

Information Technology Competition
IT Strategy

Client: iNOU / DC
Request for Information

The logo for Chi Epsilon Consulting is enclosed in a thick black rectangular border. It features the word "Chi" in a large, elegant, black script font at the top. Below it, the words "EPSILON" and "CONSULTING" are stacked in a bold, black, all-caps serif font.

Chi
EPSILON
CONSULTING

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April 5th, 2020

TABLE OF CONTENTS:

1. Background Observations	3
a. Introduction (Cover letter)	
i. Why Chi Epsilon Consulting Group	
b. Business Problem	
2. Scope and Objectives	4
a. High-Level Business Needs and Goals	
b. Critical Success Factors	
3. Proposed Policy Development Process and Implementation Plan	8
a. Solution Options and Recommendations	
b. Overall Solution Diagram	
c. Implementation	
d. Risk Assessment	
4. Proposed Consulting Team	16
5. Timetable and Cost	17
a. Costs (including resources)	
b. Project Management Components	
i. Agile Delivery	
ii. Timeline of Project Cycle	
iii. Program Governance Strategy	
6. Benefits to www.iNOU.com	20
a. Impact to Organization	
i. Public Relations	
ii. Information Security and Privacy Policy	
b. Success Criteria Defined	
i. Internal Progress	
ii. External Progress	
7. Statement of Agreement	23
8. Resources and References	24
9. Appendix	27

BACKGROUND OBSERVATIONS

INTRODUCTION (COVER LETTER):

It has been projected that 8,000 social media users pass away daily. The amount of deceased social media users has acilon Consulting drives progress. Our associates partner with leaders in business and society to tackle their utmost challenges and capture the best opportunity where cumulated over the past couple of years and will continue to grow at an exponential rate for years to come. Recently, during a www.iNOU.com (iNOU) hack-a-thon, www.digitalcrypt.com (DC) was created to become a database for the deceased. Alongside rolled over data received from iNOU, DC uses artificial intelligence and machine learning from public sources to generate missing information, forming a reasonably complete database. Six months into the development of the project, a campaign was launched to introduce DC to the public. However, the publicity campaign backfired as DC received negative responses from the public. This then led 10 million of their users to deactivate their accounts, approximately resulting in a \$398.5 million loss. Unfortunately, this became a controversial topic as the Wall Street Journal released a story comparing iNOU with the infamous WeWork.

The founders and shareholders of iNOU want to resolve the current public relations problem and implement a long-term plan for stronger privacy policies. Furthermore, with a respectful and responsible image, iNOU will demonstrate their ability to handle and monetize information on the deceased.

Our consulting group has strategized solutions that will remediate these internal and external problems. The group will track progress, short-term and long-term, by identifying the usages of critical success factors through key performance indicators (KPI) and other key metrics. Chi Epsilon Consulting aims to enhance the user experience, increase user retention, and compliance with state and federal policies and standards while producing a net positive business statement.

Chi Epsilon Consulting chooses to compete. Our work combines advice with execution and integrity. We believe that when our clients and society are stronger, so are we. Our diverse team brings deep industry expertise, delivering solutions through cutting-edge strategy consulting. We utilize our unique cross-functional model throughout the firm and at all levels of the client organization to generate results that allow our clients to thrive.

BUSINESS PROBLEM:

As the number of deceased users will eventually outnumber active users on every social media platform, iNOU faces the challenge of handling and securing personal data of the deceased in an ethical manner. Moreover, this obstacle will not be hurdled easily as the WeWork comparison has damaged iNOU's reputation. However, the following challenges must be addressed to reinstate iNOU's brand and the public's approval: the public relation issue, legal complications, the user experience, and the ungoverned privacy policies.

SCOPE AND OBJECTIVES

HIGH LEVEL BUSINESS NEEDS AND GOALS:

The overall objective of this proposal is to develop and implement a strategic plan that enables policy development and implementation of the DC platform to be compliant with stakeholders, consumers, Executive Sponsors, CFAA (Computer Fraud and Abuse Act), Hack-A-Thon Governance Committee, and both State and Federal Governments while becoming a viable source of monetization for the iNOU platform. The correlation for current business needs and goals relate to key initiatives relating to:

- Data Protection and Privacy Policy for the Deceased
- Public Trust and Opinion
- Monetization of DC Platform
- User Experience within iNOU and DC Platform
- Strategic Third Party Partnerships

As iNOU and DC venture into avenues of generating a consistently net-positive business model, through the Chi Epsilon Consulting Group, our team will provide tangible solutions to become a consumer based business creating a sustainable brand and product for any entity operating for iNOU's business needs and goals.

Staggering statistics based on the Pew Research Center in 2019 state American distrust due to little to no control of their data displayed in the graph shown. Based on this concurrent data about government and company distrust, it is our recommendation to base the business objective needs centering around our 5 tangible business needs and strategic goals moving forward for iNOU and DC.

Our agile project structure through implementation scales and adapts through foreseeable risks and regulations to the DC database. Scaling out a feasible process that addresses short term and long term risks through the assessment of the Chi Epsilon Consulting Group. Agile project management and implementation would meet business needs based on sprint workflows and consistently updates all cross-functional teams adapting in any scenario the public reacts with.

Majority of Americans feel as if they have little control over data collected about them by companies and the government

% of U.S. adults who say ...

		Companies	The government
Lack of control	They have very little/no control over the data __ collect(s)	81%	84%
Risks outweigh benefits	Potential risks of __ collecting data about them outweigh the benefits	81%	66%
Concern over data use	They are very/somewhat concerned about how __ use(s) the data collected	79%	64%
Lack of understanding about data use	They have very little/no understanding about what __ do/does with the data collected	59%	78%

Note: Those who did not give an answer or who gave other responses are not shown.
Source: Survey conducted June 3-17, 2019.

"Americans and Privacy: Concerned, Confused and Feeling Lack of Control Over Their Personal Information"

PEW RESEARCH CENTER

Another business need of Digital Crypt is to consider all relevant parties to the situation and find a solution that touches base with all stakeholders. From the prompt, 4 external stakeholder types were specified and further research was done on what specific parties make up these stakeholders.

General Public

- Users
- Lost Users
- Non-users

Potential Corporate Partners

- Corporate
- Law Enforcement
- Insurance
- DNA Research
 - 23andMe

Government & Legislative Bodies

- President
- Federal Trade Commission
- United States Department of Justice

Interest Parties & Pressure Groups

- Religious Groups
- User Rights Activists
 - Electronic Frontier Foundation
 - TechFreedom
 - Center for Democracy and Technology
 - Public Knowledge

While there is an overall risk regarding DC, it is important to differentiate the areas of risk or anticipated objection in dealing with each of these stakeholders. After reviewing the objection matrix and assessments, the Chi Epsilon Group provides this initiative matrix analyzing current risks to the scalable assets of the current business model. The table better puts into perspective which external stakeholders will have issues with each monetization method that iNOU wants to implement.

		External Stakeholders			
		General Public	Potential Corporate Partners	Government & Legislative Bodies	Interest Parties & Pressure Groups
		Anticipated Objection	Anticipated Objection	Anticipated Objection	Anticipated Objection
Initiatives	Genealogy research for INOU	Medium	Low	Low	High
	Business partnerships/vendors	High	Low	Low	High
	ID fraud & information abuse	Low	Medium	High	Medium
	Extended access to information on the deceased	Low	Medium	Medium	Medium
	Demographic and statistical studies	Low	Medium	Low	Low
	Family genealogy research	Low	Medium	Low	Low
	Location and/or disposition of remains	Low	Medium	Low	Low
		Most concerned with data being used for business/monetization	Most concerned about competitive landscape and protection business rights	Most concerned about potential litigations around information abuse and national security	Most concerned about information security rights and how this affects future cases

Assessing the current business model with data and stakeholder perspectives allows a clear and defined objective for understanding the criteria relating to high level business needs and goals. The implementation and proposed solutions presented later within the request for information document will elaborate further analyzing these factors.

CRITICAL SUCCESS FACTORS:

Key Performance Indicators (KPI's) and metric assessments recommendations the Chi-Epsilon Group believe indicate Critical Success Factors that address short and long term needs are:

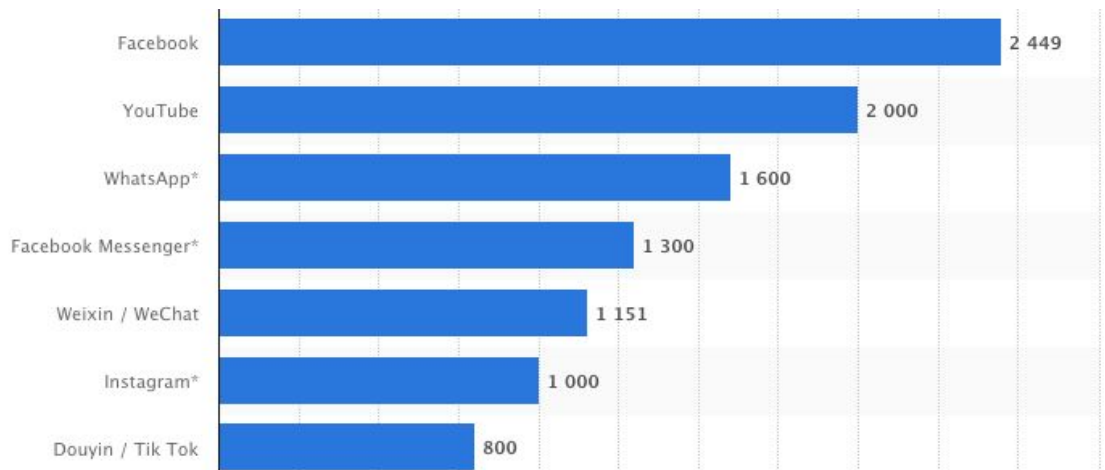
- Net-Positive Business Statement
- Number of Users on the iNOU and DC Platform
- Engagements of Potential Users
- Consent Based Post-Mortem Privacy Policy
- Legacy User Protection
- Transparency Metrics
- User Protection Department Engagement
- Third Party Partnerships

Based on user market platforms and research, concurrent data displays that 41% of Internet Users prioritize disclosing less personal information online and 11% of the same population intending on “Closing Facebook and other social media accounts, etc.”. (Statista, 2020) Accommodating the current needs of the market by both gaining user trust and placing a heavy emphasis on User protection and privacy through our policy statements can gain a solid public relations perspective and marketability of revitalizing the DC perception.

Through revitalizing the privacy policy and brand strategy, effective influence based on these statistics can lead to public trust through viable assets of monetizing current data in compliance with the user and regulators.

Compliance with both the iNOU platform and potential collaboration with a DNA Research company for enhancing leads to genealogy research would suit regulation by the Food and Drug Administration (“FDA”), an agency within the Department of Health and Human Services (“HHS”), the Health Insurance Portability and Accountability Act (“HIPAA”), and the National Institute of Standards and Technology Internal Report 8053 (“NISTIR 8053”). Through risk analysis and assessment, our solutions team provides a process track that assesses all stakeholders and perspectives in a methodology that adapts for current and future business needs.

Analyzing the social media market, insights into complying with regulators assess the metrics relating to steady growth as of January 2020 provided by Statista (number range in millions).



Although the top media competitors assess common themes of building user profiles and collection of data, despite privacy conflicts with notable companies like the Facebook Portfolio (Facebook, WhatsApp, Messenger, Instagram), continual growth and data represents their space in the proper light despite some public distrust. While it is clear that iNOU’s original growth user base was 150 million is not the 2 billion user base Facebook may have, keeping correlation and adherence to our Critical Success Factors model based on research of each company's privacy policy will effectively create a sustainable net-positive business model.

PROPOSED POLICY DEVELOPMENT PROCESS AND IMPLEMENTATION PLAN

SOLUTION OPTIONS AND RECOMMENDATIONS:

With all the needs and goals in mind, our team is recommending to continue the DC with revised policies for several reasons. As this is still a relatively unprecedented monetization model, there is a significant early mover advantage. DC would have barely any initial competition and would have the entire market to seek for business partnerships. Furthermore, as one of the first in deceased data, policy revisions now give a chance for DC to shape the regulations and industry norms going forward. Finally, iNOU has already invested considerable resources into the infrastructure of the database and discontinuing it would not realize the full potential of those resources.

In order to solve the issue at hand while continuing the project, our team is recommending solutions that will revitalize DC's public image, communicate to external stakeholders that iNOU is willing and capable of addressing any future compliance and PR issues, comply with current laws and minimize chances of litigations from future regulations, and are financially viable.

These solutions will cover 3 different areas: The user experience platform (www.digitalcrypt.com), P.R. & marketing, and information security.

I. User Experience Platform

A. Privacy Controls

1. Enable users to choose what information about them is published on digitalcrypt.com or sold to business partners, iNOU team decides what information users can choose from

B. Legacy User and Request for Permission Change

1. Legacy User

- a) Implement a system for iNOU where users can choose a "legacy" user that has control and permissions over an account once the owner has become deceased

- (1) Advise that choosing of a legacy user should not occur during account creation but as an optional choice in settings. Forcing the choice during account creation may dissuade potential users

2. Request for Permission Change

- a) If an owner of an account becomes deceased without choosing a legacy user, other users can submit a "Request for Permission Change" to have that account's permissions changed to them

- (1) Some metrics that can be used in determining whether permission is granted or not are listed below:

- (a) Requester can provide a form of government ID
 - (b) Deceased's death certificate

(c) Deceased's I-9 form

(d) General information of deceased's accounts for account identification

C. Transparency Pages

1. New web page(s) on digitcrypt.com including revised privacy policy and any additional information that the public should know in relation to information requested by the government or third party outlets

D. Escalation platform

1. Create a platform where users can ask questions, provide feedback, and receive assistance from DC. Platform should be accessible by phone call and through the website

E. FAQ

1. Forum for frequently asked questions. Questions can be pulled from focus groups and active users

F. Postmortem Privacy Statement

1. Implement and publish policy on what happens when a user becomes deceased and how their information is handled
2. Applicable to currently deceased and previous users.

G. Focus Groups and Surveying

1. Perform focus groups to obtain user insights and desired policy changes. Focus groups will be conducted on a biweekly basis to analyze findings before following groups

II. P.R. & Marketing

A. PSA from CEO/President

1. Acknowledge and apologize for the previous PR incident. Assure the public that iNOU is aware of the situation and is working towards a solution

B. Apology to Lost Users

1. Send an apology and summarized PSA to users lost in the previous PR incident

C. Communication of Revised Policies

1. Send new terms & conditions and privacy policies to current and previous users

D. Rebranding

1. Change name of digitcrypt.com to a more positive name
 - a) Dissociates previous PR incident with "new" digitcrypt

E. PR Campaign

1. Utilize iNOU's marketing channels to communicate policy changes and reshape public image on digitcrypt's uses and purpose
 - a) Hire a publicist (will be a part of the User Protection Department detailed below) with good relations to various news sources. Publicists will communicate changes and set up interviews with news sources

- b) DC should be publicly portrayed as a way of accessing information on deceased loved ones rather than as a database for monetization purposes

III. Information Security and Privacy Policies

A. Privacy Policy

1. Develop policies regarding the deceased in the following areas:
 - a) Identify what information DC collects
 - b) Identify how information is used
 - c) Identify individual user privacy controls
 - d) Identify how information is shared
 - e) Identify how information is secured
 - f) Identify the operation(s) and security of data transfer
 - g) Identify how the company cooperates and complies with regulations
2. Implement policies that comply with the European Union General Data Protection Regulation (GDPR) to enable multinational expansion for long-term future growth

B. User Protection Department

1. Create a designated task force to monitor this issue during and after (team will remain active as long as iNOU desires) project life cycle. Task force will be a mix of internally and externally hired personnel. Continuous improvement implementations will also be involved as they search and strategize new ideas for better data protection. This team will also be compiling and tracking data that will show a market to brand DC and appeal to the focus groups.
2. Details of the department are listed in the table below:

Function	# of People	Talent Acquisition	Employment Type
Legal	3	Internal	Full time
Public Relations	2	Internal	Full time
Data Security Analyst	2	Internal	Full time
Auditors	3	External	Contractor
Project Managers	2	Internal	Full time
Data Protection Officer	1	Internal	Full time
Publicist	1	External	Contractor
Risk Management	2	Internal	Full time

3. Organizational Functions

a) Legal

- (1) Up to date knowledge on data transfer and privacy policies as well as conducting regular audits for compliance

b) Public Relations

- (1) During development and implementation phase, the team will work with the department to introduce their vision to the public
- (2) After, the team will consist of only 1 associate who will handle FAQ for deceased user privacy protection and in the event that a crisis situation occurs

c) Data Security Analyst

- (1) Run regular security audits and penetration testing to ensure data security is maintained across the company

d) Auditors

- (1) Contracted Third-Party auditors that will perform quality control, benchmarking functions of DC's privacy policies, compliance and security audits of all systems

e) Project Managers

- (1) Team leaders who create and execute projects in the department

f) Data Protection Officer

- (1) Overview all existing projects, provide resources if necessary, and address any problems found within the system

g) Publicist

- (1) Good relationship with multiple news sources and can set up interviews with multiple channels

h) Risk Management

- (1) Identifying, analyzing and responding to risk factors as well as providing insight to develop decision criterias
- (2) Control possible future events and is proactive rather than reactive

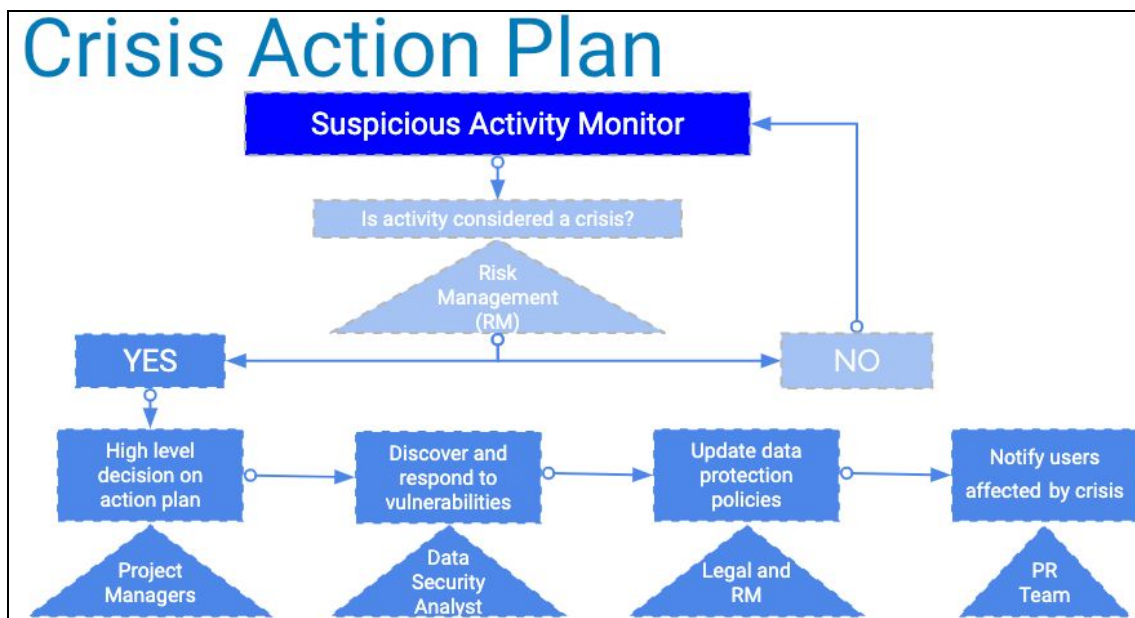
C. External Shareholder Workshops

1. Meetings with external stakeholders and interdisciplinary team to understand the situation and develop

a) An interdisciplinary team should work together in policy development. This team should include:

- (1) Senior leadership
- (2) IT department
- (3) The data steward of corporate information

- (4) Security and risk management team
 - (5) Program governance team
 - (6) Legal staff
 - (7) Third-party business partners
 - (8) Adjunct staff business functions/contractors
 - b) One meeting will be held at the start of the project life cycle and one near the end.
(See timeline for more details)
- D. Relationship Discovery Engine
- 1. Confine the amount of data that is shared between iNOU's discovery engine and DC's database
- E. Crisis Action Plan
- 1. Key Department Involvement:
 - a) Risk Management: Monitor for suspicious activities regularly, to reveal variances and discrepancies within the system
 - b) Project Manager: Coordinate high-level response efforts
 - c) Data Security Analyst: Discover and respond to the data breach and/or vulnerabilities
 - d) Legal and Risk Management: Update the data protection policies, maintains compliance standards for records retention and informs the appropriate parties
 - e) Public Relations Team: Lead customer identification, communications coordination efforts and key relationship management



The revised user experience platform will enable DC to comply and cooperate with current legal regulations and requirements. The public relations and marketing initiative addresses and revitalizes the public perception of the company. The modification and new implementation of information security will provide confidence and assurance to the public, third-party business partners, and the stakeholders that DC can secure data properly and remediate any risks accurately.

OVERALL SOLUTION DIAGRAM:



IMPLEMENTATION:

I. Data Privacy Implementation

A. Data privacy control implementation

1. Depending on company data privacy procedure, requirements, and risk appetite, a set of controls is needed in order to either avoid, transfer, mitigate, or accept the risks
2. Compile and ensure implementation of every necessary control in a risk treatment plan or crisis action plan

B. Initiate data privacy training and awareness program

1. Every employee should understand the new privacy policy, procedure, and security controls regarding the information of the deceased
 - a) Informs the basic requirements for working with private personal data
2. Employees are not a security problem, they are part of the solution. Educating and empowering the company employees allows the company to mitigate against cyber threats and risks

3. Incorporate post training evaluations for retention insight throughout the project cycle
4. The following individuals/teams may require advanced training for specific procedures:
 - a) Data Protection Officer
 - b) IT Staff
 - c) Security Steam
 - d) Legal
 - e) Auditors

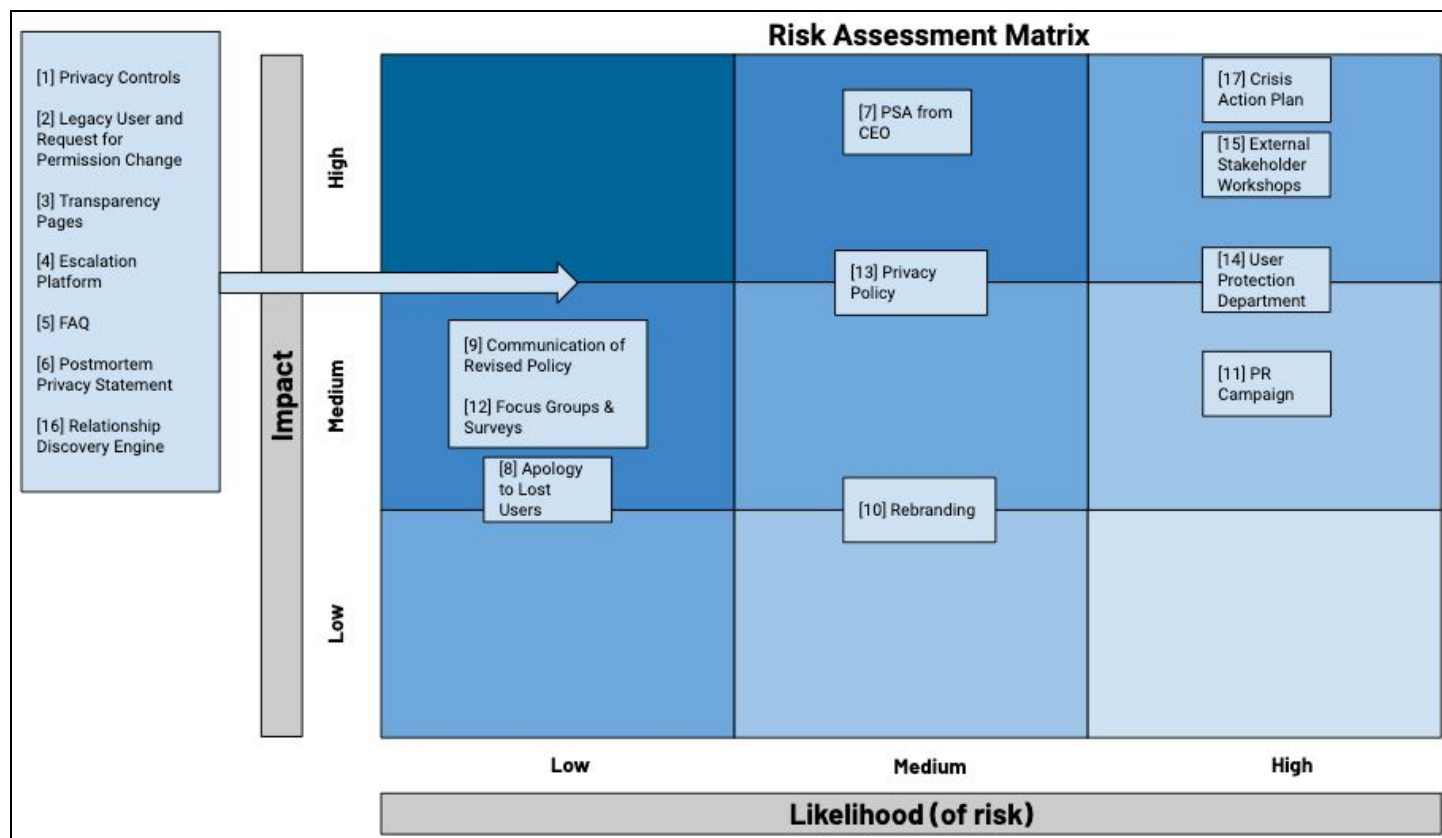
C. Monitor and Compliance

1. This step would be a continuous process which should entail constant monitoring for compliance, new risks and areas of improvement as well as a quality report
2. Implement data privacy in company's annual risk assessment plan
3. Perform regular checks to mitigate risk in order to make sure the privacy policy, procedures, and controls are being followed as intended
4. The DPM and UPD should monitor for regulational updates or privacy requirements from customers

RISK ASSESSMENT:

Proposed Resolution		Likelihood	Impact			
<div>User Experience Platform</div>	1. Insert Privacy Controls	Low	General Public	Potential Corporate Partners	Govt. / Legislative Bodies	Interest Parties
	2. Legacy User and Request for Permission	Low	High	n/a	High	High
	3. Transparency Pages	Low	High	n/a	High	High
	4. Escalation Platform	Low	High	n/a	High	High
	5. FAQ	Low	High	n/a	High	High
	6. Postmortem Privacy Statement	Low	High	n/a	High	High
<div>PR & Marketing</div>	7. PSA from CEO/President	Medium	Medium	High	High	High
	8. Apology to Lost Users	Low	Medium	n/a	n/a	Medium
	9. Communication of Revised Policies	Low	High	n/a	n/a	Medium
	10. Rebranding	Medium	High	n/a	n/a	n/a
	11. PR Campaign	High	High	Low	n/a	Medium
	12. Focus Groups & Surveys	Low	Medium	n/a	n/a	High
<div>Information Security</div>	13. Privacy Policy	Medium	High	n/a	High	High
	14. User Protection Department	High	Low	Medium	High	High
	15. External Stakeholder Workshops	High	Low	High	High	High
	16. Relationship Discovery Engine	Low	High	n/a	High	High
	17. Crisis Action Plan	High	High	High	High	High

The risk of each proposed solution was determined by considering the “likelihood of risk” and “impact of the proposed resolutions”. All solutions are deemed financially viable but should be implemented at different phases of the project life cycle based on the risk assessment.



Note that although the PR campaign is categorized as high likelihood and medium impact, it should be implemented relatively early on in the project life cycle as its overall impact with stakeholders is relatively low, but its impact with the General Public is very high.

PROPOSED CONSULTING TEAM

Sheldon Gong - Financial Consultant

- Sheldon Gong is an experienced financial consultant with experiences in financial analyst, accounting, strategy, and consulting roles. His project management and finance insights allow working with notable companies such as NBCUniversal, Guidewire Software, Days Inn, and Zippy Java in the past and venturing into Northrop Grumman this summer as a result. Sheldon provides unique and valuable insights for the business case realm and is a valuable asset to the Chi Epsilon Consulting Group.

Eric Lam - Technical Consultant

- Eric Lam is a well-versed security consultant with unique insights in the Information Security and Forensics field. As an individual with diverse knowledge in both technical and business realms, he provides objective assessments of business cases with his goal of improving data security. With infrastructure knowledge on the cloud platform, he provides cross-functional value and technical expertise for Chi Epsilon client needs.

Kenny (Quyen) Lam - Operations Consultant

- Kenny Lam is a successful operations consultant versed in the fields of technology operations management and supply chain distribution. Including critical roles held within Expeditors International, Los Angeles Metropo, AppleOne, and an incoming role this summer at Niagara Bottling, he provides insights into quality management and Six Sigma Methodologies with previous experiences related to process improvement and human resources specializations understanding corporate functionality from all business perspectives.

Derek Suen - Marketing Consultant

- Derek Suen is an accomplished marketing consultant with an array of multiple perspectives within the marketing field ranging from market research, business analytics, business development, and marketing coordination. Working with notable companies such as Paramount, Colmar Hotels, Sensing Places, MNM Couture, and an incoming role at Reynolds American. He has worked extensively on every stage of the marketing realm and implements his expertise to provide the best results for Chi Epsilon clients.

Matthew To - Strategy Consultant

- Matthew To is a qualified management consultant with experiences related to business operations, business analytics, human resources, market research, and strategy. Having worked in the past with the companies NBCUniversal, Northrop Grumman, LinkedIn, Aflac, and Xerox with an incoming role this summer at Google. He provides value to the Chi-Epsilon Group through cross-functional experience on strategy and risk assessments within the policy and process implementation.

TIMETABLE AND COST

SOLUTION PRICING AND COSTS:

Fixed Fee and Fixed*

Role	Monthly Fee	Weeks Needed	Total Fee
Financial Consultant	\$44,000	26	\$286,000
Technical Consultant	\$50,000	23	\$287,000
Operations Consultant	\$46,000	26	\$299,000
Marketing Consultant	\$40,000	23	\$230,000
Strategy Consultant	\$44,000	23	\$256,000
Grand Total	\$244,000		\$1,358,000

PROJECT MANAGEMENT COMPONENTS:

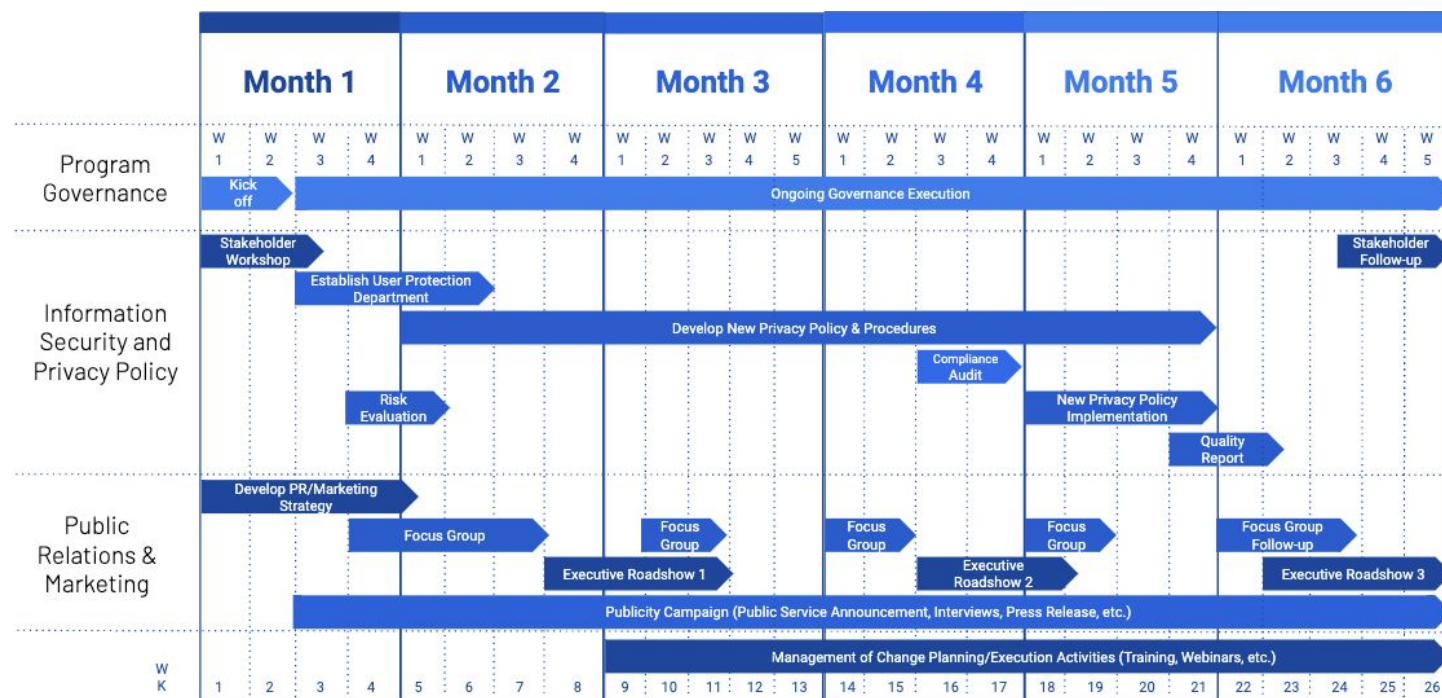
Agile Delivery:

Our consulting firm applies agile practices to our organization. Agile accounts for different processes that promote a project management and delivery approach rooted in iterative development, with frequent inspection and adaptation. Furthermore, agile emphasizes incremental delivery, team collaboration, continual planning, and continual learning. Because of frequent user involvement and teamwork, 44% of companies that use agile report higher revenue and profit growth (Harvard Business Review 2018). In agile methodology, Scrum is well known and widely adapted because it offers an iterative, incremental framework for projects, utilizing sprints for a time-boxed iteration. Scrum, sprints, and other agile approaches cover the end-to-end development lifecycle in each iteration.



Timeline of Project Cycle:

This is the projected timeline deliverables breakdown within our 6 month estimation:



- Timeline of Project Cycle

- **Program Governance:** Chi Epsilon Consulting will work closely with iNOU's business, IT external stakeholders to ensure the project actively creates value and stays on schedule while adapting to real-time changes. Moreover, oversee the compliance with regulators in the process.
- **Information Security and Privacy Policy:** Initially, workshops will be held with internal and external stakeholders to understand viewpoints and develop project objectives. The User Protection Department will be created with internal and external employees in this phase. Risk on privacy policies and data security in Federal and State jurisdiction will be evaluated. The development, compliance audit, and revised privacy policy implementation for the deceased will be followed to mitigate risks. Finally, quality assurance for privacy policies and data security will be assessed and reported for further improvements.
- **Public Relations & Marketing:** After a one month planning cycle, a publicity campaign will be executed to communicate new policies and business initiatives of iNOU. iNOU will utilize executive roadshows and marketing channels to reposition DigitalCrypt as an ethical monetization method, but more importantly as a platform to find data on loved ones or collect data for important research. Focus groups will provide ongoing consumer insights to be used in policy revision brainstorming as well as to monitor public reaction to initiatives during the project life cycle.

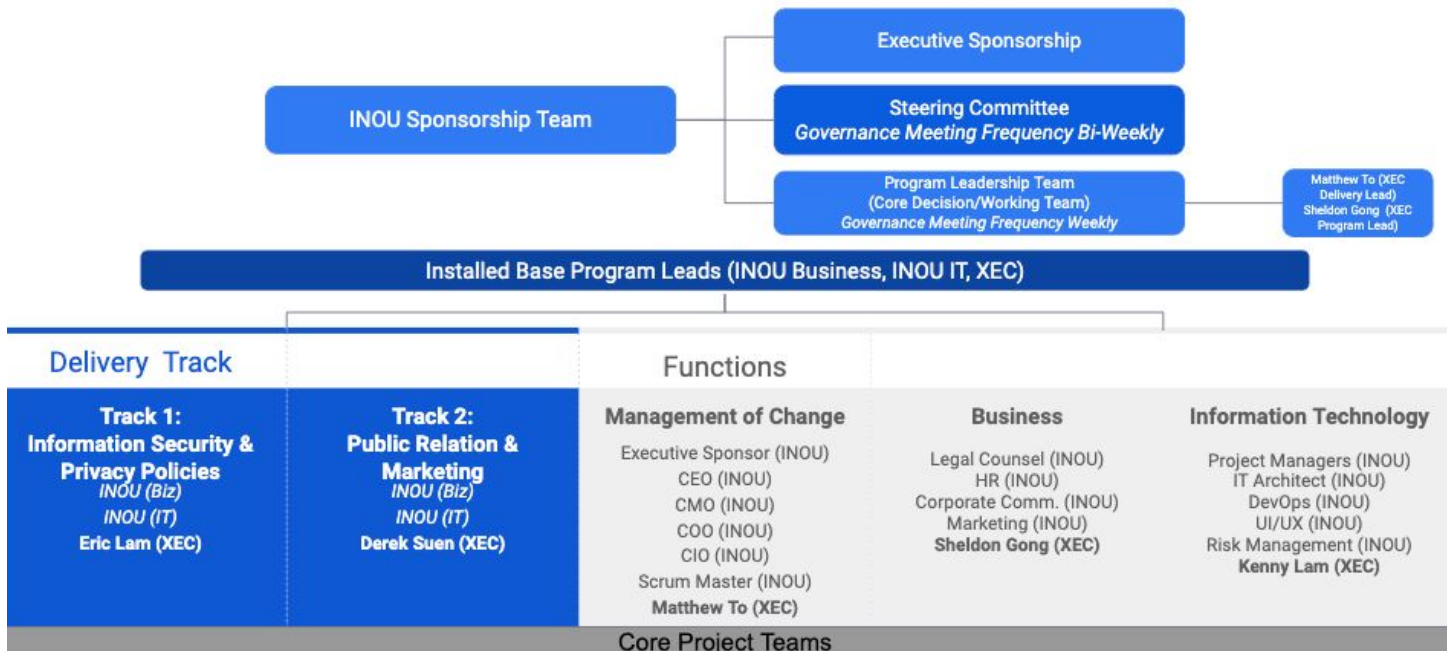
Governance and Accountability Model Proposal:

Governance & Accountability Model



Governance Structure Proposal:

Installed Base Program Governance Structure



BENEFITS TO www.iNOU.com

IMPACT TO ORGANIZATION:

Public Relations

To revitalize the brand as well as the image of DC, a marketing procedure and publicity campaign will occur to relieve pressure from external forces. The marketing procedure involve:

Organizational Impacts and User Impacts will be extremely relevant in the execution process.

Solution Strategy	Functions	Organization Impact	User Impact
Initiation of Publicity Campaign	Explanation of new privacy policies and standards for deceased user data on discussion with news networks	Improve public perception of DC as an ethical company.	Guarantee protection of deceased users will be implemented by the company policies and procedures.
(User) Market Research	Survey users for wanted changes in the policies and how non-users view the company before and after policy update	Understanding needs of users and how to market better to non-users.	Privacy policy improvement that will reflect the voice of the current and future users.
Rebranding of Image (Name Change)	Change name of DC to a more positive and well received name	Dissociation from PR issues from DC	Positive connotation of new name

Information Security and Privacy Policy

According to the World Economic Forum, “cyber-attacks are considered among the top five risks to global stability”, as of 2019. In order to fulfill data protection for deceased users, internal strategies and policies will be placed to exercise precautionary options before problems escalate. In his article, Davey Winder, a senior cyber security contributor for Forbes, states that “data breaches exposed 4.1 billion records in the first six months of 2019”(Forbes); cybersecurity threats have intensified in recent years if not taken seriously by data security analysts.

Organizational Impacts and User Impacts will occur both positively as well as negatively. Chi Epsilon Consulting has strategized effortfully to solve common issues and minimize potential harm to both DC and its users.

Solution Strategy	Organization Impact	Potential Issue	User Impact
Implementation of data privacy policy for the deceased	Achieve user trust by legal agreement that states transparently how the company and its employees are expected to utilize the data in a respectful and responsible manner	Ensuring the data privacy policy is in compliance with all regulators	Protection of deceased user information by constructing barriers through internal guidelines and regulations
De-identification of personal information	DC monetization of data without compromising the identity of the user(s)	Monetization of Data <ul style="list-style-type: none"> Ensure valuable data quality 	Data of deceased users disclosed and de-identifiable to third parties
Generation of a Crisis Action Plan	Protection of company reputation	Data Breach <ul style="list-style-type: none"> Leakage of user information to unauthorized parties Government request of information <ul style="list-style-type: none"> Mandatory or special case investigations for the safety and security of society 	Data of deceased users disclosed to unauthorized individuals without consent from DC nor user
Authorization of privacy controls for users	Creation of trusting relationship between users and platform increasing user retention rate	Internal Data usage <ul style="list-style-type: none"> For market research and user behavior 	Decision of data collection category will be based on user and legacy user of deceased

SUCCESS CRITERIA DEFINED:

Internal Progress

Success Criteria	Training Program Reports	Agile Sprint Reports	HR Performance Reports	Compliant Privacy Policy
Description	Evaluating efficient methods on training staff and receiving cross-functional staff approval	Reports effectivity of sprints to closely monitor the project status and communicating clear objectives to each operating team	Evaluate the effectiveness of employee training through tasks executed	Monitor the coverage of privacy policies at a higher ethical standard and in compliance with international and legal regulations
Goals	Optimal approval of staff to ensure project plan initiatives and goals are clearly defined	Evaluation of assessing team progress with output results of sprints	Ensuring iNOU corporate standards and culture are met within plan meeting	Enables iNOU to monetize de-identified data. Enables multinational expansion for long-term future growth

External Progress

Success Criteria	Churn Rate	New Users	Customer Satisfaction Score (CSAT)	Net Promoter Score (NPS)
Description	Percent of the company's overall users unsubscribing from the platform over a specific period	Percent of new users over existing users subscribing to the platform over a specific period	Numerical score indicating how satisfied a customer is with a product, transaction, and interaction with a company	An index ranging from -100 to 100, measuring a customer's willingness to recommend a company's product or services to others
Goals	Current Rate: 7% Target Rate: 3% By end of project life cycle	Increase by 10% by end of following year	Maintain 75% overall or increase by 5% end of following year	Positive NPS

STATEMENT OF AGREEMENT:

Our consultants at Chi Epsilon Consulting provide premium services while maintaining the utmost flexibility with our clients. Our strategic proposal based on the information provided from the request for information (RFI) is not subjected to just our consultant's proposed strategy. Our mission is to provide a solution(s) to your problem involving our clients every single step of the way. Our strategy is adaptable and accommodating to iNOU's business needs.

Chi Epsilon Consulting,
Information Technology Strategy Team:

Sheldon Gong

Lead Consultant Name

iNOU / DC

Client Name



Signature

Client Signature

RESOURCES:

- Chi Epsilon Consulting Group Advisor
 - Professor Anthony Orlando - Cal Poly Pomona
- Professional Advisors
 - Jerry Lee - Sr. Strategy and Operations Manager at Google
 - Bertha Chiu - VP of Business Development at Colmar Hotels
 - Damon Small - Technical Director of Security Consulting at NCC Group
 - Jeremy Kan - Solutions Engineer at ServiceNow
 - Angelo Alviar - Cyber Security Consultant at FireEye
 - Kelvin Huang - Software Engineer at CoStar

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APPENDIX:

[Full Risk Assessment Matrix \(link\)](#)

- Full file could not visually fit in Google Documents. Full matrix the in link above.

Anticipated Objection Matrix		External Stakeholders							
		General Public		Potential Corporate Partners		Government/Legislative Bodies		Interest Parties & Pressure Groups	
		Anticipated Objection	Notes	Anticipated Objection	Notes	Anticipated Objection	Notes	Anticipated Objection	Notes
Initiatives	Genealogy research for INOU	M	Unhappy with data being used for internal monetization	L	Already the precedent that INOU will use their resources for business development	L	Government does not usually interfere with research studies	H	Unhappy with use of user information for internal monetization
	Business Partnerships/Vendors	H	Objections against giving user information to other companies	L	Firms will be seeking partnerships with INOU	L	Does not usually interfere with partnerships unless it breaches antitrust	H	Objections against giving user information to other companies
	ID fraud & Information abuse	L	Positive response expected due to value added	M	Competitive advantage for INOU if they keep data to themselves	H	High risk of litigations around sensitive user information	M	Concerned that data needed for initiative is too sensitive
	Extended access to information on the deceased	L	Positive response expected	M	Competitive advantage for INOU if they keep data to themselves	M	High risk of litigations around sensitive user information	M	Concerned that data needed for initiative is too sensitive
	Demographic and statistical studies	L	Positive response expected	M	Competitive advantage for INOU if they keep data to themselves	L	-	L	-
	Family genealogy research	L	Positive response expected	M	Competitive advantage for INOU if they keep data to themselves	L	-	L	-
	Location and/or disposition of remains	L	Positive response expected	M	Competitive advantage for INOU if they keep data to themselves	L	-	L	-