

Bryley Tips and Information March 2009

1. Delay on implementation of Mass. privacy regulation 201 CMR 17.00

Implementation of 201 CMR 17.00 has been delayed from May 1, 2009 to January 1, 2010, which is welcome news for organizations within and outside of Massachusetts that retain personal information on Massachusetts residents.

In addition to this delay, on 2/12/2009, the Massachusetts Office of Consumer Affairs and Business Regulation (OCABR) softened requirements for third-party service providers by changing the wording from "...certification that a third party service provider has a written, comprehensive information security program..." to "...verify that any third-party service provider...has the capacity to protect such personal information in the manner provided for in 201 CMR 17.00."

Our thoughts:

- Even though delayed, there is a lot to do to comply with 201 CMR 17.00: Keep moving forward with your compliance efforts.
- Request a completed, signed copy of the 201 CMR 17.00 Compliance Checklist (located at http://www.mass.gov/Eoca/docs/idtheft/compliance_checklist.pdf) from each third-party service provider with access to personal information.

Visit http://www.bryley.com/documents/2008/bryley_tips_11-2008.pdf for our original write-up on 201 CMR 17.00.

2.Keep your email from becoming spam

Companies emailing clients and prospects run the risk of being flagged as a source of spam. Once flagged, your email domain is blacklisted by the Internet Service Provider (ISP) and must be removed by contacting that ISP's blacklist team and requesting removal.

Here are a few emailing tips* to limit this problem:

- Clean your email list by removing duplicates and inactive addresses.
- Ensure that your emails have confirmed opt-in or a written opt-in policy.
- Verify that your emails are relevant, look correct, and are sent only as needed.

*Source: Phil Fernandez, CEO of Marketo at www.marketo.com.

Here are two blacklist-avoidance tips**:

- Setup Reverse DNS Lookup to link your email server with its IP address.
- Use SPF (Sender Policy Framework) or similar email authentication method.

**Visit http://www.bryley.com/documents/2007/bryley_tips_10-2007.pdf for more information on avoiding blacklists. Or, call 888.280.5799 to speak with Bryley Systems.

3. Announcements, news, and events

Prepare your business for privacy compliance – Please join Bryley Systems for a free, how-to seminar on complying with Massachusetts 201 CMR 17.00, Standards for the Protection of Personal Information of Residents of the Commonwealth.

These seminars will be held at 9:00am at Bryley’s second-floor conference room in Hudson, MA. Refreshments will be served.

Seminar dates and times:

- March 18, 2009
- April 22, 2009

To reserve a seat:

- Call 888.280.5799, extension 216 and ask for Michelle.
- Visit www.Bryley.com\Events.htm.
- Email Events@Bryley.com.

Client service

If you have questions about, or issues with, our client service or response, please contact Beverley Denio, Client-Service Manager, at 978.562.6077 x201, or Gavin Livingstone, President, at 978.562.6077 x215. Respective email addresses are BDenio@Bryley.com and GLivingstone@Bryley.com.

Bryley’s Client-Service Portal

Over the past few years, Bryley has made significant investments in our business systems and infrastructure to enable real-time communications regarding the timeliness and quality of services that we deliver. A result is that client-service requests (with resulting service tickets) may now be added, viewed, or updated through our Client-Service Portal.

This real-time environment is available 24 x 7 at www.Bryley.com by selecting “Client login” from the upper-right corner of the home-page. Registered users may perform these functions:

- View the current status and details of their service tickets
- Enter new service requests
- Review service invoices
- View reports

To use this capability, please contact Beverley at 978.562.6077 x201 to setup an account and receive training.

Contact Bryley Systems Inc.

Bryley Systems is a full-service, end-to-end provider of business-technology solutions, fulfilling the information-technology needs of organizations throughout New England since 1987. We cultivate new, and retain existing, long-term relationships with clients by becoming, and remaining, vital to the operation of their businesses. Areas of expertise:

- Computer networks
- Network security
- Telephone systems

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