AUTUMN 2021

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BT Connects

News, Views and Deals you shouldn't miss. Brought to you by

Bruce Telecom 🔀

STORE UPDATE...



Kincardine and Port Elgin stores are open — let's talk.

COVID restrictions in place. Please wear a mask and practice social distancing. See sign in store for more details.



Celebrating a community legacy

Since joining Bruce Telecom in June, I have enjoyed meeting community members either virtually or at one of the wonderful community events that we sponsor. Thank you for the warm Bruce County welcome.

Although 2021 has been challenging, our company has a lot to celebrate. The impressive team has worked tirelessly to ensure secure, reliable, innovative technology when we needed it most. I'm overwhelmed by their diligence and commitment. We are also proud that this year, Bruce Telecom was a finalist for two prestigious industry awards related to our focus on our community. As we mark our incredible 110th anniversary, our pledge today continues to be to connect our community with care and compassion.

I personally assure you that we will always do our part. We have had fantastic feedback from families that are using the free Wi-Fi at our Outdoor Learning Centres as they continue to navigate the pandemic. We will continue this service as long as it is needed. And, we'll continue to support the charities and organizations that are helping our community recover.

Simply put, Bruce Telecom intends to be here for you every step of the way, for the next 110 years.

My very best wishes,

Ray Lahoud, CEO



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FeamBT SPOTLIGHT ON:

Kayla Shelton Customer Support Technician

Kayla Shelton's love for all things "tech" brought her in the door to Bruce Telecom, but the communityoriented feel is what got her hooked. She's devoted to her role as a

technician, and continues to refine her multitasking and problemsolving skills thanks to the daily challenges that come her way.

Kayla's first piece of advice in the technology department (admittedly based on personal experience)? "Before troubleshooting a problem for 30+ mins, always make sure the device is plugged in!"

We asked Kayla where she sees technology in five years, "I think there will be much less requirement for human interaction," she says. While we think she might be right, nothing can replace our frequent human interactions with customers.

When not working, Kayla adores spending time with her pups, Buddy and Marley, along with her family. She also loves spending time outside but wouldn't say no to a night binge-watching reality TV.

SHOW SOME CYBER-SAFE LOVE

Did you know October is Cyber Awareness Month?

While our services have an ultra-friendly, community feel, not everyone you meet online has the same motives. Our team offers these helpful tips to keep you and your families safe.

1) Ever heard of a passphrase? Use one!

Using a passphrase as opposed to a birthday or a maiden name is a fun way to secure your personal information. Use different ones for different platforms to ensure hackers can't get to everything with one password.

2) Never give out personal information

Identity theft is as easy as one, two, three with the right information. Never share your SIN, banking info, or personal data online unless you fully trust the site.

3) Change your network name

Do you know your network name? Also known as an SSID, they often come as a default straight from the manufacturer, so guessing them is easier than you think.

4) Consider keeping a separate network for guests

Do you really want Uncle Bill's online habits on your network? Keeping a separate network in your home for family and guests is a safe way of enabling their privacy while protecting your network.

5) Don't enable location services

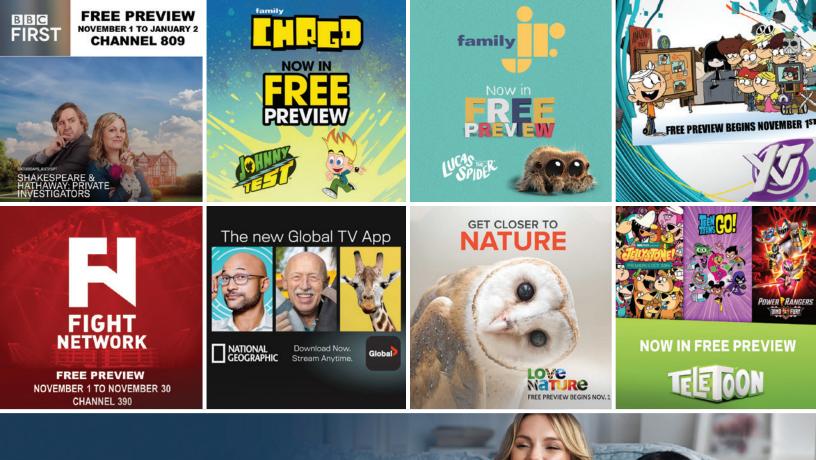
Seems harmless, but enabling location services is a super easy way to make yourself (and your information) vulnerable.

6) Change your Wi-Fi passwords — often!

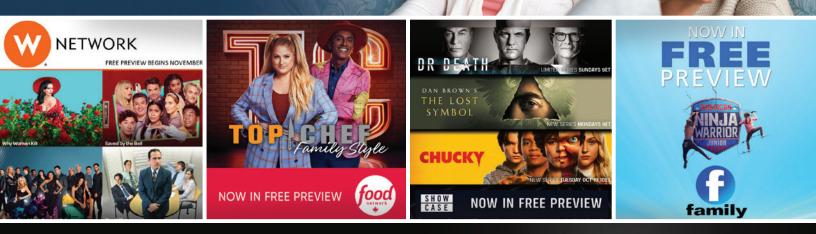
You can't hack what you can't catch – change up your passwords often to avoid hackers accessing your networks and personal information.

7) Anti-Virus protection is your first line of defense

Viruses can wreak havoc on your devices. Consider installing legitimate protection to avoid dangerous material accessing your networks and personal information.



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