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News and helpful information from your friends at AmeriWeb Hosting
June 2018



WEB NEWS

What is the GDPR Privacy Law and Could It Affect Your Website?

The General Data Protection Regulation (GDPR) is a new European Union law and it's the reason you've been receiving non-stop emails and notices about privacy policy updates.

The new GDPR law took effect on May 25th, 2018, and it covers data protection and privacy for EU citizens. It does not apply to US consumers.

Since the dawn of the internet, companies have been gathering as much data as possible on anyone they can. It's simple to collect that information, so there's no reason for them not to hoard it.

Over the last few years, lots of companies have been caught failing to protect—or outright abusing—your personal information. The Cambridge Analytica scandal, where a researcher used a Facebook quiz to gather huge amounts of data on millions of Facebook users and then sold it to a consulting firm, is only the most recent example. The Equifax hack last year was particularly bad because the information leaked could be used to open credit cards. And those are just the big scandals. Lots of companies have been misusing your data in smaller ways, like selling it on to third party advertising companies.

What is Considered Personal Data?

The GDPR protects “personal data,” which here means “any information relating to an identified or identifiable natural person”—and that's a pretty broad definition. In reality, personal data is generally going to include things like:

- Biographical data such as your name, address, phone number, Social Security number, and so on.
- Data relating to your physical appearance and behavior such as hair color, race, and height.
- Information about your education and work history such as your salary, college degree, GPA, tax ID, and so on.
- Any medical or genetic data.
- Things like your call history, private messages, or geo-location data.

This is far from a complete list. The key is that any data that makes you identifiable counts. In certain circumstances, your hair color may be enough. In others, even your full name—if it's something common like Robert Smith—might not make you identifiable.

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Our hosting servers do collect visitor data for each web site, however it is saved in [aggregate](#) form and is not identifiable to a particular person. This protects our hosting customers should your web site be visited by someone in Europe.

If you do not retain information on customers or contacts, you are probably not risking a violation, and if you only deal with customers or contacts here in the US, then you are safe.

For more information do a Google search on GDPR or [read this article](#). As always, contact me if you have any questions about GDPR.



HOW TO

Make Simple Changes to your website

Many of our customers' websites are rather straight forward. Little use of databases or fancy scripts. If you wish to make some simple changes to your site, we have a WYSWYG editor built in to cPanel for your use. **Here are the steps to take:**

1. Log in to your site account in cPanel. If you don't have your credentials, contact me and I will resend them via email.
2. Click on FILE MANAGER then double click on the blue globe next to 'public_html'
3. Find the HTM or HTML file you wish to edit and highlight it by clicking on the name once. You can find file names by opening the page of interest. Usually files end in htm or html
4. Once the page is highlighted, click on HTML editor, found at the top
5. A Warning page will open. You are making changes in real time in this section, so mistakes will display. Click EDIT.
6. If your page does not display properly, that is ok. Look around and find the text you wish to modify. Highlight it and make your changes.
7. If you make an error, hold down the Control button (Ctrl) and press z. Your change should revert back to its original state. This only goes back 1 change.
8. When your changes are complete, press SAVE found at the top right. Your changes are saved online and are live.
9. Close this particular page to prevent inadvertent errors when you are finished.

I do have access to backups, so if you make a catastrophic mistake, we can revert back a day, or a few days on any page. Open a support ticket or call and I will take care of it.

This is a great way to make minor tweaks to your site quickly. If you need more comprehensive changes, feel free to contact me.



MARKETING

Tie In Your Local Marketing with your Website

You should always include your website URL in any advertising you do, whether it is in newspapers, on your business card, flyers, or even while calling clients. Mention your website and suggest they visit to learn more about your business. Many will, and it can only help your sales!



ASK A TECH

Q: I have lost my login to my site's control panel. How do I find out what it is?

A: Just drop me an email or call on the phone and I will regenerate the email and send it to you. For security reasons I can only send the credentials to your account email that I have on file.

Q: I am continually receiving phone calls from different people who want to sell me SEO. I thought that was included in my package. What gives?

A: It is a trick, don't fall for it. If you are curious, ask them what they have found that is wrong with your site. Get specifics. Then check your site. One cold caller stated our site had 72 misspelled words. I checked and found none. Most likely, 72 was the number found on his script and he quoted to every caller he reached. Hanging up is always a good option!

AmeriNews is published approximately 10 times a year
by AmeriWeb Hosting for our customers, friends and those curious about our business.
If you have a question for our ASK A TECH section, email it to
support@ameriwebhosting.com

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