

Week 4: Our Continuously Connected Lives: What's Your 'App'-titude?

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RIAs: What's Your 'App'-titude?

Our connected lives mean we're doing things from a very *convenient* standpoint. (Even Hillary Clinton admitted to [using her personal email because of convenience](#).)

Enter your credit card and an Uber picks you up. Food gets delivered. You do your banking from the convenience of your phone. These days, it's all online. We don't even have to remember passwords anymore; password managers do it for us. ([But are they even safe?](#))

While technology makes our lives awesomely convenient, it also puts our personal information at risk.

As an RIA, you are responsible for protecting your clients' information. You are also responsible for ensuring the partners and vendors you work with are protecting their information. Often times, software design processes prioritize maximum with security functionality as an afterthought. Just because a company is popular or has a well-known name doesn't necessarily mean it's secure or trustworthy.

Consumers are growing more vigilant because they need to be. Increasingly they want to know about how you (and your partners) are protecting their personal data.

That's why we created this open letter for you, RIAs, to share with your clients—about our proactive cyber security measures, triple-layer protection and numerous safeguards to shield communication and data.

- [About our cybersecurity measures](#)

Next week's theme is: "Building Resilience in Critical Infrastructure." Stay tuned!