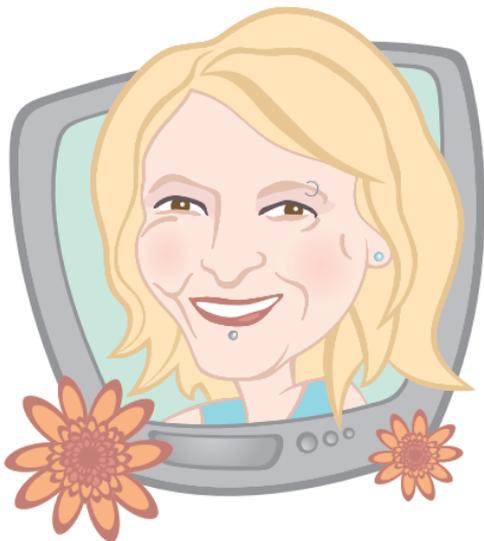


lisa weïstroffer



phone 630 . 452 . 2503

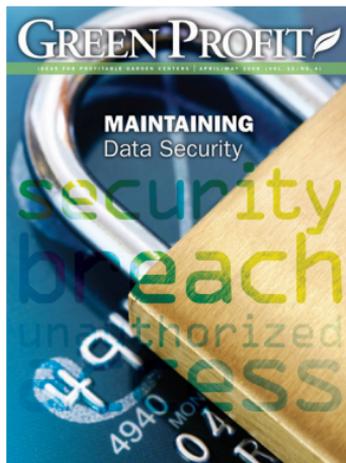
e-mail info@lisaweistroffer.com



illustration

Project › A younger hipper Martha Stewart makes the perfect candidate for a cable television series on urban gardening

Client › *Green Profit* magazine



e d i t o r i a l

Project › Cover for a feature on keeping transaction data safe

Client › *Green Profit* magazine

MANAGEMENT
BY [NAME]

4910
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04

Maintaining Data Security

12 Steps to More Secure Data

The Payment Card Industry Data Security Standard, governed by the Payment Card Industry Security Standards Council (PCI SSC), is the industry standard for secure credit, debit and prepaid card transactions. It is a set of requirements that apply to all companies that store, process or transmit cardholder information.

Build and Maintain a Secure Network

1. Build and maintain a firewall configuration to protect sensitive data.
2. Do not use vendor-supplied defaults for system passwords and other security parameters.

Protect Cardholder Data

1. Protect sensitive cardholder data.
2. Encrypt transmission of sensitive data over open networks.

Maintain a Vulnerability Management Program

1. Use and regularly update anti-virus software.
2. Identify and remediate system vulnerabilities.

Implement Strong Access Control Measures

1. Restrict access to sensitive data to business operations.
2. Assign a unique ID to each person with computer access.
3. Restrict physical access to sensitive data.

Regularly Monitor and Test Networks

1. Test and monitor systems to detect security events and anomalies.
2. Regularly test security systems and processes.

Maintain an Information Security Policy

1. Establish an information security policy.

Obtain and Maintain System Certifications

Visit www.pcisecuritystandards.org for more information on PCI DSS requirements.

Reducing Compliance with Standards

The Payment Card Industry Security Standards Council is an industry organization founded by the card brands—American Express, Discover, Mastercard, Visa, Visa Card Worldwide and Visa—to develop and maintain security standards for the payment industry. Among the standards the council oversees is the Payment Card Industry Data Security Standard (PCI DSS), which includes requirements for security management, policies, procedures, network architecture, control logs and other program elements.

Data security compliance deadlines, fines and penalties can be costly. The Payment Card Industry and the council remain responsible for enforcing the PCI DSS and other security standards and do so through fine and other enforcement measures.

The goal was to protect payment data in its entirety, not just the storage of any unencrypted information. [The PCI DSS](#) [How Easy](#) [The PCI DSS](#) [Is to Achieve](#)

Visa, for instance, requires its merchants (not affiliate banks) based on number of Visa transactions processed annually. The brand announced in October that 93% of all Level 1 U.S. merchants, which process \$1 billion or more Visa transactions annually, are PCI DSS compliant, up from 80% in December 2010. Compliance for Level 2 merchants, which process \$1 million or less annually, has risen from 60% to 69% in September.

Visa's compliance requirements and deadline were by merchant brand. Citicorp Citiflex suggests smaller merchants work with their financial institution. It is essential that, during contracting, they can no assurance data security. The PCI standard compliance deadline became one of the types of contracting they can.

The PCI SSC is a private partner that is to eliminate the use of any unencrypted information. The Visa data you see, the data in the PCI SSC, is a general overview of the MasterCard, Massachusetts-based entity. The PCI SSC, which is not a government agency, is a private partner that is to eliminate the use of any unencrypted information. The Visa data you see, the data in the PCI SSC, is a general overview of the MasterCard, Massachusetts-based entity. The PCI SSC, which is not a government agency, is a private partner that is to eliminate the use of any unencrypted information.

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Know the basics, benefits and costs of keeping your goods correct transaction data safe

The risks of being caught by lightning in a storm are 1 in 10,000, but even though a person is unlikely to be hit, it is a real risk to be a victim of a lightning strike. In the same way, the risks of being caught by lightning in a storm are 1 in 10,000, but even though a person is unlikely to be hit, it is a real risk to be a victim of a lightning strike.

Scope of the Problem

It is difficult to estimate how many data breaches occur annually. "Most data breaches occur within the public sector," says Ed Linton, senior partner of Citicorp Citiflex, a financial services and consulting firm. "Banks and other financial institutions are particularly vulnerable." Despite the risks, some major breaches are publicly reported.

Banking.com, Massachusetts-based (NYSE, ticker: BAC), reports that 12% of its data, including all other card account, had multiple security breaches in 2010. The company, which is a public company, reported to its shareholders that it had been breached in 2010.

[www.iss.com](#)

[www.pcisecuritystandards.org](#)

[www.iss.com](#)

[www.pcisecuritystandards.org](#)

e d i t o r i a l

Project › Feature on the basics, benefits and costs of data security
Client › Green Profit magazine

g d u s a
Award Winner



i d e n t i t y

Project > Logo for garden center retailing conference
Client > *Green Profit* magazine



i d e n t i t y

Project › Icon to highlight sustainable content in each issue

Client › *GrowerTalks* magazine

The first horticulture conference
100% dedicated to sustainability
 and helping growers and retailers
 understand and implement
 sustainable production methods
 and business practices.

GROWERTALKS
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 CONFERENCE

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THE GREEN EVENT FOR THE GREEN INDUSTRY.
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a d v e r t i s i n g

Project › Ad concept for *GrowerTalks'* Sustainability Conference
 (the first such dedicated event for the floriculture industry)

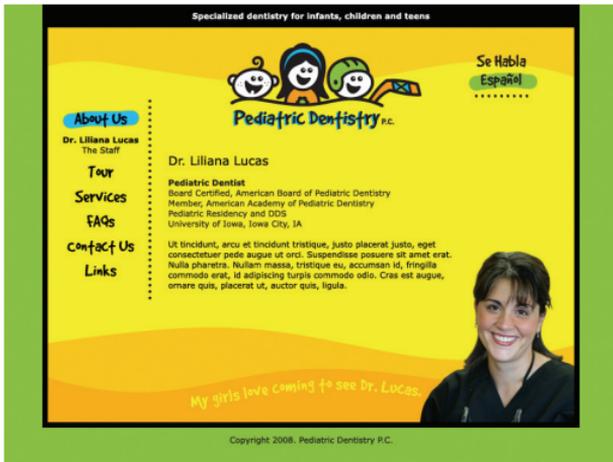
Client › *GrowerTalks* magazine



i d e n t i t y

Project › Kid-friendly logo representing the
treatment of infants, children and teens

Client › Pediatric Dentistry



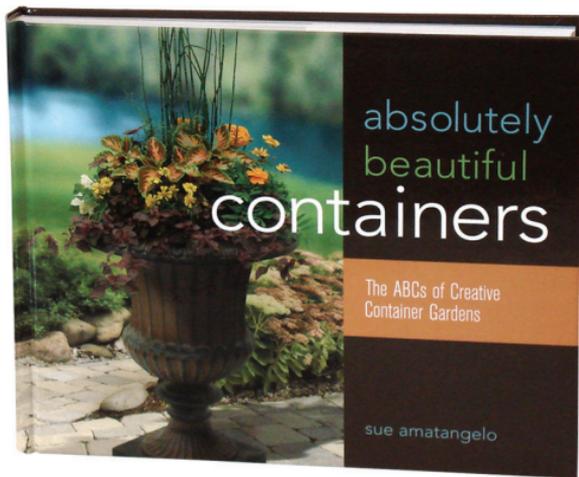
web site

Project › Fun and colorful site for new pediatric dental practice

URL › lucaspediatricdentistry.com

Client › Pediatric Dentistry

g d u s a
Award Winner



b o o k d e s i g n

Project › *Absolutely Beautiful Containers*
(200 recipes for container gardens with plan-o-grams)
Client › Ball Publishing

