Post by: Jonathan Callaghan

Thank you for the post, Michael; It identifies the severe nature of privacy concerns and the consequences of a data breach. The launch of a cyber attack can see a negative outcome on a vast level of scale, not only with the targeted company in question but can reach society as a whole (Troncoso, 2019). Attacks can have far-reaching effects that could continue to affect a society's democratic system and ordinance. (Troncoso, 2019) defines a three-factor design paradigm used to understand privacy and different class of privacy technology. The model's goals aim to allow confidentiality, control, and transparency of information to protect privacy.

We can suggest these are goals, as there is no guarantee that all data can be kept confidential, but users supplying the data can be aware of what data is publicly available to view. Specific controls can be made available to perform this. Effective feedback to the user supports transparency, which empowers the user to action control methods of their data.

A breach of data can cause significant distress to a user and provide reputational damage to the company. In the example of the social media Snapchat application (Denver Nicks, 2014), whereby users names, numbers, and geolocations were all exposed. Exposed data such as this can highly concern a user of such applications. (Gambs, 2011) infers, an attack with geolocated data could map a profile of a user's behaviour unless sanitization procedures and access control measures are in place to protect the user. Therefore a vulnerability in the system could lead to a vulnerable person if exploited.

Fundamentally, the privacy of data is an essential consideration for a company. They must plan to protect the confidentiality of data to maintain their business interests and the interests of their stakeholders.

Denver Nicks. 2014. Hackers Reveal 4.6 Million Snapchat Usernames and Phone Numbers [Online]. Time. Available: https://techland.time.com/2014/01/01/hackers-reveal-4-6-million-snapchat-usernames-and-phone-numbers/ [Accessed 16 August 2021].

Gambs, S. K., M. & Del Prado Cortez M. N., 2011. Show me how you move and I will tell you who you are. Proceedings of the 3rd ACM SIGSPATIAL International Workshop on Security and Privacy in GIS and LBS., 34-41.

Troncoso, C. 2019. [Online]. The Cyber Security Body of Knowledge. Available: https://www.cybok.org/media/downloads/Privacy__Online_Rights_issue_1.0_FNULPeI.pdf [Accessed 12 August 2021].