Persona

Jumpy Job seeker

Jacqueline had a bad relationship. Her ex still bothers her, so she is looking for a new job. She does not want that her former boyfriend finds out where she is applying for a new job.

Moving Marketeer

Joe will marry over two months. The expenses for his marriages are way over budget. He desperately needs his bonus to minimise the budget gap. He only needs to interest 1000 customers for the new products.

Hacker

Hacker earns a bit of money to support his family. Which web element could be misused?

Scary system administrator

Scary system administrator had some bad experiences with hacking attempts. Please suggest a way to contact her in a polite and professional manner.

Reference requester

I am Nicole. I left your company in 2011. My new employer does a security screening. Would you please provide a declaration that I worked for your company?

Serious security researcher

Tom found a security issue on your website. He wants to report it.

Curious customer agent

Ann really wants to help customers. Just call her.

Interesting investor

On the look for a new companies you want to meet the management. A lunch seems a good opportunity.

Law

- The data of the visitor can only be collected after consent.
- Privacy by default: only a minimal set of data of the visitor is collected.
- Data is stored and processed securely according to to the current security standards.
- A customer has the right to a partially or completely stop the processing of the her/ his/ their data.
- Data can only be used for a clear purpose.
- Data can only be stored for a certain period.
- A customer can demand that data can be exported.
  A customer has the right to be forgotten

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