

do you feel safe in
the digital
environment?

gints fricbergs

Take aways

- Security – at least 50% had cyber- attack attempts.
 - Social engineering over Tech attacks
- Privacy – don't give too much specific data
 - Time tracking privacy on duty
 - Biometric
 - Genetic
- Reputation
 - Small can be stronger online
- Need for process automation
 - Marketing/Sales

15 years in IT management

- microsoft
- several telcos
- fintech
- social network
- craft webapp development

specifics:

- user profiles, online anthropology, social engineering (part of ux)
- video asset distribution (olympics, world cup football)
- online business models (due diligence, e-commerce, digital presence & reputation)

Have anyone has been a victim of cyber attack of any kind? (personal or company?)

1. Yes

2. No

If yes what was it?

Security

IT systems/Network

Web vulnerability (injections)

it systems and network

- wi-fi router
- server location (web server and exchange server at the same physical or virtual machine)
- backups and restoration time
- security audits
- web application maintenance

attacks

- ddos - killing the network by volume of requests
- phishing
- injections
- password guessing

social engineering twitter case

- The social engineering that occurred on July 15, 2020, targeted a small number of employees through a phone spear phishing attack.
 - Lower level support line without access to target data.
 - This knowledge then enabled them to target additional employees who did have access to our account support tools.

result

- targeted 130 Twitter accounts, ultimately Tweeting from 45, accessing the DM inbox of 36, and downloading the Twitter Data of 7.

remodelling

- level dummy
 - get list of employes on website, Spool ceo email, send urgent request for invoice to accountant, receive money.

remodelling

- level mid
 - same as above
 - ceo forwards for small group of employees and offer from a good supplier of ours.
 - email contains xls sheet with small calculator of discounted special price. in email is note:
 - excel is outdated please don't pay attention to pop-up warning (in decent language)

File Home Insert Draw Design Layout References Mailings Review View Developer

Calibri Light 16 A⁺ [Color] [Background Color] [Bulleted List] [Numbered List] [Decrease Indent] [Increase Indent] [Align Left] [Align Center] [Align Right] [Justify] [Decrease Spacing] [Increase Spacing] [Line and Paragraph Spacing] [Paragraph Styles]

B *I* U abc x₂ x² [Text Color] [Background Color] [Text Effects]

Font Paragraph

WARNING Macros have been disabled.

Enable Content

solution

- calculate your investments according to downtime costs
- palo alto trap - its checking the initiated process from your apps
- remote is not helping

Privacy

Privacy on duty - Timetracking

Personal data gathered-interpreted

- **Time-tracking software** is a category of [computer software](#) that allows its employees to record time spent on tasks or projects. It is used by professionals who bill their customers by the hour [lawyers](#), consultants and it.

Hours

20

Team Capacity

280.00

Billable

213.90

Non-Billable

13.30



Employees (7) ^

Total Hours

Capacity

Billable Hours

Artis Lutkovskis

36.50



40.00

36.50

Actions v

Georgs Sorokins

28.40



40.00

26.40

Actions v

Gints Fricbergs OWNER

8.60



40.00

8.60

Actions v

Jānis Ruska

26.10



40.00

26.10

Actions v

Klāvs Andersons ADMIN

33.60



40.00

26.20

Actions v

Kristaps Lediņš

34.00



40.00

33.10

Actions v

Matiss Rusa ADMIN

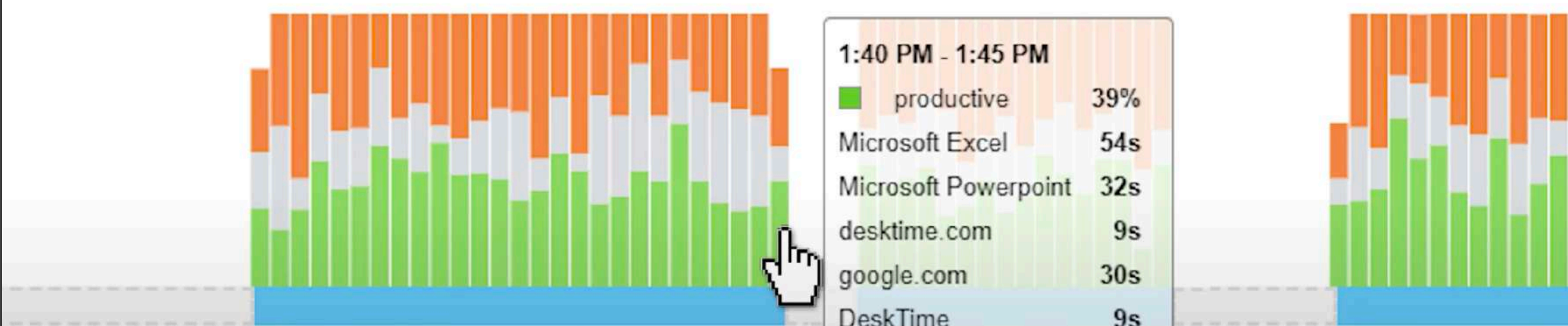
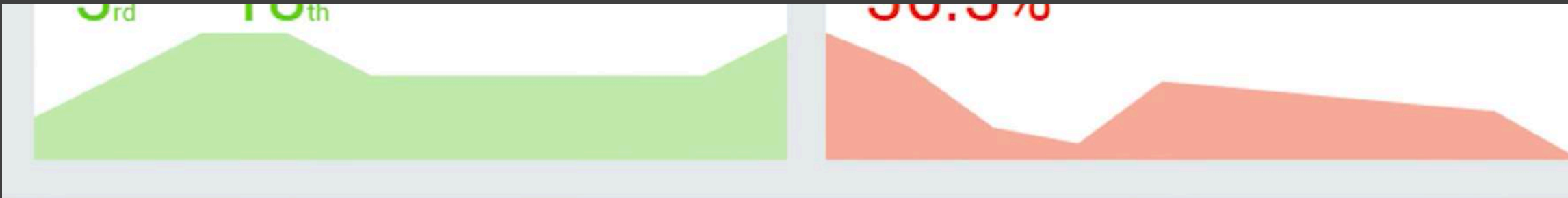
60.00



40.00

57.00

Actions v



1:40 PM - 1:45 PM

productive	39%
Microsoft Excel	54s
Microsoft Powerpoint	32s
deskttime.com	9s
google.com	30s
DeskTime	9s
Microsoft Word	2s
docs.google.com	5s
mail.google.com	18s

11 AM

12 PM

1 PM

4 PM

What is personal data?



Name



Address



Localisation



Online identifier



Health information



Income



Cultural profile



and more



**COLLECT
STORE
USE
DATA?**



You have to abide
by the rules.

unique personal data

- Biometric
- Health
- Genetic data

Privacy data cross modeling

- Fingerprints (authentication)
- Every day face recognition (faceID)
- Pulse smartwatch (RPM)
- Head movements
- GPS movement



what is the data source?

1. Surveillance cam
2. Webcam from computer/phone
3. Headphones

receivers and processors of data

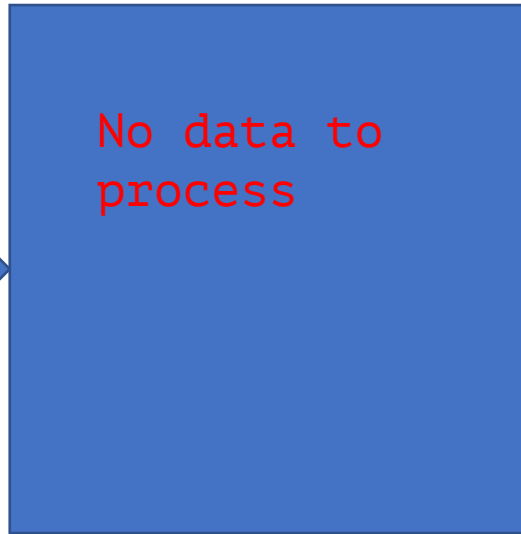
- Apple - US, Huawei - China, Samsung - S.Korea
- Operating system owners
- App owners - TikTok case, Google, Facebook



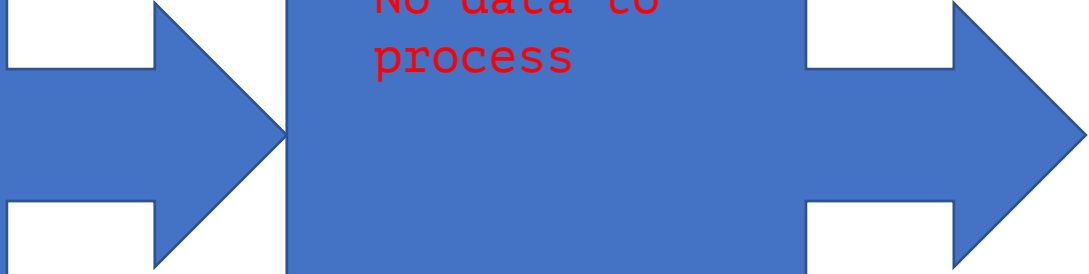
Input



Process



Output



5min pause

Your **digital reputation** is defined by your behaviours in the online environment and by the content that you post about yourself and others. Tagged photos, blog posts and social networking interactions will all shape how you are perceived by others online and offline, now and in the future

reputation

digital reputation

power of search - testimonials, complaints and
reviews

digital reputation

- owned - website, social media, blog
- earned - search, reviews, testimonials
- bought - ads, publications

Which of digital marketing channels you find most valuable?

1. Owned
2. Earned
3. Bought

In chat comment section please write down yours
Feel free to add comment to answer

- owned - (control)
- earned - (credibility)
- bought - (scale and control)

analysis



Disavowed links

Health Score

56

Crawled	786 -14
Redirects	23 -1
Broken	26
Blocked	1

Domain Rating

40



Referring domains

352 +6



Backlinks

4.5K -395



Organic traffic

48.9K +28.7K

Value: \$2.8K



Organic keywords

3.3K +294





Denmark	3K +355
United States	99 +17
Norway	66
United Kingdom	36 +5
Sweden	35 +11
Other	56 +13

Tracked keywords

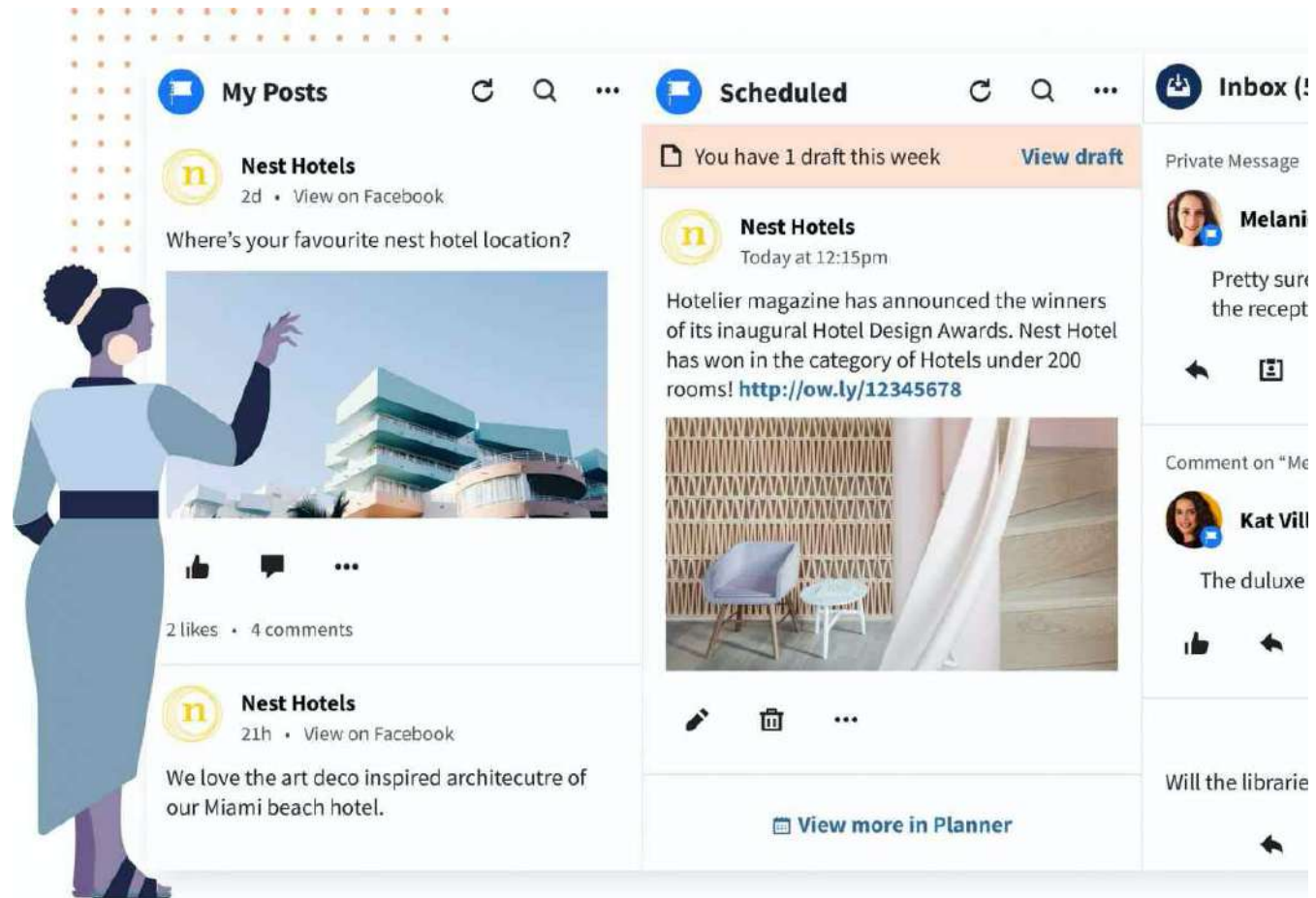
15 ▲1 ▼2

# 1-3	14 +1
# 4-10	1 -1
# 11-50	0
# 51-100	0



Query	Clicks	↓ Impressions	CTR	Position
covid 19 latvijā	617	 36,031	1.7% 	3.3
covid latvija	1,811	24,293	7.5%	3.8
covid 19 latvija	1,307	17,651	7.4%	3.4
covid	476	17,257	2.8%	3.1
covid 19	729	16,362	4.5%	5.6
covid-19	551	14,893	3.7%	5.7
covid latvijā	392	12,821	3.1%	3.8
covid ierobežojumi	265	4,628	5.7%	3
covid19	231	4,106	5.6%	3.2

Source / Medium ?	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Ecommerce Conversion Rate ?	Transactions ?	Revenue ?
		1,055 % of Total: 100.00% (1,055)	812 % of Total: 100.00% (812)	1,395 % of Total: 100.00% (1,395)	4.09% Avg for View: 4.09% (0.00%)	4.40 Avg for View: 4.40 (0.00%)	00:01:01 Avg for View: 00:01:01 (0.00%)	0.57% Avg for View: 0.57% (0.00%)	8 % of Total: 100.00% (8)
1. google / cpc	716 (67.42%)	549 (67.61%)	997 (71.47%)	5.12%	2.79	00:00:36	0.00%	0 (0.00%)	€0.00 (0.00%)
2. (direct) / (none)	153 (14.41%)	121 (14.90%)	175 (12.54%)	2.86%	7.22	00:01:39	2.29%	4 (50.00%)	€61.89 (33.53%)
3. m.facebook.com / referral	66 (6.21%)	51 (6.28%)	69 (4.95%)	0.00%	5.97	00:01:09	0.00%	0 (0.00%)	€0.00 (0.00%)
4. instagram.com / referral	55 (5.18%)	43 (5.30%)	57 (4.09%)	0.00%	7.89	00:01:29	1.75%	1 (12.50%)	€12.89 (6.98%)
5. l.instagram.com / referral	21 (1.98%)	16 (1.97%)	21 (1.51%)	0.00%	10.38	00:01:52	0.00%	0 (0.00%)	€0.00 (0.00%)
6. google / organic	15 (1.41%)	9 (1.11%)	30 (2.15%)	3.33%	12.90	00:05:20	3.33%	1 (12.50%)	€69.02 (37.39%)
7. l.facebook.com / referral	14 (1.32%)	8 (0.99%)	16 (1.15%)	0.00%	23.12	00:06:44	6.25%	1 (12.50%)	€21.89 (11.86%)
8. Salidzini.lv / cpc	8 (0.75%)	8 (0.99%)	12 (0.86%)	0.00%	4.00	00:00:26	0.00%	0 (0.00%)	€0.00 (0.00%)
9. Facebook / Social	6 (0.56%)	1 (0.12%)	7 (0.50%)	0.00%	15.43	00:03:38	0.00%	0 (0.00%)	€0.00 (0.00%)
10. facebook.com / referral	6 (0.56%)	5 (0.62%)	7 (0.50%)	0.00%	12.57	00:02:52	14.29%	1 (12.50%)	€18.90 (10.24%)
11. lm.facebook.com / referral	1 (0.09%)	1 (0.12%)	1 (0.07%)	0.00%	10.00	00:00:55	0.00%	0 (0.00%)	€0.00 (0.00%)
12. optimize.google.com / referral	1 (0.09%)	0 (0.00%)	3 (0.22%)	0.00%	2.67	00:00:02	0.00%	0 (0.00%)	€0.00 (0.00%)

social monitoring



reviews

t mobile reviews  

[All](#) [News](#) [Shopping](#) [Videos](#) [Maps](#) [More](#) [Settings](#) [Tools](#)

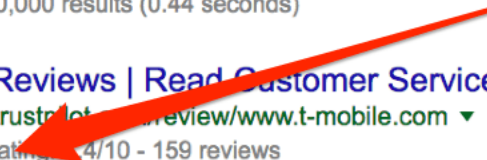
About 116,000,000 results (0.44 seconds)

OH DEAR.

[T-Mobile Reviews | Read Customer Service Reviews of www.t-mobile ...](#)
<https://www.trustpilot.com/review/www.t-mobile.com> ▼

★ ★ ★ ★ ★ Rating 4/10 - 159 reviews

Have you heard what 161 customers have said about **T-Mobile**? Voice your opinion today and help build trust online. | www.t-mobile.com.



Tools to boost

Sales process automation

Marketing automation



Automations



Customer Journey



Transactional Email



Retargeting ads



Postcards



Customer Journeys

Create ▾

My Journeys

Explore

Automate your work

Deliver unique customer experiences

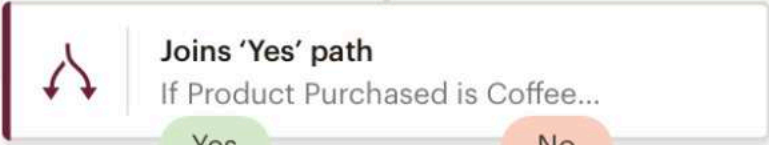
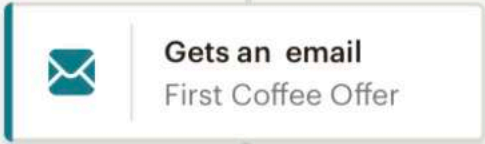
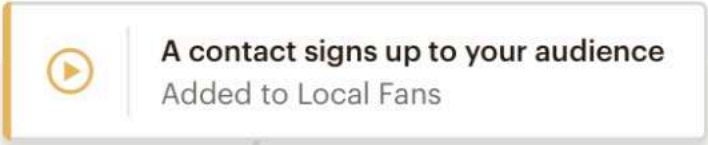
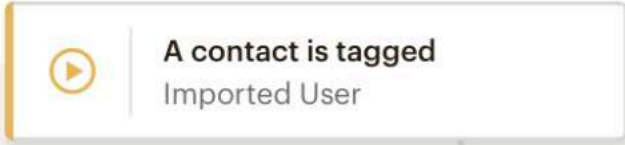
With our Customer Journey builder, you can map and automate how you want a contact to engage with your business as they move along their personalized journey.

Start building

Find out more

The screenshot displays a customer journey builder interface. On the left, a flowchart shows a sequence of steps: 'A customer buys a product' (Smart Coffee Maker), followed by a decision point 'Joins "Yes" path' (If Product Purchased is Coffee). The 'Yes' path leads to 'Gets email' (First Coffee Offer). On the right, a preview of the 'First Coffee Offer' email is shown, including fields for 'To & From' (To First + Last Name from Sprout Coffee) and 'Subject' (Take 10% off your first coffee order!). The email preview features the Sprout Coffee logo and an image of coffee products. A play button is overlaid on the email preview, and a 'Pause' button is visible in the top right corner of the preview window. At the bottom of the preview, there are 'Save And Close' and 'Remove' buttons.





Yes

No



Leads Inbox

LEADBOOSTER

Live Chat

Chatbot

Web Forms

Prospector

ADD-ONS

Web Visitors

Leads BETA

All 29

Overdue

Planned

No activity

Archived 11

Add lead

29 leads

All sources

All labels

Everyone

<input type="checkbox"/>	Title	Activities ^	Labels	Source	Created	Owner
<input type="checkbox"/>	[Redacted]	No activity			3 months ago	[Profile]
<input type="checkbox"/>	[Redacted]	No activity			1 month ago	SN
<input type="checkbox"/>	[Redacted]	No activity			1 month ago	SN
<input type="checkbox"/>	[Redacted]	No activity			3 days ago	[Profile]
<input type="checkbox"/>	[Redacted]	June 3			5 months ago	[Profile]
<input type="checkbox"/>	[Redacted]	June 11			4 months ago	[Profile]
<input type="checkbox"/>	[Redacted]	June 17			5 months ago	[Profile]
<input type="checkbox"/>	[Redacted]	June 17			4 months ago	[Profile]
<input type="checkbox"/>	[Redacted]	June 17			4 months ago	[Profile]
<input type="checkbox"/>	[Redacted]	June 25			4 months ago	[Profile]
<input type="checkbox"/>	[Redacted]	June 26			4 months ago	[Profile]
<input type="checkbox"/>	[Redacted]	June 26			4 months ago	[Profile]
<input type="checkbox"/>	[Redacted]	July 14 at 09:00			3 months ago	[Profile]
<input type="checkbox"/>	[Redacted]	July 24			3 months ago	[Profile]
<input type="checkbox"/>	[Redacted]	September 4 at 11:00			1 month ago	[Profile]



Add deal

Pipeline Everyone

Idea \$59,340 7 deals	Contact Made \$59,030 7 deals	Needs Discovered \$6,359 4 deals	Proposal Presented \$3,460 5 deals	In Negotiation \$4,610 5 deals
GNB deal \$2,000 GNB	SEO \$12,400 Microcorp Inc	New Website Design \$3,000 Skylinear Productions	Stark deal \$20 Stark	Tank Entertainment Flash \$2,000 Tank Entertainment
ABC deal \$40 ABC	GNB deal CHANGE VALUE \$700	WayneE deal \$239 Wayne Enterprises	Stark deal \$20 Stark	GOT Deal \$2,000 Winterfell
Design for weekly newsletter \$26,000 Palo Alto Networks	New webpage \$19,000 Loud Music	Skylinear Productions deal \$3,000 Skylinear Productions	Skylinear Productions Website \$20 Skylinear Productions	Waytogo Transportation deal \$290 Waytogo Transportation
Design for weekly newsletter \$26,000 Palo Alto Networks	E-newsletter Design \$30 William Shatner	LOEG deal \$120 LOEG	New Logo Design \$400 Roy Nelson	
New web page \$3,000 Loud Music	SEO job \$22,000 Microcorp Inc		Ad Campaign \$3,000 T23	LOEG deal \$120 LOEG
Zebracorp deal \$0 Zebracorp	T23 deal \$3,000 T23			
New web page \$2,300 Loud Music	New SEO job \$1,900 Microcorp Inc			
			Brandywine Logo Design \$200 Brandywine	

Deal 'Brandywine Logo Design' has been moved to another stage in pipeline



Lost

Won

Do you use any tools marketing/sales process?

1 Yes

2 No

- Add comments in chat