

---

# INFORMATION LEAKS



# AGENDA

Introduction

Types of Information Leaks

Real-world examples

Facebook-Cambridge Analytica  
Leaks

Ethical responsibilities

Prevention

Conclusion



# TYPES OF INFORMATION LEAKS

- Data breaches (hackers steal passwords/emails)
- Insider leaks (employees leak information)
- Misconfigured systems (databases left public)
- Human error (sending information to the wrong people)





- Facebook-Cambridge Analytica – leaked personal data of 87 million users
- Sony Pictures hack – leaked company emails and movies

## REAL-WORLD EXAMPLES

Why was it wrong?

- Violated user trust
- Showed lack of security
- Huge impact on people

# FACEBOOK- CAMBRIDGE ANALYTICA LEAK



- What happened?
  - It got exposed that facebook allowed Cambridge Analytica to collect millions of user profiles
- What did it reveal?
  - Massive data misuse
  - Influence of elections using personal data
- Impact
  - US and EU started new privacy laws
  - Facebook got multi-billion dollar fines
  - Big changes in how apps can access data



# ETHICAL RESPONSIBILITIES

- Protect personal information with privacy, fairness and transparency
- Ensure accountability in handling cybersecurity incidents
- Disclose vulnerabilities and support affected consumers
- Go beyond legal compliance: treat data privacy as an ethical responsibility
- Build trust through transparency and responsible practices

# PREVENTION



- Strong password/2 Factor Authentication
- Proper encryption
- Employee training
- Regular security checks
- Not collecting unnecessary data
- Reporting leaks quickly
- Testing



**THANK YOU FOR YOUR ATTENTION!**