PTD CHAT

OCTOBER 2021

Partner in Business
Neffs National Bank

The Neffs National Bank is an independent community bank with a long tradition of quality customer service. The bank originally conducted its business operations using a small room between the Neffs Hotel and Kern & Moser's General Store. It was not until 1937 that the present-day bank building was constructed, which was expanded in 1965 and again in 1995.

In 1986, Neffs Bancorp, Inc. was formed and continues in operation as a one-bank holding company. The Neffs National Bank is the sole subsidiary of Neffs Bancorp, Inc.

In April 2020, The Neffs National Bank opened its second location at 211 S. Best Avenue in Walnutport PA. The Walnutport Office is the first expansion of the bank outside of its long-standing location in Neffs, PA.

From its modest beginning in 1923, the growth of the bank has been influenced by the prosperity of the local communities. Individuals and businesses continue to contribute to promoting community-oriented, independently-operated banking.

When asked about why The Neffs National Bank chose PenTeleData and how they use our services, Kevin Schmidt, President and Chief Executive Officer of Neffs National Bank and Andrew Gildner of Keystone Technology, LLC, the bank's I.T. Consultant, shared, "The Neffs National Bank is a

Neffs Location

Walnutport Location

local, community organization. It believes in doing business locally. PenTeleData fits that vision.   The bank's Internet connections are vital to services needed by customers today. As with many industries, the bank uses various sources of services from PenTeleData, including both broadband and dedicated connections.

"The services provided by PenTeleData have been very reliable. Their Network Control Center team is always ready to assist. When calling, the representative is willing to go the extra mile to make sure our needs are met and satisfied."

Both Mr. Gildner and Mr. Schmidt agree on the bank's future of the banking industry and their relationship with PenTeleData, and explained, "We have seen large changes in the banking landscape over the past ten years. The services provided by PenTeleData have been vital to the success of those changes. As the bank continues to grow and adapt to customer needs, PenTeleData's Internet services will play an important role in the continued success of these projects."

At PenTeleData, we know that our customers, including those in the banking industry, count on the speed and reliability of our network for important financial transactions. The PenTeleData partnership has invested more than $300 million in fiber optic infrastructure with nearly 10,000 miles of fiber optic cabling. Our fully redundant connections and peering with large national content providers are backed by the support of our 24/7 Network Control Center to ensure that connections are always readily available.

PenTeleData.

In this issue

Dear Valued Customer,

Welcome to the fall edition of the "PTD Chat", our quarterly newsletter. As we enter the last quarter of the year, what are your company's goals? Do you plan to hire more employees soon and may need increased Internet capacities? Maybe you'd like to increase productivity in your office. Maybe you could use some cost-effective solutions to make your business better. Maybe you need an I.T. Team but don't want the expense of hiring your own employees. No matter what your plans may be, it's likely PenTeleData can help. Visit our website at www.penteledat.net to learn about all of our services or call us to talk to a Commercial Sales Representative. You'll be glad you did.

Thank you for your business and continued support.

Best regards,

Jaime Mendes
Vice President of Operations
PenTeleData

Gig Fiber and Gig Broadband are a Bright Idea!

Gig is slang for a live musical performance.
But what about Gig Internet speeds? We've got 'em, and you're going to want them!
Gig Internet is now available throughout our footprint.

Gigabit Internet speeds are a "gold standard" for Internet users, as they can support several devices at once and are designed for today's connected homes and offices. Gig Internet offers speeds for optimal streaming and gaming experiences, all while supporting other smart home devices.

Would you like to know more? If you are a business customer, we'll build fiber right to your door. To learn more, call us at 855.22FIBER. If you are a residential customer, please call our partner cable company that serves your area.

It's a Wrap!

Summer is over, but it's been a great opportunity to get out and chat with some of our customers.

As events started returning to normal, we started the season with a booth at the **Lancaster Expo** with lots of people and over 50 other vendors. We also sponsored the **Lehigh Valley IronPigs at Coca-Cola Park**.

For more than three decades, **Musikfest** has brought millions of people to Bethlehem. Last year was a little different, but Musikfest 2021 brought a full line up of music.

PenTeleData has been a proud vendor and sponsor of **The Bloomsburg Fair** since 2016. As always, it was a good opportunity to visit with our customers from all over the area. (And who doesn't love stopping by to see us when we give away fun prizes?)

Of course, there were several other fairs, golf tournaments, chamber events, and more.
Thank you to all who are involved with these and for including PenTeleData. We're proud to be part of the community.

We Can't Wait for Ice Hockey!

It's almost time for ice hockey and PenTeleData is proud to support our local teams, including the Lehigh Valley Phantoms and the Wilkes-Barre/Scranton Penguins. We wish them both a successful season.

Even if you won't be able to see them play in person, you can count on our partner, Service Electric, to bring live coverage of the Lehigh Valley Phantoms hockey. Service Electric TV2 sports broadcasts live game action in high definition along with pre-game, postgame, and intermission shows. They also produce a weekly Breaking the Ice segment, airing Tuesdays as part of Lehigh Valley Sports Scene.

Contest

October 2021:

PenTeleData is giving one lucky winner a family 4-pack of tickets to a Lehigh Valley Phantoms game vs. Bridgeport Sound Tigers, Saturday, November 27th at 7:05pm

How to play:

Rack your brain and figure out the answer to the brain teaser below.

Then send us an e-mail with your full name, address, daytime telephone number (where we can contact you), and the answer to the brain teaser below, to chat@corp.ptd.net All entries must be received by 10/31/21.

Good Luck! PenTeleData

Brain Teaser:

What three numbers have the same answer when added together and multiplied together?

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PenTeleData

What is PII?

(No, We're Not Talking about Pi as in 3.14159265359…)

Personally Identifiable Information, or PII, is any information that allows the identity of an individual to be directly or indirectly inferred, including any information that is linked or linkable to that individual.

If PII is not properly protected it can be used for identity theft, fraud, spam, blackmail, cyberbullying, or cyberstalking. It's important that this information is handled appropriately during all stages: when it's created, when it's accessed, when it is shared with other parties, and when it's no longer needed. That's why laws and regulations require businesses to clearly state what types of information they collect and how they use it.

You should receive annual privacy policies from the companies with whom you do business. A privacy policy is a document contained on a website that explains how a website or organization will collect, store, protect, and utilize personal information provided by its users. In addition to outlining how the company will use the information, it also includes how it will meet its legal obligations, and how those sharing their data can seek recourse should the company fail to meet those responsibilities.

Examples of PII include, but are not limited to:

> Name: full name, maiden name, mother's maiden name, or alias
> Personal identification numbers: social security number (SSN), passport number, driver's license number, taxpayer identification number, patient identification number, financial account number, or credit card number
> Personal address information: street address, or email address
> Personal telephone numbers
> Personal characteristics: photographic images (particularly of face or other identifying characteristics), fingerprints, or handwriting
> Biometric data: retina scans, voice signatures, or facial geometry
> Information identifying personally owned property: VIN number or title number

> Asset information: Internet Protocol (IP) or Media Access Control (MAC) addresses that consistently link to a particular person

These details could be the same for more than one person. However, when linked or linkable to one of the above examples, the following could be used to identify a specific person:

> Date of birth
> Place of birth
> Business telephone number
> Business mailing or email address
> Race
> Religion
> Geographical indicators
> Employment information
> Medical information
> Education information
> Financial information

You can't have identity theft without PII, so it's important to do everything you can to protect your personally identifiable information. Here are a few tips:

> Think twice about sharing your PII—and even more often about protecting it.
> Limit what you share on social media. (If it's the answer to one of your online security questions, your dog's name is PII!)
> Shred important documents before discarding them.
> Avoid handing over your Social Security number just because someone asks for it. Make sure they need it. Ask how they'll protect it.
> Store your Social Security card in a safe place, not in your wallet.

Fun Facts

In 1930, the Galvin Corporation introduced one of the first commercial car radios, the Motorola model 5T71, which sold for between $110 and $130 (2009: $1,700) and could be installed in most popular automobiles.

The kiwifruit or Chinese gooseberry, is the edible berry of a woody vine in the genus Actinidia. The shorthand kiwi is also in use, but is often avoided, especially in New Zealand, because of confusion with the bird or the informal name for New Zealanders.

The sleepiest animal in the world is the koala, who sleeps 22 hours a day. Next is the sloth (20 hours), armadillo and opossum (tied at 19 hours each), lemur (16 hours), then hamster and squirrel (tied at 14 hours each).

The original nintendo, retailing in 1988 for $149.99, came with the Control Deck, two game controllers, an NES Zapper, and a dual Game Pak containing both Super Mario Bros. and Duck Hunt.

Lightning is 5 times hotter than the sun. Lighting can reach temperatures of 30,000 kelvins (53,540 degrees Fahrenheit). Compare that to the surface of the sun, 6,000 kelvins (10,340 degrees Fahrenheit).

When the Lincoln Memorial was constructed the names of 48 states were engraved on it. The picture of the Lincoln Memorial on the $5 bill only contains the names of 26 states. These are the 26 states that can be seen on the front side of the Lincoln memorial which is what is pictured on the $5 bill.

WINNER

July 2021 Contest Winner

Congratulations to James Vaughn of Stroudsburg, Pa.
James was the winner of a family 4-pack of tickets to an IronPigs game.

QUESTION: A blue house is made of blue bricks. A yellow house is made of yellow bricks. A red house is made of red bricks. A orange house is made of orange bricks. What would a greenhouse be made of?

ANSWER: glass