Outline/Abstract

Cybersecurity (Data security and privacy)

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**Abstract**

 In today's world of technology that is ever growing, we have seen the rise of value in one's data. Data has come a long way from just a bunch of numbers and calculations from an app. In today's age of information, data is a necessity for companies to pursue, persuade, and rethink the idea of marketing to a crowd. With such valuable information being accessed at all times we have seen a dramatic rise in the terms of data security and data privacy over the past decade. Data security refers to the security of their data such as trying to prevent hacking or a data breach, while data privacy is defined as the trust and conscientiousness of one's data. Usually implying the trust of a company to use their app and that they will use your data to the terms and conditions applied.

With data being produced at such a fast rate across the whole world we see many laws and regulations slacking in protecting our data. We can see a real-world example that will be discussed, is the acts of Facebook and Cambridge Analytics. In this case we can see the rights of hundreds of people data being misused and wrongfully sold away. With such an exponential growth of data opening up vulnerabilities, this is causing there to be more patch work and an increased data security. As your data becomes more valued, there is an increased risk of regulating what a company or third party can use your data for. With no regulations, protections,  or enforced acts upon inappropriate use of data we will simply never be able to control and maintain a healthy balance of the digital world.

**Outline**

1.Difference between data security and data privacy-1

1.1.Problems that can arise in the security of your data (cyberattacks) -1.1

1.2 Problems with the data privacy (using information wrongly in a company, unwarranted data being used)-1.2

1.3  Real world examples -1.3 ( Cambridge Analytica, Facebook)

2. What makes our data so valuable? -2

2.1 The age of information -2.1

2.2 The quantity of data we are producing -2.2

2.3 Semi structured and structured data uses -2.3

3. Today’s response to protecting our data? -3

3.1 The rise and fall of government laws -3.1

3.2 Self protecting your data -3.2

3.3 The cost of protecting all new data -3.3 ( when can we destroy, keep, or move data and why)