



# Social Assurance

## MEDIA

Hi,

As many of you have heard over the past two weeks, Facebook suffered a potential data breach affecting of up to 87 million accounts.

It is our understanding that the data breach as a whole happened as a result of a violation of information distribution involving Cambridge Analytica.

Lovett Advisors contacted Social Assurance Media, a Social Media Marketing Company, in a proactive manner to evaluate the option of shutting down their Facebook business page in an effort to protect their clients.

It is of our professional opinion that there is no direct data security risk imposed on your account by the Lovett Advisors Facebook page remaining active. Furthermore, we are confident that given the current Facebook privacy account configurations, Lovett Advisors does not, has not, and will not have access to your confidential Facebook credentials.

In light of this, we are aware of two main improvements occurring over the next couple of weeks:

1. Facebook will be informing you if your account happens to be one of the accounts affected by the data breach.
2. Facebook will be implementing a new set of security measures and controls for individual user profiles.

These controls should allow you to enable privacy shortcuts and restrictions on third party applications utilizing your Facebook credentials. If you or your business has any further questions or are looking for assistance in implementing some of these new privacy controls, please feel free to contact us.

Sincerely,

*Kim*

Kim W. Lovett, CFP®  
Principal and Founder  
Lovett Advisors, LLC  
[62 Rockford Rd./Ste 12](https://www.lovettadvisors.com)  
Wilmington, DE 19806  
[\(302\) 250-4740](tel:3022504740)  
[www.lovettadvisors.com](http://www.lovettadvisors.com)



**Social Assurance**

MEDIA

Brandon Dietrich

Principal

610.850.2524

[bdietrich@socialassurancemedia.com](mailto:bdietrich@socialassurancemedia.com)

[socialassurancemedia.com](http://socialassurancemedia.com)

Social Assurance Media

*A Pay It Forward International, LLC. Company*

Lovett Advisors, LLC is a registered investment advisor. Securities offered through MerCap Securities, LLC, Member FINRA/SIPC and wholly owned subsidiary of MerCap Enterprises, Inc. Address: [40 Darby Road Paoli, PA 19301](#), [877-784-8021](tel:877-784-8021). Lovett Advisors, LLC and MerCap Securities, LLC are not affiliated. Information in this message is for the intended recipient[s] only. Please visit our website [www.lovettadvisors.com](http://www.lovettadvisors.com) for important disclosures.