



Sanford Gladding
President

New Cybersecurity Regulations on Horizon for Corporate America

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

CONCORD, CA – July 6, 2018 - ATS Communications, 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 to 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 Sanford Gladding, President of ATS Communications. "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 ATS Communications' proven cyber security program will play a major role in helping our customers meet these new regulations," added Mr. Gladding.

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 ATS Communications 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 ATS COMMUNICATIONS

ATS is a technology solutions provider that partners with businesses to implement the latest enterprise networking and IT infrastructure, unified communications, cyber-security, business continuity, video surveillance and cloud infrastructure. These products and services are delivered as a proactive managed service model providing peace of mind that all critical business systems meet expectations of high availability, security and optimization. With expertise on a wide range of voice and data products, ATS Communications is a business' complete voice and data partner. Their services match the needs of small and medium size enterprises with optimized technology that provide best practice solutions which creates a competitive advantage and makes a positive impact to the client's bottom line. With over 40 years of experience, ATS has gained an excellent reputation for designing, implementing and proactively supporting solutions that focus on converging voice and data applications and has been recognized for outstanding performance by several of the industry's top manufacturers. These credentials have allowed ATS to

grow and partner with businesses throughout Northern California and across the United States. ATS has

three California offices located in Concord, Sacramento and Redding. For more information, call their

corporate office in Concord at (925) 602-1500 or visit www.teamats.com.