



Technological University of the Philippines - Manila
College of Science - COS/CLA Building
Computer Studies Department



ACTIVITY #4

CS433 - Social and Professional Issues

CYBERSECURITY

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Submitted To:

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Instruction: Write a comprehensive discussion, in four paragraphs, highlighting the advantages of Cybersecurity.

Even before the time of technology, security was essential to people's daily lives. For example, banks have always been tightly guarded to prevent crimes like robbery. Now that technology has emerged, a new requirement has been existing to us people who use it, data. It contains details that only exist on papers before but now it can be stored in a server and stored online. Meaning is that not only one can access it if someone tries to but they can also leak it publicly which poses a danger to people as it contains important details such as address, name and more.

Cybersecurity addresses these challenges by offering numerous advantages for individuals, businesses, and governments in today's interconnected world. Effective cybersecurity protocols prevent unauthorized access to sensitive information, reducing the risk of data breaches and theft. Since data is one of the most valuable assets today, cybersecurity protects personal, financial, and intellectual property from being compromised. Individuals benefit by securing their private information, while businesses can avoid costly data leaks, maintaining the trust of their clients and partners.

Having strong and efficient security strengthens a business continuity and resilience. It provides efficient ways of backups, recovery systems, where businesses can quickly recover from the aftermath of the attacks thus minimizing their losses. Having this kind of protection and resilience is an important part for sectors like healthcare, financial services, and even e-commerce. Moreover, cybersecurity enables businesses and organizations to initiate trust and strengthen relationships with customers and its partners. Now that people have become aware of the risk of data breaches where their personal information can be leaked, they are more likely to engage with companies who have a strong background in cybersecurity which could be an advantage for them.

Finally, cybersecurity is also an example of technological growth and innovation. With secure systems in place, organizations can adapt to new digital technologies like cloud computing, AI, and IoT. By integrating into these systems, companies can reduce vulnerabilities and risk with digital transformation. A strong cybersecurity foundation allows businesses to explore new digital capabilities without compromising data integrity, leading to greater efficiency and improved customer service. Overall, cybersecurity not only protects digital assets but also empowers progress and growth in an increasingly digital world.