

Blutusk Tech 5 Tech Answers the Top FAQ's

Some of us have managed to avoid technology like the plague, then the plague actually came and completely flipped the script on so many of us. Almost overnight, technology like smart phones, tablets and computers, evolved from optional to absolute necessity. Doctors moved to tele-med appointments, employers switched to video conferencing, and video chats became the only way to see the grandkids.

Have you ever noticed that there are plenty of places that will sell you technology, but very few that will help you with it? The baby boomer generation, who didn't have the luxury of growing up with today's technology, tend to be hit especially hard by this tech information gap. If you answered "yes," then you will be happy to know that Blutusk Tech in Orchard Park is here to help.

Owned and operated by husband & wife, Jeff & Gina Siepierski, Blutusk Tech provides answers to technology questions that customers need, but can't find the answers to at traditional big box stores.

Blutusk Tech has proven they are committed to making sure that customers get the most out of their Apple product investments, by providing Tech Training Tuesday classes. Designed specifically for

after-50s that use Apple products, Tech Training Tuesday classes are included and unlimited with all computers and devices purchased from Blutusk Tech. "There is no shame in having questions. If you don't judge me on my terrible cooking," Gina jokes, "then I won't judge you on your tech-skills. This is what I do all day, every day. I am supposed to know these things!" Classes are included and unlimited when you purchase a device from Blutusk Tech, and \$20 per person if you purchased your device somewhere else. **MENTION THIS AFTER 50 story to attend for FREE!**

Gina personally teaches each Tech Training Tuesday class from 7-9pm;

- every 1st Tuesday of each month focuses on iPhone, iPad & iCloud basics
- every 2nd Tuesday of each month focuses on Mac computers & iCloud basics
- every 3rd Tuesday is about taking photos, organizing photos, and creating Photos projects like calendars and photo books.

To get a taste of what you might learn at class, we asked Gina to answer the top 5 FAQs from class...

FAQ #1: What is a phishing scam?

GINA, "Phishing scams have been around for a long time via



Josh, Repair Pro, replacing an iPhone® screen at BlutuskTech.



Jeff Siepierski, Pro Owner, assisting a customer with Pro-Certified pre-owned iMac® desktops with 1-Year "LIKE NEW" warranty at BlutuskTech.

email and over the phone. Lately, phishing scams have been most successful via text message. Don't ever click on a link in a text message. If you have doubts or question if a text or email is a phishing scam or legitimate, we encourage you to stop in, call or text us before you click! We would rather help the prevent phishing scam, than help fix the damage after it has been done."

FAQ #2: What is iCloud & should I invest in the monthly fee?

GINA, "iCloud is very mysterious to most people, but in my

opinion, the peace of mind that iCloud provides is its greatest value and makes it worth every penny. I like to refer to iCloud as your "mother ship" in the sky. All of your content, that you authored, is securely encrypted and safely

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Blutusk Tech

Answers the Top 5 Tech FAQ's

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stored in your “mother ship” including; complete device backups, text messages, photos, emails, and more. With iCloud enabled, your device is “locked” to your iCloud account, so if it is lost or stolen, it cannot be used or sold to anyone else without your permission. We have never had a customer regret signing up, but we have had more than we can count that wished they had signed up before it was too late. It’s worth it, I promise!”

FAQ #3: What happens if something happens to me?

GINA: We have had many grieving customers come in with devices that belonged to a deceased loved one. Sometimes they just want to retrieve photos for sentimental value, sometimes it’s about the actual monetary value. Apple products are an expensive and valuable asset. Without iCloud access, there is no way for your loved ones to reuse or sell your device. Recently, Apple introduced “Legacy” features to iCloud. By assigning a “Legacy Contact,” Apple will allow password protected information and iCloud locked devices to be released to the assigned “Legacy Contact” after providing Apple with a valid death certificate. If you would like to pass on your valuable Apple products, assigning a “Legacy Contact” is critical. I encourage you to come to class and learn more about iCloud and how to assign a “Legacy Contact.”

FAQ #4: How do I get my information onto a new device?

GINA, “iCloud proves its value

yet again when you upgrade to a new device. At Blutusk Tech, we include data transfers with the purchase of any of our Pro-Certified Apple products. But, if you purchased your device somewhere else, don’t worry, we are happy to provide data transfer service and account set up for \$25.”

FAQ #5: What is the best way to manage my passwords?

GINA, “I might sound like a broken record about iCloud, but your iCloud account also includes an incredibly simple password manager called, “Keychain”. When “Keychain” is set up properly, it will populate your passwords for you, suggest complex passwords, and monitor your accounts for data breaches. It is a fantastic tool. With “Keychain” enabled, your iCloud password becomes the only password you ever have to actually remember. Again, I encourage you to come to class and learn more about iCloud, and how to use tools like Keychain.”

Tech Training Tuesday classes at Blutusk Tech, are included and unlimited when you purchase a device there, and just \$20 per person if you purchased your device somewhere else. MENTION THIS AFTER 50 story to attend for FREE!

We encourage you to experience Blutusk Tech’s 5-Star service for yourself. Stop in M-F 10-7 & Sat 10-3 located at 3229 Southwestern Blvd., Orchard Park, in the 5-Corners Top’s/Lowe’s Plaza, behind Taffy’s, near Moe’s. If you have any questions, please call (716) 608-6874, text (716) 352-5674, or visit blutusk.com.

Many ask how the name Blutusk Tech came about? It was inspired by, and pays homage to, Jeff’s late Mom and her love of elephants.

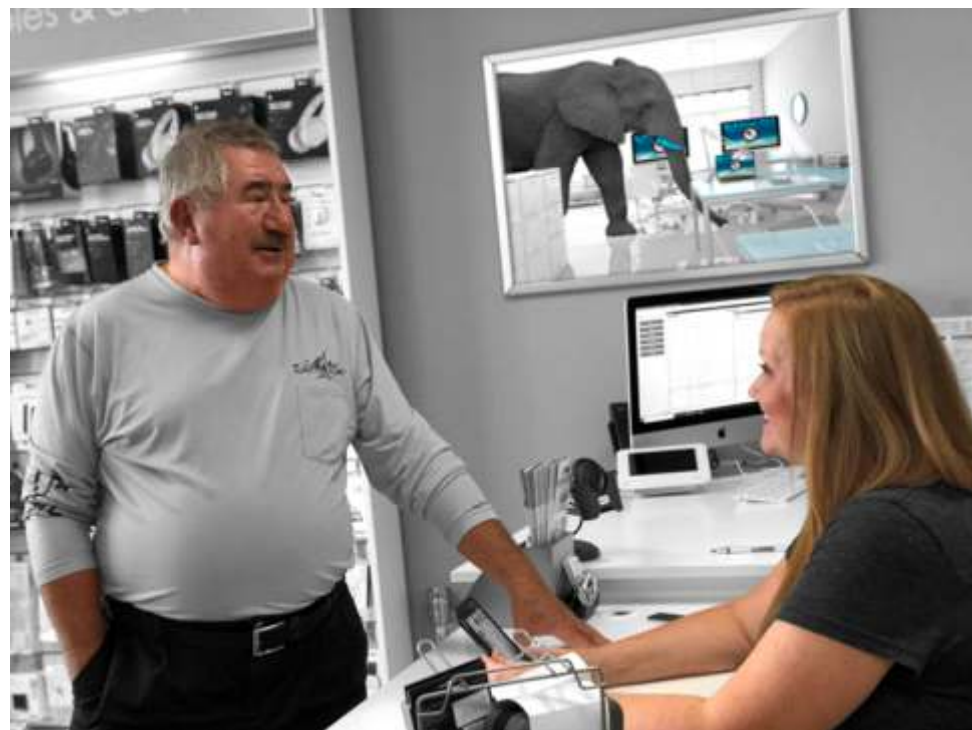
Pro-Certified pre-owned Apple products with 1-Year “LIKE NEW” warranty at Blutusk Tech.



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Jeff Siepierski, Pro Owner, explaining Consumer Cellular plan options to a customer at Blutusk Tech.



Megan, 5-Star Pro, helping a customer with an iPhone question at BlutuskTech.