

## For Immediate Release:

**Contact:** Steve Frank,

**Title:** Marketing Manager,

**Company:** NewSoftwares.net, Inc.

**Email:** steve.frank@newssoftwares.net

**Address:** 14525 SW Millikan Way # 37715, Beaverton, OR 97005-2343, US

**Telephone:** Toll Free (U.S): 1-877-648-4079

### **Folder Lock 7: What Truly Makes Folder Lock 7 Best-in-Breed Data Protection Software?**

Steve Frank, Marketing Manager at NewSoftwares.net, Inc., the global data security company that provides encryption and online backup storage services to its global customer base that includes government personnel, defense institutions, and private customers, recently announced the launch of Folder Lock 7, a major upgrade to its predecessor Folder Lock 6.6.5. With the launch of Folder Lock 7, Steve hopes the many unnerving data breach scenarios across the world will have a tougher security mechanism to deal with. As part of an innovation into how the global data security and information security architects and advocates are continuously battling the underground hacker society and their pledge to cause cyber mischief, NewSoftwares Inc. would like to stand shoulder-to-shoulder in the development and advance of stronger data defense products along with the rest of the community.

As for the number and severity of attacks in recent times, there is enough data that allows us to safely conclude, and clearly identify the reality of, the many ugly faces of data breach incidents. For example, the attacks waged against Sony. These were neither coordinated nor advanced. Because the attacks were base-level SQL injection attacks, Sony merely demonstrated that they just failed to implement the absolute basics.

As the Attrition.org website stated, "Storing millions of customer's personal details and passwords without using any form of encryption is reckless and ridiculous. Even security books from the '80s were adamant about encrypting passwords at the very least. Several of Sony's sites have been compromised as a result of basic SQL injection attacks, nothing elaborate or complex." Nonetheless, to date, the two largest incidents involving Sony and Epsilon, affected over 100 million records!

According to Steve Frank, "the global data breach statistics are clear. The state of data security protocols, even though at a maximum threshold of safeguards against data breaches, may fall short unless getting to the root of the problems forms the core principle of data protection systems through a holistic data defense and information protection program."

The above statement itself may cause a few red flags to be raised. However, the situation may even be more unfathomable than it seems.

When Epsilon was hacked, it was termed as an attack that affected a subset of stored data in Epsilon's database. Today, we know so much more. Some of the entities that were affected in the Epsilon attack included Brookstone, Capital One, New York & Co., JPMorgan Chase, Home Shopping Network, Walgreens, TIVO, AbeBooks, Barclays Bank of Delaware, Citibank, Ameriprise Financial, Bebe Stores Inc, Best Buy, U.S. Bank, Target Corporation, TD Ameritrade, Benefit Cosmetics, 1-800-FLOWERS.COM, Disney Worldwide Services, Inc, Eddie Bauer LLC, LL Bean, Marks & Spencer, McKinsey Quarterly (McKinsey Company), MoneyGram International, Quality Food Centers (QFC), Ralphs Grocery Company, Red Roof Inn, Ritz-Carlton, Robert Half International, Scottrade, Marriott International, Smith's Food & Drug Centers, Inc., Tastefully Simple, Inc., TIAA-CREF, Verizon. Yet, there is many more still to come."

As stated above, after the Sony, Epsilon, and even SEGA data breach incidents, one would have thought the situation may subside due to heavy media involvement. But the reality was witnessed to be otherwise. Hacker groups like Anonymous (Sony Online Entertainment) and Lulzsec (Sony, CIA) have even joined forces most recently and launched operations against entities they term as 'anti-internet freedom' types.

According to the Inquirer, a digital publication from IncisiveMedia,

"Lulzsec has been extremely active over the past few weeks, hacking Sony and several other gaming companies, using..... attacks against the US Senate, International Monetary Fund and CIA web sites, and uploading 62,000 email addresses and passwords it acquired."

Lulzsec has now joined forces with the hacktivist group Anonymous in a global operation targeted at governments and banks. Named Operation Anti-Security, the clearer objectives of the 'operation' seem to be... targeted at those that oppose internet freedom. It's understandable why this has gained the support of Anonymous, which has been a primary supporter of the whistle-blowing website Wikileaks."

### **What's so special about Folder Lock 7?**

For data protection safeguards in any medium and channel, the basic encryption mechanism should include an AES block cipher implementation for non-cloud related computations and a TLS/SSL 3.3 encryption for online communications. Folder Lock utilizes both these mechanisms.

The Advanced Encryption Standard (AES) is a symmetric-key encryption standard adopted by the U.S. government (FIPS 197) and originally published as Rijndael. The standard comprises three block ciphers, AES-128, AES-192 and AES-256, with a 128-bit block size for each cipher, and key sizes of 128, 192 and 256 bits, respectively.

The TLS/SSL 3.3 cryptographic protocol is used for securing World Wide Web traffic carried by HTTP to form HTTPS, to tunnel an entire network stack to create a VPN, to protect Session Initiation Protocol (SIP) application signaling, to provide authentication and encryption of the SIP signaling associated with VoIP and other SIP-based applications. Security of the protocol was enhanced by the addition of the AES cipher suite to the pre-existing symmetric ciphers (including RC2, RC4, International Data Encryption Algorithm (IDEA), Data Encryption Standard (DES), and triple DES) in the protocol.

Folder Lock uses 256-bit AES encryption and 128-bit SSL encryption for all its processes including encryption of data and backing up data online as well as restoring data to a local machine. The application provides robust and comprehensive data protection and information security solutions with individual features like Encrypt Files, Lock Files, Make Wallets, Shred Files, Protect USB/CD, Clean History, and Backup Online forming a holistic data protection mechanism.

Folder Lock is a full suite solution for all your data security needs. It lets you keep your personal files protected in a variety of ways, in both PC and portable drives and offers backup of protected files to an online storage.

Folder Lock has come about a full circle towards integrating its security in the cloud, by keeping your data encrypted for backup, even while you are working on your files or modifying them on your PC. No need to decrypt or manually backup your files.

With a perfect combination of data security tools, letting you encrypt your important files; back them up in real-time, and store them to any portable device. The program also lets you Lock files, folders and drives; save your personal information in Wallets; Shred files, folders, and drives, and cleans your Windows History with Clean History.

### **Features in Folder Lock 7**

**Encryption:** Encryption is based on government-level 256-bit AES on-the-fly methodology, and the application backs up, syncs, and restores your encrypted Locker files over secure 128-bit SSL connections, which in itself is strong enough to render any hack attempt meaningless. Since Folder Lock 7 encrypts your data at both ends, there is never a risk of data availability without a correct password. You can later restore files at any time, on any computer, and in any device by providing a correct password.

**Portable Data Security:** Extending the data protection features into portable devices, Folder Lock 7 lets you convert your Lockers into standalone files that are portable and self-executable (\*.exe), can be copied or burned to external storage devices like USB Drives, CDs, and DVDs, and does not require you to install Folder Lock on end computers. You can then simply run the self-executables, enter the correct password, and access your data anywhere. This hybrid nature of Lockers let you keep data protected and synced in multitude of devices at the same time with complete portability.

**Lock Files:** The Lock Files feature in Folder Lock 7 provides a quick way to password-protect your files, folders, drives, and program files. This data protection feature offers protection for your important data by enabling you to either lock and/or hide files, folders, and drives without the need to move them to a Locker. Items that you lock, hide, or lock and hide remain that way even in Windows Safe Mode.

**Make Wallets:** For users who wish to maintain a confidential list of their personal identification details, Folder Lock 7 offers a great way to do this in Make Wallets, a feature specifically introduced based on strong customer feedback. With 'Make Wallets', you can

create secure and encrypted Wallets in your PC to save and store your personal information like your Credit Cards, Bank Accounts, Business Cards, Identity Cards, Social Security Cards, Residency Cards, and many other such information. 'Make Wallets' provides you with a feature-rich personal and confidential information protection and gives you the power to choose information from over 25 different categories, set passwords for each individual record, and on-screen snapshots of category and card information. 'Make Wallets' stores and saves all your personal and confidential information in an encrypted form.

**Shred Files:** The Shred Files feature is an advance data remanent removal tool in Folder Lock 7 and is based on the U.S Department of Defense specified secure data remanence removal protocols. It enables you to permanently shred and securely delete important or explicit material from your computer to prevent recoverability of your data. Shred Files also permanently empties hard drive space to be sure that your previously deleted files are completely irrecoverable.

Information security research has shown the critical vulnerability of empty hard disk spaces. With Shred Files, you can rest assured that no file recovery software can either undelete or recover shredded files, an added advantage over simple delete offered in Windows. 'Shred Files' permanently removes your files, folder, and drives

**Clean History:** An evidence-cleaning program feature within Folder Lock 7 that securely removes all recent activities of your PC. Clean History works by allowing you to select multiple Windows items where you have may have left your footprint, and enable their removal by removing any and all traces left behind. Clean History, thus, maximizes your privacy, a breach of which can cause you much distress. Clean History removes traces of recent computer activities like Windows Temporary Files, Open/Save Directory, Clipboard Data, Media Player History, MS Paint History, WordPad History, Run History, Find & Search Computer History, Recent Documents History, and much more!

**Platform:** Folder Lock supports all flavors of Windows 7.0, Vista, XP and 2000 including their 64-bit variants. With additional features like Hack Security, Stealth Mode, Auto Protection, Password Security, and Virtual Keyboard, Folder Lock enhances data protection beyond anything ever achieved.

About 57 hacking or malware attacks have been made public for the current year (2011) so far, with over 13 million records being breached in the Unites States alone. Leaving information and data open for access is a dangerous game, even for the well-versed of users. Protecting your data and information from certain unwanted and prying eyes may become a dilemma if you end up with enough personal and private data on your computer or on your external storage devices.

With information changing hands and data transfer figures at record numbers, critical data and information need robust protection so that intruders or unauthorized users are stopped right in their tracks - whether to read, view, copy, move, or delete them. Files and folders left unprotected can lead to theft, data-loss, and breaches of your privacy.

Folder Lock 7 protects your data - and protects it well.

Folder Lock 7 is priced at US\$59.95/- for a single user license and may be purchased online at <http://www.newsoftwares.net/folderlock>.

For multi-user licenses, site licenses, and academic licenses, you can download a fully functional evaluation copy from [www.newsoftwares.net/folderlock](http://www.newsoftwares.net/folderlock).

For more information please contact: [steve.frank@newsoftwares.net](mailto:steve.frank@newsoftwares.net).

#### **Full Copy Available On Request**

Press Page link: <http://www.newsoftwares.net/press>

Product page link: <http://www.newsoftwares.net/folderlock>

E-mail: [steve.frank@newsoftwares.net](mailto:steve.frank@newsoftwares.net)

Company website: <http://www.newsoftwares.net>