

NY SHIELD Act Readiness Check for Small Businesses

**5-Minute Self-Assessment | Identify Data Security Gaps Before
Fines Hit**

Prepared by: **Kelvin Tendayi, MS Cybersecurity**
CCSK & CCZT Certified | NYC-Based Compliance Specialist
Email: hello@kelvinis.online | kelvintendayi@gmail.com

About NY SHIELD Act

New York's SHIELD Act requires **any business** holding private information of NY residents to implement "reasonable safeguards" to protect data from breaches. Violations can result in fines up to **\$5,000 per violation** for failure to maintain safeguards (with **no cap on total penalties**), plus up to **\$250,000** for failure to notify affected residents within 30 days of a breach.

This checklist helps you identify compliance gaps in under 5 minutes.

Quick Self-Assessment

Answer YES or NO to each question. Each NO indicates a potential compliance gap.

Question	YES	NO
1. Data Inventory: Do you have a written list of what private information you collect (customer names, emails, SSNs, credit cards, health data, etc.)?	<input type="checkbox"/>	<input type="checkbox"/>
2. Access Controls: Do you require strong passwords AND multi-factor authentication (MFA) for systems that access customer/employee data?	<input type="checkbox"/>	<input type="checkbox"/>
3. Encryption & Security: Is sensitive data encrypted both when stored and when transmitted (emails, file transfers, backups)?	<input type="checkbox"/>	<input type="checkbox"/>
4. Incident Response Plan: Do you have a written plan for what to do if a breach occurs (who to notify, how to report to NY Attorney General within 30 days per 2024 amendment)?	<input type="checkbox"/>	<input type="checkbox"/>
5. Employee Training: Have all employees completed cybersecurity awareness training in the past 12 months (phishing, password safety, data handling)?	<input type="checkbox"/>	<input type="checkbox"/>

Your Score

Count your **NO** answers:

- **0 NOs:** Strong compliance posture. Annual review recommended.
- **1-2 NOs:** Moderate gaps. Quick fixes needed to meet SHIELD requirements.
- **3+ NOs:** Significant compliance risk. Immediate audit and implementation recommended.

Common SHIELD Gaps We Fix

1. Missing Data Inventory

We map what data you collect, where it's stored, and who accesses it (cloud, local files, email).

2. Weak Access Controls

We deploy MFA (Microsoft 365, Google Workspace, QuickBooks) and password policies in 1-2 weeks.

3. No Encryption

We enable encryption for backups, email, and file sharing (OneDrive, Dropbox, cloud storage).

4. No Incident Plan

We create a simple 1-page breach response plan with NY Attorney General notification templates.

5. Skipped Training

We deliver 30-minute recorded security awareness training employees can complete on schedule.

What Happens If You're Not Compliant?

- **Fines:** NY Attorney General can fine up to \$5,000 per violation with no cap, plus \$250,000 for notification failures.
- **Legal Liability:** Customers can sue for damages from breaches caused by negligence.
- **Reputation Damage:** Public breach notifications harm customer trust and retention.
- **Insurance Issues:** Cyber insurance may deny claims if you lack "reasonable safeguards."

Our Fixed-Price SHIELD Compliance Packages

Package	What's Included	Price
Quick Audit	1-week assessment: data inventory, gap report, priority recommendations	\$1,500
Implementation Sprint	Audit + deploy MFA, encryption, basic policies, incident plan (2-3 weeks)	\$3,500
Full Compliance	Sprint + employee training, quarterly check-ins, breach response support (6 months)	\$6,500

All packages include:

- Written compliance documentation for audits/insurance
- Priority email/phone support during implementation

- 30-day post-delivery support
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About Kelvin Tendayi

- MS in Cybersecurity, Yeshiva University (NYC)
- Certified: CCSK (Cloud Security), CCZT (Zero Trust)
- ISACA Top 10 Finalist (Cybersecurity Competition)
- Specialization: Affordable cloud security and compliance for NYC small businesses, nonprofits, and professional services

Local Focus: NYC small businesses (accounting firms, retail, event services, tech, real estate, professional services).

Next Steps

1. Review your answers above. Count your NOs.
 2. Email your completed checklist to: hello@kelvinis.online or kelvintendayi@gmail.com
 3. Schedule a free 15-minute results review call.
 4. Get a custom quote for closing your gaps.
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Frequently Asked Questions

Q: Does SHIELD apply to businesses under 50 employees?

A: Yes. SHIELD applies to ANY business that collects private information of NY residents, regardless of size.

Q: What counts as "private information"?

A: Names combined with SSN, driver's license, credit card, account numbers, biometrics, health data, usernames/passwords, or email + security questions.

Q: We use Google Workspace or Microsoft 365. Are we compliant?

A: Not automatically. You must enable MFA, configure encryption, train employees, and have policies/plans in place.

Q: How long does implementation take?

A: Quick fixes (MFA, policies) take 1-3 weeks. Full compliance typically takes 4-8 weeks depending on business size.

Q: Can you help if we've already had a breach?

A: Yes. We provide incident response support and post-breach compliance remediation.

Contact Information

Kelvin Tendayi

Cybersecurity Consultant | SHIELD Compliance Specialist

Email: hello@kelvinis.online | kelvintendayi@gmail.com

Location: New York City

To schedule a call: Email hello@kelvinis.online with your availability

This checklist is for informational purposes and does not constitute legal advice. Consult with a qualified attorney for specific compliance questions.