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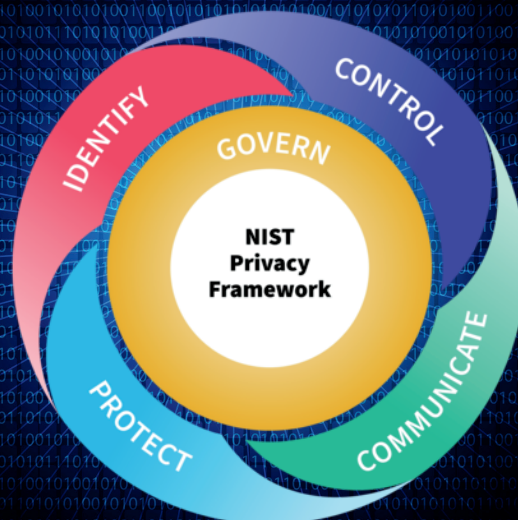
MONTHLY NEWSLETTER

ISSUE 15 | BUSINESS NEWS & UPDATES



TRENDING TOPICS

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Privacy Framework Update Boosts Consumer Protection

Whether you're running a small storefront or leading a large enterprise, protecting personal data is no longer optional—it's essential.





NEWS & SCAM ALERTS



CONSUMER PROTECTION UPDATE FOR BUSINESS OWNERS: FTC CRACKS DOWN ON MISLEADING EIN SERVICES

The National Institute of Standards and Technology (NIST) has released a draft update to its Privacy Framework (PFW 1.1), aligning it with the updated Cybersecurity Framework (CSF 2.0) to help organizations of all sizes manage privacy risks more effectively.

Developed with input from a wide range of stakeholders, the revised framework improves usability and offers clearer guidance—especially for emerging technologies like artificial intelligence. It's designed to integrate easily with cybersecurity efforts, while also addressing privacy risks that arise from everyday data use, such as collecting or sharing customer information.

For small businesses, this update is especially valuable. Even a "mom-and-pop" shop can face serious consequences if personal data is misused—from customer distrust to reputational damage or legal penalties. The Privacy Framework helps businesses spot risks early, tailor privacy protections to their size and resources, and show customers that their data is handled responsibly.

By using this framework, you're not just checking a box—you're showing your customers that their privacy matters. And in today's data-driven world, that's a competitive advantage worth having.

For More Information:

**NIST PRIVACY FRAMEWORK: A TOOL FOR IMPROVING
PRIVACY THROUGH ENTERPRISE RISK MANAGEMENT,
VERSION 1.0**

SOURCES:

[HTTPS://WWW.NIST.GOV/NEWS-EVENTS/NEWS/2025/04/NIST-UPDATES-PRIVACY-FRAMEWORK-TYING-IT-RECENT-CYBERSECURITY-GUIDELINES](https://www.nist.gov/news-events/news/2025/04/nist-updates-privacy-framework-tying-it-recent-cybersecurity-guidelines)
[HTTPS://WWW.NIST.GOV/NEWS-EVENTS/NEWS/2020/01/NIST-RELEASES-VERSION-10-PRIVACY-FRAMEWORK](https://www.nist.gov/news-events/news/2020/01/nist-releases-version-10-privacy-framework)

Think your biggest data risk is a hacker in a hoodie? Think again. While you're busy tightening up firewalls and patching systems, there's another threat flying under the radar—deceptive websites posing as government services. The FTC is calling out shady operators charging outrageous fees for something the IRS gives away for free: EINs. If you care about trust, compliance, and protecting your customers (and your reputation), this is a wake-up call you can't afford to ignore.

EINs are vital for many business processes, and the IRS provides them for free at irs.gov. Some private sites, however, charge up to \$300, using deceptive language and IRS-like branding to mislead consumers. The FTC has issued warnings to these operators for violating the FTC Act and Impersonation Rule.

Misleading practices, such as using IRS logos or confusing domain names, could lead to fines of up to \$53,088 per violation. Businesses must ensure transparent advertising and avoid impersonating government entities.

Stay informed and protect yourself and your customers from scams by visiting the FTC's new consumer resource site: consumer.gov. There, you can find trusted information, report fraud, and stay up to date on the latest consumer alerts.

SOURCES:

[HTTPS://WWW.FTC.GOV/NEWS-EVENTS/NEWS/PRESS-RELEASES/2025/04/FTC-WARNS-OPERATORS-WEBSITES-CHARGE-EMPLOYER-IDENTIFICATION-NUMBER-CLAIM-AFFILIATION-IRS](https://www.ftc.gov/news-events/news/press-releases/2025/04/ftc-warns-operators-websites-charge-employer-identification-number-claim-affiliation-irs)



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we work hard to send consumers your way.

1. Have your photo taken
2. Tell us how you put consumers first
3. Get free digital promotions

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