



# Tools of the Trade

## Tech Buzz Words

As every good sensei knows, a journey of a thousand miles begins with a single step. The same is true of one's knowledge of the persistent enigma of information technology, as in, computers are complicated until they aren't anymore. **Intrada Technologies** wants to help you operate and protect your computer more competently. Here are a few common tech buzzwords that will transform you from tech novice to nerdy know-it-all in no time.

- **Artificial Intelligence (AI):** This buzzword is everywhere. It implies the ability of a machine or software to mimic the cognitive functions of a human brain—like learning and problem-solving. But it's just auto correct on steroids unless you get a paid service.
- **Cloud:** The concept of "Cloud" encompasses more than just fluffy clouds in the sky; it refers to data storage and online services like Microsoft 365 or Google Apps. With the Cloud, you can store and access your data and programs over the internet, eliminating the need for them to be confined to your computer's hard drive. While the possibilities are endless with these cloud services, it's important to remember that quality services often come at a cost.
- **App:** 'App' is short for 'application' – a program or collection of programs designed for end users to perform specific tasks. Apps have various functionalities, from ordering pizza to tracking heart rate or creating virtual reality experiences on smartphones. They simplify our lives with a tap. However, not all apps are equal; some monitor usage, location, and personal information, so caution is necessary when installing.
- **Social Media:** Refers to interactive digital platforms where individuals and communities create, share, and engage with content. Social media platforms include giants like Facebook, Twitter, Instagram, and Snapchat. But remember, while it's a boon for communication and connection, it can be a bane when it comes to privacy. Hence, always tune your privacy settings and be mindful of what you post online.
- **Multi-Factor Authentication (MFA):** This buzzword focuses on security, confirming a user's identity by combining two or more factors: knowledge, possession, or biometrics. For instance, withdrawing money from an ATM requires the right combination of a bank card and a PIN. In the digital realm, it adds an extra layer of security against cyber threats. MFA stops 98% of all cyber-attacks.
- **Strong Password:** A strong password is like a robust lock on your digital life, keeping cyber threats away. It's a unique combination of letters (both uppercase and lowercase), numbers, and special characters that are hard to guess and doesn't include obvious details like your name, date of birth, or '123456'. Avoid sharing passwords and consider using a password manager if you have too many to remember.
- **Malware vs Viruses:** Often used interchangeably, but they are different. Malware is any malicious software that harms computers or networks, including viruses, trojans, ransomware, and spyware. A virus is a specific type of malware that attaches to clean files, spreading malicious code. It requires human action to run and replicate, like opening infected email attachments or downloading from shady websites. All viruses are malware, but not all malware are viruses. Make sure you have good Virus/Malware protection on your devices.
- **Encryption:** A secret code for your data. Without the correct key, information appears as gibberish. It serves as a safeguard for sensitive online transmissions or at rest, like credit card transactions, emails and files. When implemented properly, encryption guarantees that even if data is compromised, it remains indecipherable.
- **Firewall:** Think of a firewall as the bouncer of your computer or computer network; its job is to keep out the cyber riff-raff. It's a device or application on your computer that monitors and controls incoming and outgoing network traffic based on predetermined security rules. It establishes a barrier between a trusted internal network and untrusted external network, such as the Internet.