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Privacy and Security are Everyone's Responsibility.

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In February 2010, Facebook reached 400 million active users. During the same month of the same year there were 32 million apartment dwellers in the America according to the US Census projections. Industry professionals have to wonder: what percentage of our residents are active Facebook users? How much of our community information is presented in simple user content and personal posts? Needless to say, an email to the press department of Facebook went unanswered. Taking this concept even further with regards to privacy and security on the Internet along with its extended mobile networks, what exposure points are being generated by our user base, such as employees and residents? Obtaining these thoughts provoking details and statistics will likely go unanswered, lest websites such as Facebook, Google, Twitter or Blog Spot are mature enough to engage in some form of marketing in support of revenue requirements and/or the investment community is no longer interested. Though we can't get support from the social centers themselves to validate our levels of contribution or exposure, there definitely are engaging ways to keep our consumers and team members protected.

Just as our industry sector must establish onsite community policies and procedures to keep our properties safe and secure, our professional teams must establish intrinsic systems of common sense practices when interacting with our electronic peers. Internet technology encompasses different platforms for extended communications, including both private and public wireless broadband, along with mobile interfaces and Internet Protocol telephony. Each

system requires end user awareness to privacy programs and security handling procedures. As technology continues to become ubiquitous to our society, our sensitivity to safety becomes lower and mistakes are frequently made. This human characteristic gets even more adventuresome as our younger population doesn't think twice about confidential information being posted in a public forum, let alone employer liability due to their actions. The depth of this previous statement was recently addressed by Eric Schmidt, President, Google, Inc. when he told the Wall Street Journal "Let's say you're walking down the street. Because of the info Google has collected about you, 'we know roughly who you are, roughly what you care about, roughly who your friends are.' Google also knows, to within a foot, where you are."

When dealing with employees at work and off the clock, simple corporate guidance and training is cost effective and results filled. Incorporating a signed Privacy Policy for online and off line communications is the best way to control innocent, yet derogatory posts; as well as unwanted behavior from unscrupulous terminated employees. Encourage employees to not use personal email addresses when conducting company communications or Internet based messaging, this will keep their professional identity affiliated to the company. Email records saved for a lengthened tenure will allow for monitoring and coaching if necessary, while providing records if a security concern arises. Review risk management ideologies when allowing personal cell phone use during company time, checking into Four Square at

Lisa Benson is the CEO and Co-Founder of Ellipse Communications, Inc.; the largest provider of custom applications and website development for the Multifamily Industry. Visit the company website at www.ellipseinc.com.