

THE NetworkGuy

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PenTeleData is Proud to Serve Salisbury Township, PA

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What steps should I take to secure my Personally Identifiable Information (PII)?

The Network Guy:

Protecting your information can help reduce your risk of identity theft. But with everyone from doctors' offices to employers and insurance companies asking for your social security number, how can you control who sees your personal information? According to the Federal Trade Commission, there are four main ways to do it: know who you share information with; store and dispose of your personal information securely, especially your Social Security number; ask questions before deciding to share your personal information; and maintain appropriate security on your computers and other electronic devices.

The Network Guy Quiz Challenge

PenTeleData is giving one lucky winner a \$150 Amazon Gift Card. Just visit www.ptd.net/quiz-challenge by **May 31, 2025** to answer the contest question. We will select a winner at random from all correct entries. **Good Luck!**

Click the Quiz Challenge link to figure out which steps can help prevent elder fraud and other types of scams.

Beware of Elder Fraud

Do you know a widow or long time divorcee whose boyfriend works in the middle of the ocean on an oil rig? There's an unfortunate good chance that you do. Elder fraud is common and there are many methods to swindle money from unsuspecting seniors and others.

One type of elder fraud is romance scams. Criminals pose as interested romantic partners on social media or dating websites with the intention of capitalizing on elderly victims' desire to find companions. They may claim to be in love and will ask for money to "get home," either to see the unsuspecting victim or to escape deplorable living conditions.

Tech support scams are criminals posing as technical support representatives who offer to fix non-existent computer issues. They may collect money and/or gain remote access to the victims' devices and sensitive information.

Grandparent scams are a type of fraud where criminals pose as a relative, usually a child or grandchild, claiming to have an urgent financial need.

Others include government impersonation scams, sweepstakes and lottery scams, home repair scams, and advertising scams (such as false reverse mortgage or credit repair).

The common denominator in all of these scams is money. Consider these tips to help prevent becoming a victim of fraud:

- Scammers create a sense of urgency to produce fear. Resist the pressure to act quickly.
- Be cautious of unsolicited phone calls, messages, emails, and door-to-door service offers.
- Never give or send any personally identifiable information, money, gold or precious metals, jewelry, gift cards, checks, or wire information to unverified people or businesses.
- Use up-to-date and reputable anti-virus software and firewalls.
- Enable pop-up blockers.
- Be careful what you download and be wary of any email attachments.
- If a criminal gains access to your device or account, immediately contact your financial institutions and monitor your accounts and personal information for suspicious activity.

Things That Make You Go Hmmm...

The Apple App Store, which started with a limited pool of 500 applications in 2008, counted around 1.54 million mobile apps available exclusively to iOS users as of the second quarter of 2024.

Gaming apps accounted for around 12 percent of all the mobile iOS apps hosted in the store, while business apps accounted for 10 percent of all active apps on the platform during the second quarter of 2024. As of the third quarter of 2023, iOS apps had a retention rate of 12 percent after three days from the first download, which tended to decrease to 3.7 percent after 30 days.

The Apple App Store consistently registers higher revenues than its main competitor, the Google Play Store. During the second quarter of 2024, the Apple App Store generated approximately 25 billion U.S. dollars in consumer spending on in-app purchases, subscriptions, and one-time payments.

During the first half of 2024, the United States was the largest market for iOS, as users in the country spent approximately 6.5 billion U.S. dollars on the Apple App Store. China and Japan followed, with consumers spending 4.6 billion U.S. dollars and 1.73 billion U.S. dollars, respectively.

Launched as the Android Market in 2008, the Google Play Store is one of the two most popular mobile application hosting and distribution platforms, as well as the most popular distribution platform for mobile Android applications. The Google Play Store is pre-installed on supporting Android devices, making it the default app hub for a large number of the mobile users worldwide, seen that the operative system holds over 70 percent of the global market.

When compared to iOS apps on the Apple App Store, Android apps have fewer download barriers and can be obtained by users across alternative app marketplaces as well as via the open web. However, with a collection of 2.26 million available applications in the second quarter of 2024, the Google Play Store still provides the largest hub for Android app downloads and distribution.

(Source: <https://www.statista.com/topics/9757/apple-app-store/#topicOverview> and <https://www.statista.com/topics/9929/google-play-store/>)

"Has anybody lost a large roll of 20 dollar bills in a rubber band? Because we've found the rubber band."

— Doc Ock, Spider-Man 2



PenTeleData is Proud to Serve Salisbury Township, PA

On March 20, 1753, several people living in the territory along the Lehigh River above Bethlehem signed a petition to the Court of Quarter Sessions of Northampton County asking that a new Township be created. On June 9th of that same year, the Court of Easton approved the request. The Township of Salisbury was created, 23 years before the Declaration of Independence, in the same year that the Liberty Bell was completed, and 16 years after the first official settlement.

A lively debate occasionally springs up over the correct name of the Township! It has been variously called Saltzberg, Salsberg, Saltzburg, Salsburg, Salisbury, and, of course, Salisbury, its official name today.

It is possible that Salzberg was the preference of the petitioning population. The vast majority of the petitioning population were of German descent from Salzburg, Austria. The Township could have been named after Salisbury, England. At this time the Township was under the rule of King George and the Recording Clerk was English.

One of the smallest townships in the Commonwealth of Pennsylvania today, 11.3 square miles, Salisbury was once a much larger area. Fountain Hill, Emmaus from Keystone Street eastward, and all of Allentown south of the Little Lehigh Creek were once part of Salisbury.

The Borough of Fountain Hill was the original settlement of Emmaus by the Moravians in the 1740's. Fountain Hill incorporated as a Borough in 1893, effectively separating itself from Salisbury. Emmaus incorporated as a Borough in 1759.

At one time there was a third borough, South Allentown, located just south of the Little Lehigh in the area of the present 8th Street Bridge. The City of Allentown, however, annexed the borough as well as Trout Creek Park, Mountainville, Queen City Airport, the Cedar Creek Park, the Little Lehigh Park, and the Union Terrace area in a series of annexations ending in 1951, when Salisbury was designated as a Township of the First Class.

(Source: <https://salisburylehighpa.gov/township-info/history/>)

Are You Planning a Home Project? Call 811 Before You Dig.



Digging without calling can disrupt service to an entire neighborhood or harm you and those around you, potentially resulting in fines and repair costs. Calling 811 before every digging job gets your underground utility lines marked for free and helps prevent undesired consequences.

When you dial 811, your call is forwarded to the One Call Center in our area for processing. Local One Call Center operators record the location of the dig and then notify the affected utility companies of your digging plans. Your utility companies then dispatch a professional locating crew to mark the approximate location of your lines within a few days. Knowing what's below will protect you, your family, and your neighbors.