**Professional Implications:**

The leak / hack, depending on how you see it has had a massive impact on business and the way people treat information (even more so now with the net neutrality bill in America). The trust in US based security professionals was also degraded after it was revealed that the NSA has pushed for flawed security standards. This will impact the status of US based security professionals in the future. A none partisan group has stated that the originally $35 billion estimate in losses in foreign customers due to leak is far too low. The leaks directly influenced US international relations in a negative manner. Such as, Ecuador renouncing US trade benefits and Brazil cancelling a state visit.

Boeing and Brazil:

A $4.5 billion deal between Brazil and the U.S. terminated due to the hack.

Had been in negotiation for over 10 years for supplying the Brazilian air for with 36 jets by 2020.

The contract went to Saab, a Swedish company. Saab has since gone bankrupt and bought over by the National Electric Vehicle Sweden (NEVS) on the 13th June 2012.

The cloud:

Due to the leak we saw a massive concern for security from senior IT leaders, such as a 4% jump between 2013 and 2014 in a recent survey. We also saw that a lot of non-U. S businesses have pulled back from U.S. based cloud provider contracts.

Furthermore, a survey conducted by the cloud industry forum of 205 IT staff and business execs about cloud usage found that almost 10% of them had changed cloud provider and that 59% had mild to extreme concerns for corporate data being stored in the cloud.

**Social Implications:**

Boeing and Brazil:

As a direct result of the leak there has been a massive strain on the relationship between the U.S.A and Brazil. This relationship has strong and attractive opportunities for the U.S; especially with growing troubles around the world. Brazil is the second largest economy in the Western Hemisphere and is a powerful ally. With the middle class of Brazil growing, a big deal with the U.S. would have been a massive boost for their economy.

The cloud:

In the same study they found that 1/3 had changed their data security measures due to the revelations.

The effects of the leak on the public:

The leak left a lot of America, but also the world, rather divided on Snowdens actions. Of the 87% of Americans that were aware of the leak 1/3 said that they had changed their internet or phone habits as a result. 13% avoided using certain terms online and 14% said they were having more conversations face to face instead of over the phone. This shows that not too many were really all that concerned, but however just under a quarter of Americans felt a massive invasion of their privacy and are worried of their security of information / privacy. That’s just under 48 and a half million people.

So how do the Americans feel about Snowden, 55% believe he did the right thing, 29% believe he didn’t do the right thing and 16% endorse neither statement. Furthermore, 80% of his supporters said he exposed constitutional violations. So just above half the population thinks Snowden did the right thing but only 80% believe the leak was exposing violations.