



> **Getting Started: Vocabulary (page 133)**

- 1 **Read the advert for a web hosting company. Then answer the questions on the right.**

## GREENLIGHT WEB HOSTING

### YOUR WEBSITE IS THE FACE OF YOUR BUSINESS!

It's worth investing time and money to create an effective advertising platform that will serve your business now and in the future.

Allow our experienced web designers to create your customer portal with a beautiful online store for your business. We guarantee to maximise the number of hits you receive.

### IN DESIGNING THE RIGHT TOPOGRAPHY FOR YOUR BUSINESS, WE:

- implant keywords to give high SEO (search engine optimisation) across multiple search engines.
- incorporate social media seamlessly into your website to promote your brand across the whole web. Social share buttons will enable you to share content easily.
- provide social proof comments to make your business credible to other visitors.
- monitor users' activities with real-time analysis and get immediate feedback from your website interactions.
- integrate the full G Suite with all your favourite Google features when you register your domain with us.
- place a trust logo on your site to allow customers to view your trusted state and your business credentials.
- make your payment gateway 100% secure. Credit card numbers and customer information will be masked and all hosting is also PCI compliant.

**SIT BACK AND WATCH AS YOUR  
WEBSITE TRAFFIC INCREASES!**

1. What does the web hosting company promise your business?
2. How will the web hosting company make sure your website can be accessed easily?
3. Which applications need to combine with your website to give you good results?
4. How will you know about the activity on your website?
5. How will customers know that they can rely on your website?
6. How does the web hosting company guarantee to keep a customer's personal data private?

- 2 **A client would like to create a website for his business. Match what the client says in A to the web designer's responses in B. Then listen to the dialogue and check your answers.**

#### A

1. How can I maximise traffic to my site?
2. How can the site ensure my customers' information is kept safe?
3. We want our customers to feel safe when they pay with a credit or debit card.
4. How can we give our customers support if they've got questions or technical problems?
5. I want visitors to be able to LIKE us easily and often.
6. I'd like my site to include reviews from existing customers.

#### B

- a. It's important to include a secure payment gateway process. We'll make sure your payment gateway is PCI compliant.
- b. We can incorporate social share buttons to link to popular social media sites.
- c. That's a good idea. We'll incorporate social proof reviews to increase your sales.
- d. We'll embed a range of keywords so that you get good SEO across multiple search engines.
- e. It's possible for us to mask your customer's personal and financial details for a secure interface.
- f. We can develop a Live Chat feature and a free helpline to help your customers.

#### Tip!

PCI (Payment Card Industry) is an organisation that protects people against credit card and debit card fraud.



3 Practise the dialogue in Exercise 2 with a partner. Pay attention to the sentences in colour.

4 Read the questions and responses in Exercise 2 again. Then choose the correct answer.

- Choosing the correct keywords will *help your customers select products / generate more visits to your website.*
- A secure payment gateway process makes *sure customer data is not revealed / sales are increased.*
- The Live Chat feature *answers customers' questions / gives customers reviews.*
- Visitors can easily link to sites like Facebook and Pinterest to *post comments / chat with each other.*
- Other people's online experiences can help a customer *solve technical problems / make a purchase.*

6 Listen and repeat the words and phrases in colour. Then match the questions in A to the answers in B. <>

A

- What is the domain name of your company?
- Why is positive social proof important for business owners?
- Is this software compliant with the latest standards?
- What does web hosting mean?
- What is SEO (search engine optimisation)?

B

- It's a service that allows you to publish your website online.
- Yes. It meets the specifications that are needed.
- It helps convince customers to purchase their product.
- It's a process of improving search engine rankings.
- www.targetforme.com

7 Listen and repeat the words and phrases in colour. Then use them to complete the mini-dialogues. <>

feedback • trust logo • payment gateway • PCI worth • credible • social share buttons • increase

- A: Is it <sup>1</sup>... improving our website?  
B: Yes, it will <sup>2</sup>... your sales.
- A: How can I give <sup>3</sup>... about a company?  
B: Use the <sup>4</sup>... – Facebook, Twitter and Pinterest.
- A: I want to know if this website is safe. Where do I look?  
B: Here's their <sup>5</sup>... This tells us that the company is <sup>6</sup>...
- A: If the <sup>7</sup>... is secure, why does the website need to be <sup>8</sup>... compliant?  
B: To ensure that there is a safe environment for processing, storing or transmitting credit card information.

## Working with Vocabulary

5 Listen and repeat the words in colour. Then match the words in A to their meanings in B. <>

A

- brand
- mask
- customer portal
- G suite
- incorporate
- seamlessly
- website traffic

B

- to include something
- continuously, without any interruptions or problems
- a type of product usually sold under a special name
- to keep something from being known
- the number of visits a website receives
- a collection of Internet services developed by Google
- a secure website that enables businesses to share specific data with clients

## Your Turn

Listen to a market researcher and an e-customer talking about the e-customer's website experience. Copy and complete the survey form according to the e-customer's answers. <>

WEB SURVEY >>

- Why did you choose our site?
- What did you purchase?
- How long did you browse the site?
- Was the payment process safe and easy to use?  
Yes / No
- Did you use our free helpline? Yes / No
- Did you leave feedback? Yes / No



# Cloud Computing

> **Getting Started: Vocabulary** (page 133)

1 **Read the Internet article.** Then complete the sentences on the right. 40

## AN INTRODUCTION TO THE CLOUD

### WHAT IS CLOUD COMPUTING?

Cloud computing, often referred to as "the cloud", provides on-demand computing resources over the Internet. In other words, storing and accessing information and programs on the Internet instead of on your computer's hard drive.

#### ADVANTAGES:

- Elasticity – scale up or down quickly and easily according to your needs
- Pay only for what is used
- Self-service access available for all the IT resources needed
- System managed by the service provider

#### DISADVANTAGES:

- Dependency on service providers
- Dependency on reliable Internet connection
- Potential security risks

### CLOUD COMPUTING LEXICON

**SaaS:** Software as a Service provides the user with cloud-based applications which a third-party owns and operates. Payment can be per usage, by subscribing or even free.

**PaaS:** Platform as a Service provides infrastructure on which software developers can develop new applications.

**IaaS:** Infrastructure as a Service delivers computer infrastructure as a service. This includes servers, software, data-centre space and network equipment.

### PUBLIC VERSUS PRIVATE CLOUD

A public cloud is owned and operated by a third-party provider which gives services to multi-users. Public clouds are ideal for small and medium-sized businesses. Since the infrastructure cost is shared by a number of users, the service is cheap. A private cloud is infrastructure operated solely for a single organisation. It provides an increased level of control and security and the ability to customise storage and networking components. Therefore, it is suitable for large businesses.

1. When cloud computing, you use programs on \_\_\_, not on \_\_\_.
2. When cloud computing, customers use and pay for resources according to \_\_\_.
3. When cloud computing, the user depends on \_\_\_, as well as on \_\_\_.
4. Users of SaaS get \_\_\_, but users of PaaS can create their own \_\_\_ on infrastructure which is provided.
5. Using a public cloud is not expensive because the \_\_\_.
6. Using a private cloud is more secure because the service is provided to \_\_\_.



2 **A small business owner (A) and an IT consultant (B) are discussing cloud computing. Listen to the dialogue and fill in the missing words.** 40


- A: Why should we switch to using <sup>1</sup>... for our business?
- B: Well, you can get rapid access to innovative business applications and programs.
- A: Would it cost the business more <sup>2</sup>...?
- B: No, you only pay for the server resources you use.
- A: What is the maximum free storage space I'm allowed?
- B: This depends on the <sup>3</sup>... you decide to use. Many of them offer no storage limit.
- A: Can I change the amount of space according to my <sup>4</sup>...?
- B: Yes, you can scale up and down as your business demands.
- A: Are there any other <sup>5</sup>... to having a cloud account?
- B: Yes, it frees up data storage space on your servers and increases your available bandwidth.
- A: Should we choose a public or <sup>6</sup>... cloud solution?
- B: The public cloud is much more affordable, but you do get an additional level of security with a private cloud.



- 3 Practise the dialogue in Exercise 2 with a partner. Pay attention to the sentences in colour.
- 4 Read the dialogue in Exercise 2 again. Which of the following advantages to cloud computing are mentioned by the IT consultant?
1. The business can get new software quickly.
  2. The costs only include services used by the business.
  3. You don't have to worry about viruses affecting your software.
  4. Storage space is flexible.
  5. Servers are operated by the suppliers.
  6. A private cloud is more secure than a public cloud.

## Working with Words

- 5 Match A to B to form words or phrases. Then listen and repeat. 
- | A          | B            |
|------------|--------------|
| 1. self-   | a. user      |
| 2. third-  | b. service   |
| 3. on-     | c. per usage |
| 4. payment | d. party     |
| 5. multi-  | e. demand    |
- 6 Copy and complete the sentences below with the words and phrases from Exercise 5.
1. You don't pay a monthly fee. It's a ... system.
  2. ... means that a lot of people are connected to a system.
  3. There are no workers to assist you. It's ... .
  4. The two companies called in a ... to help them with an important decision.
  5. It's a good company. They provide ... service 24 hours a day.
- 7 Listen and repeat the words in colour. Then decide which sentences are logical. 
1. One of the advantages of working with wireless equipment is that you are free to move around.
  2. If you manage a business, you are responsible for it.
  3. All companies want to decrease the number of clients visiting their website.
  4. A business' needs are the things that are required to operate it.
  5. In computer networks, bandwidth is the amount of data that can be carried from one point to another at a specific time.
  6. When you scale down the size of something, it becomes bigger.

- 8 Listen and repeat the words in colour. Then choose the correct answer. 
1. If you find an ideal solution, it is *perfect* / *useless*.
  2. Computer security prevents *authorised* / *unauthorised* users from entering the system.
  3. Dependency on something means you *can* / *can't* do without it.
  4. If a decision is solely yours, *someone else* / *no one else* can decide.
  5. A risk is a situation that *doesn't* / *might* involve danger.
  6. If you find software that is suitable for your business, you *should* / *shouldn't* consider buying it.
  7. If an item is affordable, you *have got* / *haven't got* the budget to buy it.
  8. You scale up something when you want to *reduce* / *enlarge* the size of it.
- 9 Copy and complete the sentences. Use the words in bold to help you.
1. If something is **affordable**, you ... pay for it.
  2. When something is **ideal** for you, you don't need to look for anything ... .
  3. When you put your money at **risk**, you might ... it.
  4. A **self-service** restaurant hasn't got any ... .
  5. If you **decrease** the number of your employees, you won't have as ... as you had before.
  6. **Payment per usage** means you don't pay a ... fee.

## Your Turn

**Student A:** You are the owner of a medium-sized business. You are asking a representative of a cloud computing company some questions. Use the topics on page 90 to ask the questions. Then decide whether to use a private or a public cloud.

**Student B:** You are a representative of a cloud computing company. Answer the client's questions. Use the information on page 99.





> Getting Started: Vocabulary (page 134)



1 Read the online advice page. Then decide which tips on the right are mentioned in the article. <1>

## How to Stay Safe Online

BLOGS ADVICE CONTACT

With more and more people completing transactions online, digital safety has become an important factor. Today, more than ever, you must take precautions to ensure your personal information is safe from hackers and thieves.

### 1 PASSWORD PROTECTION:

- Never share your passwords with anyone or include them in e-mails.
- Password protect all sensitive files on your computer.
- Use a sentence that is at least 12 characters long to create a strong password.

### 2 SOCIAL MEDIA:

- Protect against identity theft. Don't make your personal information public.
- Adjust your privacy settings to limit who can see your profile. If you don't want to risk everyone seeing your photos, don't post them online at all.
- Don't make your holiday plans and live photos public. Thieves will know when your house is empty.

### 3 E-MAIL:

- DON'T open, click on a link or reply to an e-mail if you don't know who sent it to you.
- Use filters to block unwanted e-mails such as:
  - i. Phishing – fake or fraudulent e-mails to trick users into sharing their personal information like credit card details, user names and passwords.
  - ii. Bulk e-mails – e-mails sent to millions of people. They may contain links or downloads with viruses or spyware which can corrupt your computer.

### 4 SAFETY FOR CHILDREN:

- Use parental control options to block undesirable websites, videos and content.
- Monitor your children's use of social media and browsing.
- Instruct young children and teens about online safety. Teach them not to 'make friends' with everyone. People may hide behind a false identity.

#### Tips:

1. Don't give your passwords to other people.
2. Use a different password for each account.
3. Use privacy control. Only let certain people view your personal details.
4. Report spam to your e-mail client.
5. Use filters to reduce spam.
6. Check your children's use of the Internet and social media.

### 2 Two colleagues are discussing Internet security. Choose the correct answer. Then listen to the dialogue and check your answers. <1>

- A: Hi, Katie. My daughter was surfing the web last night and I noticed some undesirable content that I didn't want her to see. I need to block certain <sup>1</sup> e-mails / websites. Do you know how I can do this?
- B: It's easy, Wendy. You can set up your PC to monitor what your children are viewing. It will also keep them away from certain games and sites. You can even set limits on how much time they spend online.
- A: You mean I can actually <sup>2</sup> limit / decide what sites the browser finds?
- B: Sure. Almost all browsers and social media websites have Parental Controls or Privacy Settings.
- A: Where do I find the Parental Controls on Google? How do I <sup>3</sup> set / do them?
- B: In your browser, go to Search Settings on the right-hand side of the screen. Under "SafeSearch filters", check the box next to "Turn on SafeSearch". Then at the bottom of the page, click "Save".
- A: How does this help?
- B: When someone does a search in their browser, this filters the search results and eliminates undesirable videos and websites.
- A: Is it completely <sup>4</sup> safe / sure?
- B: It's not 100% accurate. However, it helps protect children from most of the <sup>5</sup> relevant / inappropriate search results.



- 3 **Practise the dialogue in Exercise 2 with a partner. Pay attention to the sentences in colour.**

- 4 **Read the dialogue in Exercise 2 again. Then match A to B to form sentences.**

**A**

1. Wendy
2. Katie
3. A SafeSearch filter
4. Many social media sites



**B**

- a. may not eliminate all inappropriate material.
- b. didn't know that parents can limit online access.
- c. have got parental controls.
- d. recommends filtering search results.

## Working with Vocabulary

- 5 **Match A to B to make expressions. Then listen and repeat the expressions.**

**A**

1. identity
2. parental
3. make
4. privacy
5. password

**B**

- a. settings
- b. public
- c. protect
- d. theft
- e. control

- 6 **Copy and complete the sentences below with the expressions from Exercise 5.**

1. Think twice before you ... your private information ...
2. Using ..., you can adjust what different people see on your Facebook page.
3. ... is a very serious crime.
4. ... your account with a combination of letters, numbers and symbols.
5. Fathers and mothers should think about putting ... onto the family PC.

- 7 **Listen and repeat the words in colour. Then choose the correct answer.**

1. A hacker / profile contains a person's personal information.
2. Using another person's credit card without permission is fraudulent / undesirable.
3. It's important to ensure / hide your children are safe on social networking sites.
4. A firewall can trick / block unauthorised users from accessing a network.
5. Do you think parents should post / monitor their children's access to the Internet?
6. Viruses can corrupt / risk the information on your computer files.

- 8 **Listen and repeat the words in colour. Which pairs of sentences have got a similar meaning?**

1. a. You should delete an e-mail that seems suspicious.  
b. If you don't know the source of an e-mail, throw it out.
2. a. Phishing messages look like they come from a reputable company.  
b. Reputable companies send messages as a way of getting more customers.
3. a. Adware collects information about users' Internet activities.  
b. Adware analyses which websites a user visits.
4. a. Thieves can use your credit card details to purchase products from websites.  
b. Most people use their credit cards to purchase online today.
5. a. Companies often send out bulk e-mails.  
b. To get to all their clients, companies send out thousands of e-mails at the same time.

- 9 **Match A to B to form sentences.**

**A**

1. You could meet undesirable people
2. A hacker can change
3. Fake e-mails can trick users into
4. Learn how to hide your online identity
5. You can post a helpful reply
6. You risk losing your privacy

**B**

- a. giving away vital information.
- b. on social networking sites.
- c. when you share too much personal information.
- d. on this forum.
- e. and be anonymous on the web.
- f. information on your computer system.

## Your Turn


**Listen to the conversation between a bank employee and a client. Copy and complete the chart. Then tick (✓) the correct columns.**




Who ... ?	Client	Bank Employee
1. reported the scam		
2. was suspicious because of the logo		
3. knew about the phishing		
4. wanted to prevent this from happening again		
5. will adjust the filters		



# Protecting Your Business

> **Getting Started: Vocabulary** (page 134)

- 1 **Read the e-mail.** Then choose the correct answers to the questions on the right according to the text. 



To: IT Managers  
From: Sam Brown: Network Administrator  
Subject: Company Cyber Security Meeting

Following last week's cyber attack attempts, we all need to reassess security to protect our business. Please read the agenda points below before our meeting. It is essential that ALL managers attend.

**1. Establish better network security:** Buy new antivirus software with 'real-time' protection to make sure we are better protected against viruses, spyware and other malicious codes. Check which new vendors regularly provide patches and updates to their software.

**2. Secure our network:** Check the firewall and encrypting information. Make sure the WiFi is secure and hidden. To safeguard from unauthorised access, implement password protection on the router.

**3. Establish stronger security policy for all employees:** Consider implementing multi-factor authentication for employees to gain entry to sensitive data. Administrative privileges should be limited to IT managers only. Make sure all employees are aware of the penalties if they violate the business' cyber security rules.


**4. Research new backup system:** Install a more innovative program to perform daily backup which also includes an effective recovery solution. An alternative backup for storing copies off-site or on the cloud is also essential.

**5. Redesign policy on payments:** Check our authentication system with the bank and credit card companies before we open our e-commerce site. It is imperative we use the most trusted validation tools and anti-fraud services.

## Tip!

Multi-factor authentication combines two or more independent credentials: something the user knows, such as a password or a secret question; something the user has got, such as a bank card; and biometric verification.

- Sam Brown is insisting that ...
  - IT managers participate in the meeting
  - all employees read the agenda
- Sam Brown believes that the company needs to ...
  - update its antivirus software
  - replace its antivirus software
- The company has got cyber security rules ...
  - which allow employees to see all data
  - which employees mustn't violate
- The company would like a backup program which ...
  - provides a way to recover data
  - stores data on the cloud
- The company is planning to ...
  - sell products online
  - redesign their products

- 2 **An IT security advisor (A) is giving security advice to a business owner (B). Number sections A-C in the correct order to form a dialogue. Then listen to the dialogue and check your answers.** 

- A B: Yes. How else can we make sure our network is completely secure?  
A: You should consider installing a VPN – a virtual private network. It offers a much better level of security.  
B: How does that work?  
A: It works as a private network, even though you are using a public network.
- 
- B A: Hi, Mathew. What seems to be the problem?  
B: Well Jack, last month we had a serious security breach even though we had installed new anti-virus software.  
A: When did you last download an update?  
B: Oh! I'm not sure.  
A: You need to check for software updates at least once a month.
- 
- C B: OK, I'll get the IT staff to check that.  
A: Is there anything else that you're concerned about?  
B: Yes, some employees have complained that sometimes they can't access all the programs they need.  
A: It sounds like we need to reassess the firewall settings. I'll adjust the settings for you. Have you got any other questions?

- 3 **Practise the dialogue in Exercise 2 with a partner. Pay attention to the sentences in colour.**



4 Read the dialogue in Exercise 2 again. Then decide whether the sentences are true, false or the text doesn't say.

1. Mathew's company has got new anti-virus software.
2. Mathew updated his new anti-virus software last month.
3. Employees now get increased access to more programs.
4. Adjusting the firewall settings will prevent the employees from accessing programs.
5. Jack recommends reducing risk by using a private network.

## Working with Vocabulary

5 Listen and repeat the words in colour. Then replace the words in bold with the words in colour. 🔊

safeguarded • gain entry to • establish agenda • attempted

1. We weren't able to **get into** the factory.
2. The manager wanted to **create** a new department.
3. Hackers **tried** to get into the bank's network.
4. Before the meeting, we received the **list of the topics to discuss**.
5. Make sure your computer is **protected** from malware.

6 Listen and repeat the words in colour. Then match A to B to form sentences. 🔊

A

1. A cyber attack on a government
2. E-commerce is a business transaction
3. If we encrypt all the customer data,
4. Malicious code is used to
5. Special data recovery software
6. Tools are a set of basic accessories
7. A VPN (Virtual Private Network) is a private network

B

- a. for software developers.
- b. can help you find deleted files.
- c. damage data, files and computing systems.
- d. over the Internet.
- e. built over a public infrastructure.
- f. it will be protected.
- g. can cause chaos.



7 Listen and repeat the words in colour. Then use them to complete the dialogues. 🔊

1. real-time protection • aware of multi-factor authentication

A: Is your network secure?

B: Yes. I am <sup>1</sup> ... the problem, so I've got some good <sup>2</sup> ...

A: Have you considered using <sup>3</sup> ... ?

B: Yes, I have, but I've decided not to do that at the moment.

2. penalty • reassess • breach • sensitive

A: We had a data <sup>4</sup> ... last week, so our company is very <sup>5</sup> ... about security. I can't give you my password.

B: What's the <sup>6</sup> ... for doing this?

A: The manager will <sup>7</sup> ... my contract and I could find myself without a job.

8 Choose the correct answer.

1. This is *sensitive* / *trusted* information, so please don't discuss it with anyone.
2. Releasing this information is considered a security *tool* / *breach*.
3. You need to *safeguard* / *attempt* your network against unauthorised entry.
4. What is the *penalty* / *agenda* for coming late to work?
5. Hackers were able to *gain entry to* / *establish* the accounting system.

## Your Turn

**Student A:** You are a security administrator. Ask your security advisor to help you solve some problems. Use the chart on page 91 to tell him / her your problems and record the solutions.

**Student B:** You are an IT security advisor. Provide solutions for your client using the information on page 99.