

CYBER RESILIENCE



PROTECTING BUSINESSES
IN A **DIGITAL** WORLD



MONTHLY NEWSLETTER
VOLUME **#66**

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FOUNDER'S DESK

In today's interconnected world, digital transformation has become a cornerstone of business growth. Organizations are embracing cloud technologies, artificial intelligence, digital payments, remote work, and data-driven decision-making to remain competitive. While these advancements have unlocked unprecedented opportunities, they have also introduced new challenges that no business can afford to ignore.



The theme of this edition, “Cyber Resilience: Protecting Businesses in a Digital World” reflects one of the most pressing priorities for organizations of every size. Cybersecurity is no longer solely the responsibility of an IT department—it is a business imperative. A single cyber incident can disrupt operations, compromise customer trust, impact financial performance, and damage years of hard-earned reputation. Today, resilience is measured not only by how businesses respond to challenges but also by how effectively they prepare for them.

True cyber resilience extends far beyond firewalls and antivirus software. It requires a proactive approach that combines technology, governance, employee awareness, and business continuity planning. Organizations that invest in strengthening their digital infrastructure today will be better equipped to innovate, build trust, and seize opportunities in tomorrow's digital economy.

At the Punjabi Chamber of Commerce, we believe that empowering our members with relevant knowledge is essential to building stronger businesses and stronger communities. Through the expert perspectives, practical insights, and real-world experiences shared in this edition, we hope to encourage business leaders to view cybersecurity not merely as a technical necessity, but as a strategic investment that safeguards their organizations and enables sustainable growth.

As we embrace this digital future, I am also excited about the continued growth of PunjabiTech, an initiative of the Punjabi Chamber of Commerce dedicated to bringing together technology professionals, entrepreneurs, innovators, investors, and digital leaders from across the globe. Our vision is to create a collaborative platform where ideas are exchanged, partnerships are formed, and conversations around emerging technologies like artificial intelligence, cybersecurity, cloud computing, fintech, and digital transformation—lead to meaningful business opportunities and innovation. Through expert-led discussions, networking events, and knowledge-sharing initiatives, PunjabiTech will help our community stay informed, connected, and future-ready.

I am also delighted to reflect on the success of our recent PCC Golf Invitational 2026, which brought together entrepreneurs, executives, professionals, and community leaders for a memorable day of networking, collaboration, and relationship-building. Beyond the game, the event reinforced what has always been at the heart of the Punjabi Chamber of Commerce—building trusted relationships that create lasting business opportunities and strengthen our global community. My sincere gratitude goes to our sponsors, participants, volunteers, and organizing team for making the event a tremendous success.

As businesses continue their digital journey, let us remember that technology and human connection must go hand in hand. By embracing innovation responsibly, strengthening our cyber resilience, and fostering collaboration through initiatives like PunjabiTech and the Punjabi Chamber of Commerce, we can build organizations that are secure, agile, and prepared for the future.

I extend my heartfelt appreciation to all our contributors, members, partners, and readers for your continued trust and support. Together, we will continue to build stronger businesses, empower innovation, and create a more resilient global business community.

**WARM REGARDS,
GURPREET (GARY) PASRICHA
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Glimpses of PCC GOLF INVITATIONAL 2026

A Day of **Business, Sport & Connection**



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Glimpses of

PCC GOLF

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Glimpses of
PCC GOLF
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Protecting Business Data: The Overlooked Cybersecurity Risk in Immigration Compliance

When businesses think about cybersecurity, immigration compliance files rarely come to mind. But every Form I-9, visa petition, and supporting document sitting in an HR or legal file cabinet contains some of the most sensitive personal data a company holds: full names, dates of birth, Social Security numbers, passport and visa numbers, and copies of government-issued identity documents. That makes immigration compliance records a genuine cybersecurity exposure, not just a paperwork obligation.

A Compliance Function That Is Also a Data Risk

Employers are required to retain Form I-9 records for every hire, and increasingly, that retention happens electronically. Remote verification, digital document uploads, and cloud-based HR platforms have made the process faster, but they have also expanded the attack surface. A breach involving I-9 or visa sponsorship data is not merely an HR headache; depending on the jurisdiction, it can trigger state breach-notification laws, regulatory scrutiny, and reputational damage well beyond the immigration function itself.

Practical Steps for Business Leaders

Businesses do not need to overhaul their entire IT infrastructure to close this gap. A few practical steps go a long way:

- Store immigration and I-9 records separately from general personnel files, with access limited to those who need it.
- Use encrypted, password-protected systems for any electronically stored compliance documents.
- Build a defined retention and purge schedule so documents are not kept longer than legally required.
- Vet the security posture of any third-party platform used for remote verification or e-Form I-9 storage.
- Include immigration and HR data explicitly in the company's incident response plan, not as an afterthought.

Digital Trust Starts With the Basics

Digital trust is built in the unglamorous corners of a business as much as in its customer-facing systems. As regulators pay closer attention to how companies safeguard employee data, and as remote and AI-assisted verification tools become standard practice, businesses that treat immigration compliance as part of their broader cybersecurity program will be far better positioned than those that treat it as a filing cabinet exercise. Leadership in cybersecurity means recognizing that data risk hides in ordinary compliance processes, not only in the systems that obviously handle money or customer information.

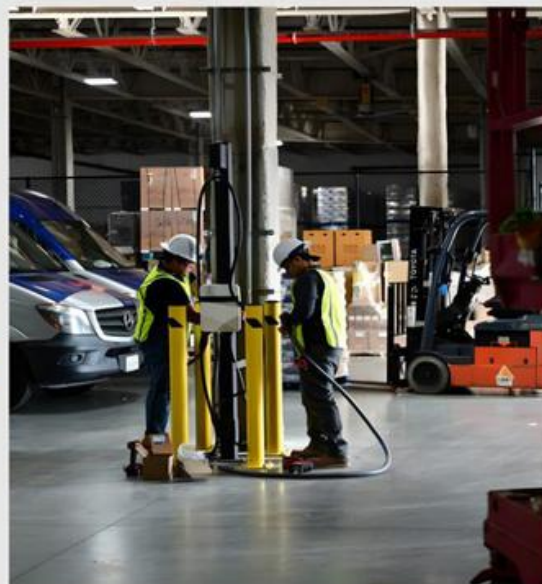
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Cyber Resilience: Protecting Businesses in a Digital World

Why Marketing and Security Must Move Together in the Digital Economy

Every brand today lives online before it lives anywhere else. A customer's first handshake with a business is rarely a storefront or a sales call — it's a website, an ad, a chatbot, a payment gateway. As a founder running a digital marketing and brand agency across India, the UAE, and global markets, I see this every day: the same digital channels that build a brand's reputation are also the channels most exposed to attack. Cyber resilience, in other words, isn't a back-office IT concern anymore. It's a front-line business concern, and increasingly, a marketing concern.

Cyber Resilience as a Growth Strategy

Most SMEs and growing brands still treat cybersecurity as insurance — something you buy and hope never to use. In reality, resilience is what allows a business to keep growing through disruption. A single breach, defacement, or data leak can undo years of brand-building in a single news cycle. We advise every client, whether they're launching a luxury retail brand or a fintech platform, to budget for resilience the same way they budget for growth: proactively, not reactively.

Protecting Business Data While Scaling Digital Marketing

Agencies like ours sit at an interesting intersection: we hold client ad accounts, CRM data, campaign analytics, and customer information across multiple markets and jurisdictions. That access is a privilege, and it comes with responsibility. At Psyber, every client engagement — from a website build to a full digital strategy — includes a data-handling protocol: access controls, encrypted storage, and clear ownership boundaries between the agency and the client. Good marketing and good data hygiene are no longer separate disciplines; they have to be designed together from day one.

AI & Cybersecurity: Two Sides of the Same Coin

AI is transforming how brands market themselves, and it's transforming how attackers target them. We use AI-powered tools daily for content generation, campaign optimization, and predictive analytics — but the same technology lowers the barrier for convincing phishing attempts, deepfake impersonation, and automated social engineering aimed at brands and their customers. Businesses adopting AI-driven marketing should pair every new AI tool with a matching security review: who has access, what data does it touch, and how is output validated before it reaches a customer.

Leadership in Cybersecurity Starts at the Top

Cyber resilience fails when it's delegated entirely to IT and forgotten by leadership. Founders and CXOs set the tone: do we patch quickly or push it to next quarter? Do we train staff on phishing or assume common sense is enough? Do we ask our vendors and agencies about their security practices before we ask about their creative portfolio? Leadership that treats these as strategic questions — not technical footnotes — builds organizations that survive incidents instead of being defined by them.

Managing Cyber Risk Across Web3, AI, and Global Campaigns

As Psyber has expanded into Web3-enabled marketing and AI-powered campaign tools across India, the UAE, and Europe, we've had to build risk management into the fabric of how we operate — not as an afterthought. That means vetting third-party plugins and integrations before deployment, segmenting access by market and by client, and running regular audits on anything that touches customer data or payment flows. Cyber risk management, done well, is invisible to the customer and non-negotiable behind the scenes.

Digital Trust: The New Brand Currency

Ultimately, every marketing decision a business makes is also a trust decision. Customers today are more aware than ever of data misuse, breaches, and manipulative digital practices. A brand that can demonstrably say "we protect what you share with us" earns a durable advantage that no ad spend can buy. At Psyber, we've started treating digital trust as a measurable brand asset — something to build, communicate, and protect with the same discipline we apply to creative strategy and performance marketing.

The Path Forward

Cyber resilience and marketing may sound like two different departments, but they answer the same question: can customers trust this brand with their attention and their data? Businesses that align their creative ambition with disciplined security practices won't just protect themselves from the next incident — they'll build the kind of trust that compounds into long-term growth. That's the future we're building toward at Psyber, and it's a conversation I'd encourage every business leader in the PCC network to prioritize.

BY ANTRIKSH SHAH
MEMBER (VANCOUVER CHAPTER)

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MANPREET SINGH

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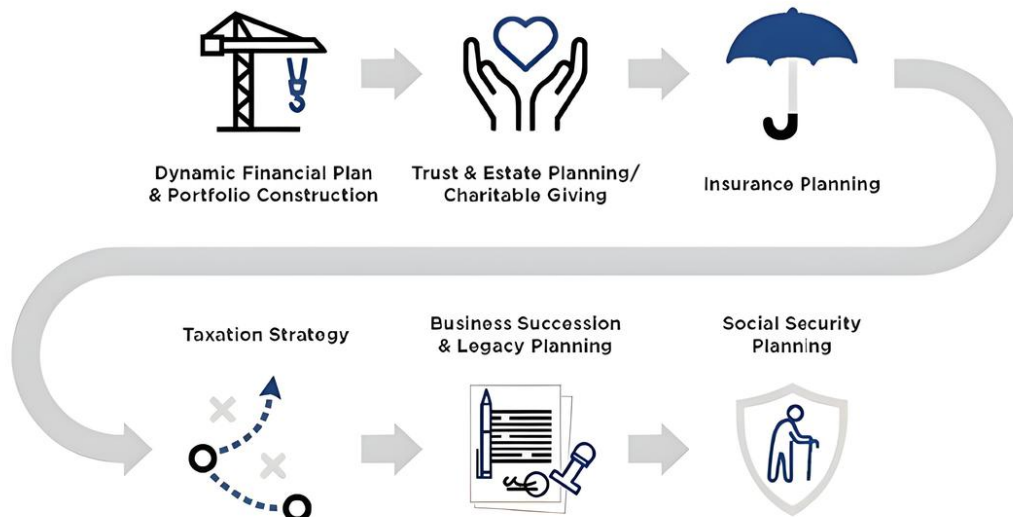
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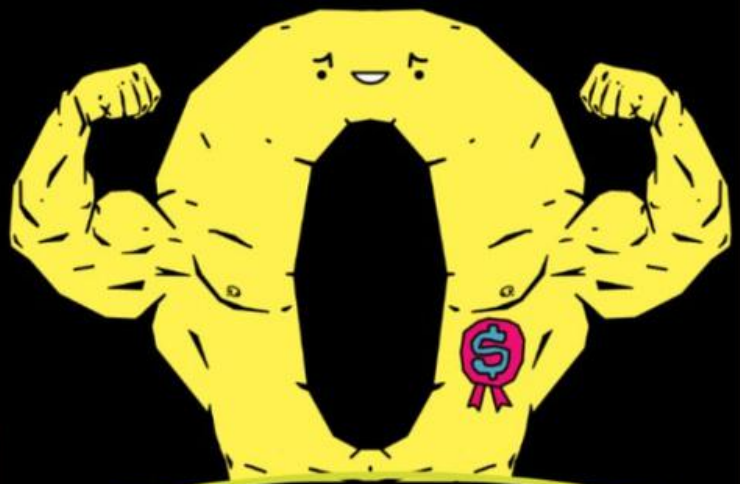
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