

THE NetworkGuy

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What's Inside...

Celebrating Our Freedom

PenTeleData Jobs

Learn from The Network Guy

The Network Guy Quiz Challenge

Things That Make You Go Hmm...

PenTeleData is Proud to Serve Danville, PA



Learn from The Network Guy

What is my digital footprint and why does it matter? Can I manage it at all?

The Network Guy:

A digital footprint is anything about you or put out by you online. It's a trail of data you create every time you use the Internet. It's an impression of the websites you visit, your card purchases, comments and "likes" on social media, smartphone usage, Skype calls, app usage, email records, pictures, even what devices you use. It's a growing picture of who each of us is, probably more public than most assume.

The Internet is a public resource. These records help companies target content to specific markets and consumers. Your digital footprint is used to obtain information about you, such as demographics, religion, political affiliations, and interests. Information is also gathered by using cookies, which are small files that websites store on your computer after your first visit to their site that track user activity. Cookies also allow you to hold items in your shopping card, store preferences or login information and make personalized suggestions based on your location or interests. This helps advertisers target you with customized ads. Current and prospective employers can also use your digital footprint. In the wrong hands, it can also facilitate identity theft.

(Continued on next page)

Celebrating Our Freedom

"In the truest sense, freedom cannot be bestowed; it must be achieved." — Franklin D. Roosevelt

This July 4th, and every day, we celebrate our country. Like PenTeleData and most other businesses, The United States of America was founded on courage, imagination, and determination to complete the goal at hand. As we enjoy the holiday to remember our freedom, we wish you and your families a happy and healthy summer season. Thank you for choosing PenTeleData to keep you connected.

Would A New Career Give You Personal Freedom and Independence?

Visit our job postings at www.ptd.net/careers.

We are an equal opportunity employer.

The Network Guy Quiz Challenge

PenTeleData is giving one lucky winner a \$150 Amazon Gift Card. Just visit www.ptd.net/quiz-challenge by **July 31, 2023** to answer the contest question. We will select a winner at random from all correct entries. **Good Luck!**

Click the Quiz Challenge link and find out which options are true about a digital footprint.



Things That Make You Go Hmmm...

The **ENIAC (Electronic Numerical Integrator and Computer)** made history as the first computer in the world (which was electronic programmable). Development of the computer completed in 1945, and the computer entered service in December of that year. It could displace the computational power of 2,400 human beings at a cost of \$500,000 and relied on octal-base radio tubes to function. However, these tubes burned out daily and required replacement. This means that ENIAC ran about 50% of the time and experienced downtime for tube replacements otherwise.

Wikipedia is run and maintained by thousands of humans and hundreds of bots. 😊

Email came along before the World Wide Web.

Domain Names were free before 1995 when The National Science Foundation gave Network Solutions permission to charge for domain registration. Two-year registration for a domain initially cost \$100.

Google began as a side project of Larry Page and Sergey Brin in a garage they rented in 1998. Other companies like Apple, Amazon, and countless others began in garages as well.

PenTeleData began with only six employees working from what was known as the Webb Building at 540 Delaware Avenue in Palmerston. At that time, the building was single-story, and previously encompassed the home and offices of District Attorney Richard Webb and his mother. DA Webb became Carbon County's 15th Judge in 1992 and would later hold the title of President Judge.

"Bonds of love never make the wearer weaker -- they give him greater strength"
~ Wonder Woman

PenTeleData is Proud to Serve Danville, PA

Danville, Pennsylvania was founded in 1792 by prominent industrialist William Montgomery and named for his son Daniel. It is located along the Susquehanna River in Montour County, the smallest county in Pennsylvania.

From the 1800s through the early 1900s, Danville was at the heart of an important iron-producing region. During this time, the mills, blast furnaces, and foundries significantly contributed to the area's success and were the region's largest employers.

Danville was home to many visionaries during this era, which led to notable developments. The railroad industry's first iron T-rail was famously created and manufactured in Danville; a self-winding clock was designed by Henry Rempe; the typewriter was invented by Christopher Sholes; and a recreation center for the women who worked at his silk mill was built by J. F. Lavigne.

Danville's prosperity was seeded by these innovations, as well as the on-going productivity of the iron mills and foundries. A building boom showcased the community's rising influence and resounding community spirit. During this era, cultural centerpieces such as an opera house, architecturally designed public buildings, mansions with river views, and public events sprung up and most remain to this day as beloved reminders of Danville's role in the Industrial Revolution.

In time, the mills and mines of central Pennsylvania began to close with devastating consequences for some communities. Danville was not immune to the nation's changing economic landscape; however, it was fortunate to evolve its economy ahead of the decline of the iron industry. In 1915, local philanthropist and community leader Abigail Geisinger drew on her iron industry fortune and deep-seeded commitment to the health and welfare of the community to found the hospital that would become Geisinger Medical Center.

Over the last 100 years, Geisinger has grown to become an internationally acclaimed integrated health system that employs 23,000 and serves 3 million residents in central Pennsylvania. Once an iron capital, today Danville is home to the largest rural healthcare facility in the country.

The leaders of Danville have been proactive about investing in the downtown area, making it a welcoming and prosperous economic environment filled with new shops, restaurants, and offices.

(Source: <https://visitdanvillepa.org/about/danville-pennsylvania/>)

Learn from The Network Guy Continued...

It's impossible to remove all traces of yourself from the Internet, but there are some steps each of us can take to manage our digital footprints.

- > Google yourself. Be aware of what others see about you.
- > Protect your personal data. Don't disclose your address, phone number, passwords, or bank card numbers. Consider using nicknames instead of your real name.
- > Never share your usernames and passwords.
- > Limit how you post and respond to pictures.

- > Think before you post. A temporary emotion becomes permanent on the Internet.
- > Review and understand privacy policies and Terms of Service for websites you visit.
- > Deactivate social media accounts that you don't use.
- > Deactivate and delete old email accounts.
- > Delete your search result history.
- > Unsubscribe from email and text alerts.
- > Be cautious about what you publish and where you share.
- > Review your privacy settings.