

Local Radio PSA Copy - :30

3BB's Data Security – *Made Simpler*

PUBLIC SERVICE ANNOUNCEMENT

Contact: Local BBB Media Representative
Tel: 000-000-0000
Fax: 000-000-0000
local@xxxx.bbb.org

TIME: 30 seconds

Think data security is just a BIG business issue? Think again. If you're a small business owner, "data security" is a big "trust" issue for your customers. Research show that buyers look for evidence that a business protects its data. What's more...data thieves are targeting small businesses.

So if you're a small business owner, here's a great solution. The Better Business Bureau introduces **Data Security – *Made Simpler***, which arms small business owners with the information and tools to protect your customers...and your business. BBB partnered with data security experts at Symantec, Visa, Kroll's Fraud Solutions and NACHA – The Electronic Payments Association - to produce FREE, easy-to-understand data security guidelines, checklists and links to resources that make sense for small businesses.

If you own a small business, visit bbb.org and download a FREE copy of **BBB's Data Security – *Made Simpler***. That's bbb.org.