



January | 2021

2 Corinthians 5:17 “Therefore if any man be in Christ, he is a new creature: old things are passed away; behold, all things are become new.”



Data security is essential and protecting our customers is our #1 priority.

In a data and online driven world, it can be concerning when we put so much of our personal information out on the web. It seems that many companies and businesses don't address data and what steps they are taking to keep your safe, so that's exactly what we want to do. Your data has never been safer with Auctioneer Software.

We protect your data in 3 ways:

Infrastructure Design

Our infrastructure design is one of the very first and most important ways that we keep your information and data safe. Our proactive design isolates public facing vs. private data. This means that all servers that do the actual processing of transactions, storing transactions, sending emails, databases and so on are absolutely NEVER publicly accessible – which plays a big part in the security of your data.

Sensitive Data Permissions

We use sensitive field permissions such as lot's reserve and bidder information. We understand that this information is sensitive for every auction company and we want to make sure that all of your data

is as safe and secure as possible.

Security Design Specifically for Passwords and Credit Card Information

Our software is designed with security at the top of its mind when it comes to sensitive data. All passwords are salted and hashed meaning that passwords become significantly more difficult to access by an outsider – that includes us!

Interested in reading learning more about our secure software? Click [Here](#)



New Year New Marketing Trends:

Each year brings exciting new trends, and this year is no different! Here are some trends to be ready for in 2021:

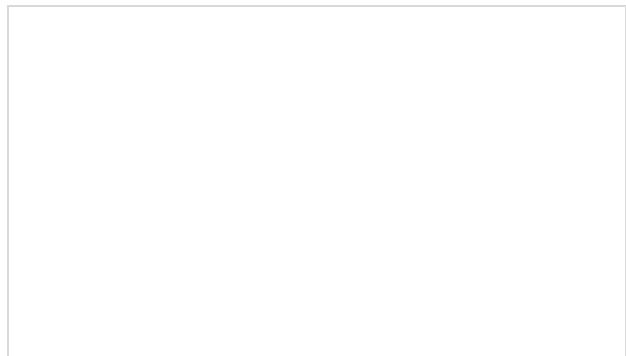
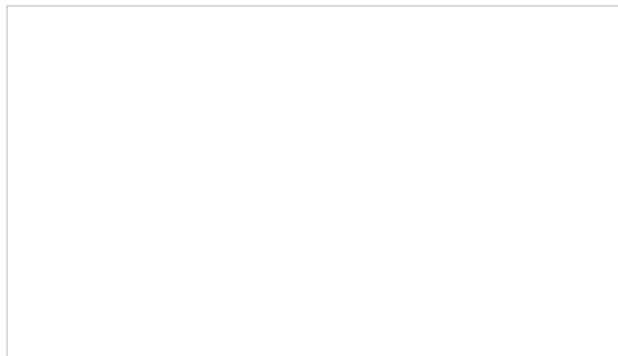
Virtual Events/Work from Home: with COVID taking over 2020, everyone has been forced to rethink the large events, conferences, and other gathering that we all look forward to being a part of. Be prepared for more virtual attendance group gatherings and meetings to take place as 2021 begins.

Brand Values: As social and political climates change, brands will have to become more aware of what they are saying and how they are saying it.

Digital Marketing: While digital marketing and social media isn't new, the trend continues to grow and gain traction as more and more people are coming online!

Contact Us

JUST IN CASE YOU MISSED IT!





3 Ways We Keep Your Data Safe

In a data driven world, it can be concerning when we put so much of our personal information out on the web. Emails, addresses, credit card information, birthdates, and more...how do we know that our data is being respected and kept safe? How do we know that information is not being sold for some other businesses profit? These might be just a few of the questions that you have had when thinking about the data and information that you put out on the web – and rightfully so! It seems that many companies and businesses don't address data and what steps they are taking to keep your safe, so that's exactly what we want to do.

[Read More...](#)



How to Navigate Google's Privacy Changes

User privacy has been a hot topic the past few years. Particularly since the Cambridge Analytica Scandal, users have been thinking a lot more about where their data is going. After all, people enter emails, birthdays, credit card information, and geographical location when shopping online, interacting on social media, or even just performing a general search. While users give this information freely, they want to make sure that their data is safe and isn't being treated incorrectly. Google is starting to roll out more features that focus on protecting user privacy. The biggest one? Phasing out third-party cookies.

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