call (225) 753-4243 or visit [www.gagetelephone.com](http://www.gagetelephone.com)