



PROBLEM

Facebook has endured many data breaches since the GDPR launched the 25th May 2018.

SWOT ANALYSIS

A SWOT Analysis on Facebook was conducted to identify Facebook's Internal strengths and weaknesses to strategically identify solutions to minimize their external threats and discover opportunities.

SWOT	
STRENGTHS: <ol style="list-style-type: none">1. Huge fan base2. Integrated features of Web2.0 on one roof.3. Marketing platform for small and large businesses.	WEAKNESSES: <ol style="list-style-type: none">1. GDPR breaches2. Authentication of user issues. (more fake pages than legit)3. Cybercrimes.
OPPORTUNITIES: <ol style="list-style-type: none">1. Revenue of sales increase2. Potential business connections like LinkedIn etc.,3. New features E.g. Addition of Stories last year.	THREATS: <ol style="list-style-type: none">1. Cybercrimes to users, resulting in fading popularity of Facebook.2. Impersonation abuse.3. Competitors like Snapchat, Twitter. Including Instagram even though it is owned by Facebook.

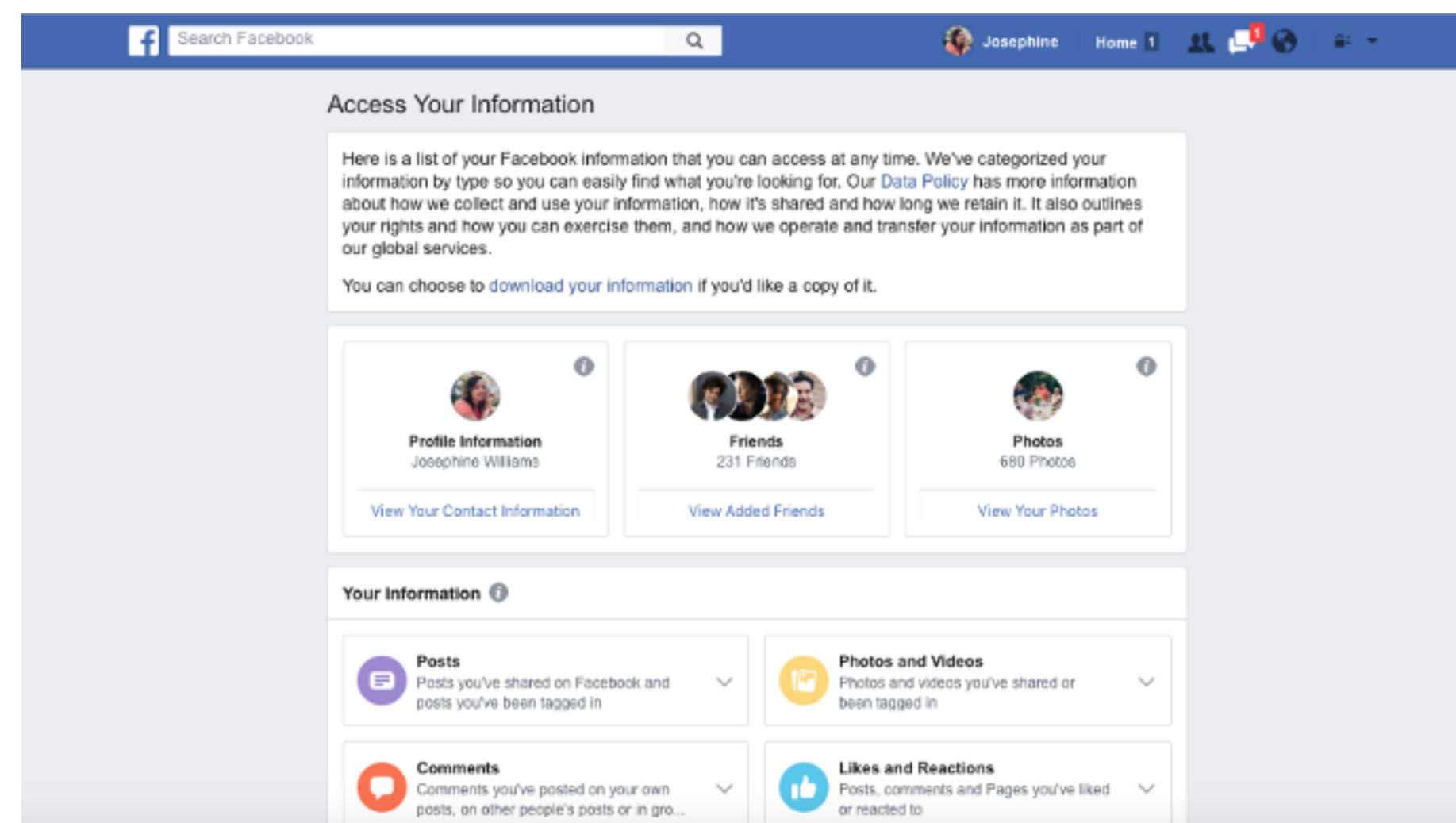
(By Charlene Moore)

- Data stored under the same roof is opportunity to incorporate a stronger security defense from hackers.
- Cyber crimes and Impersonations can be limited if better security is out in place.

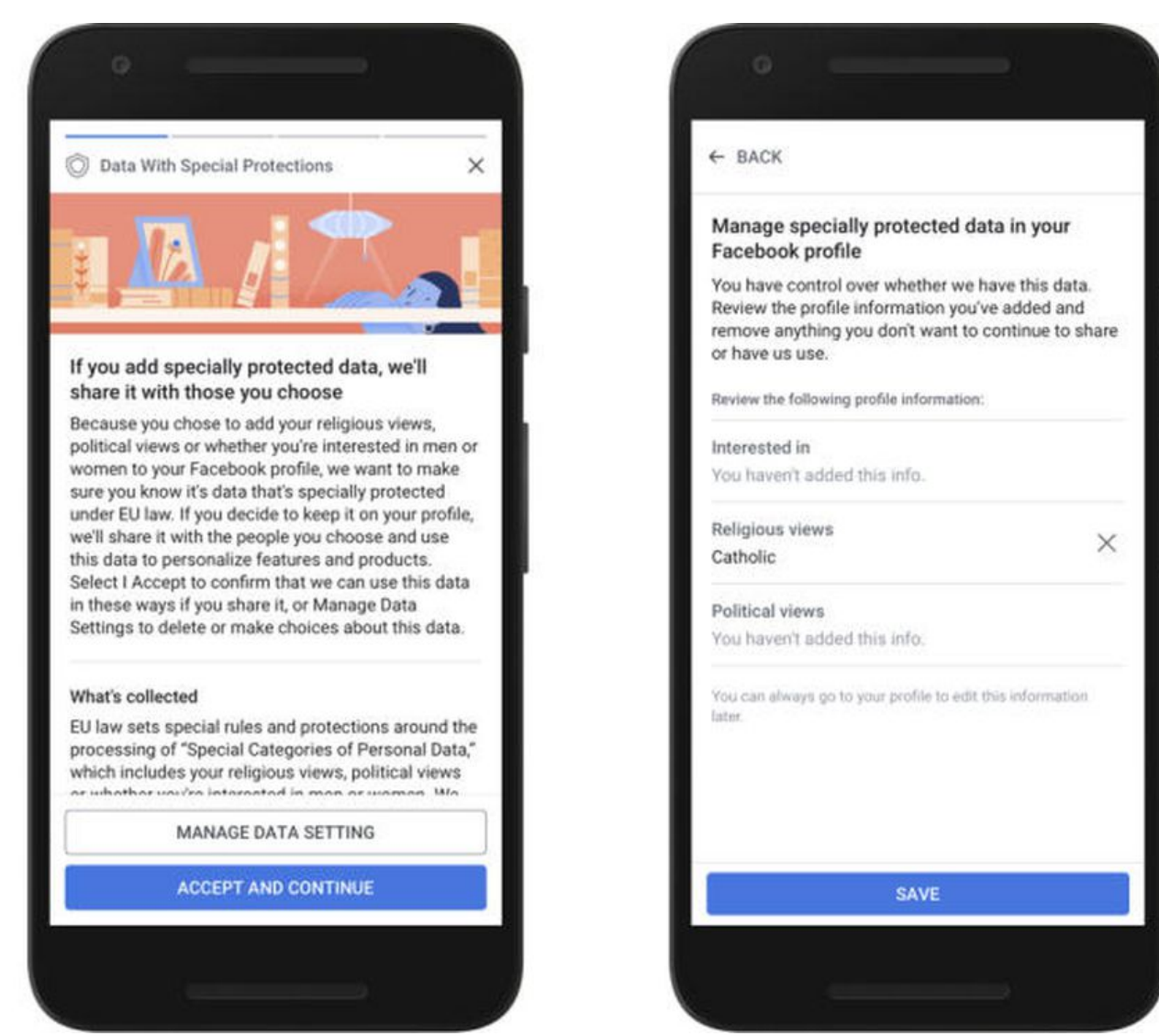
GDPR'S IMPACT ON FACEBOOK

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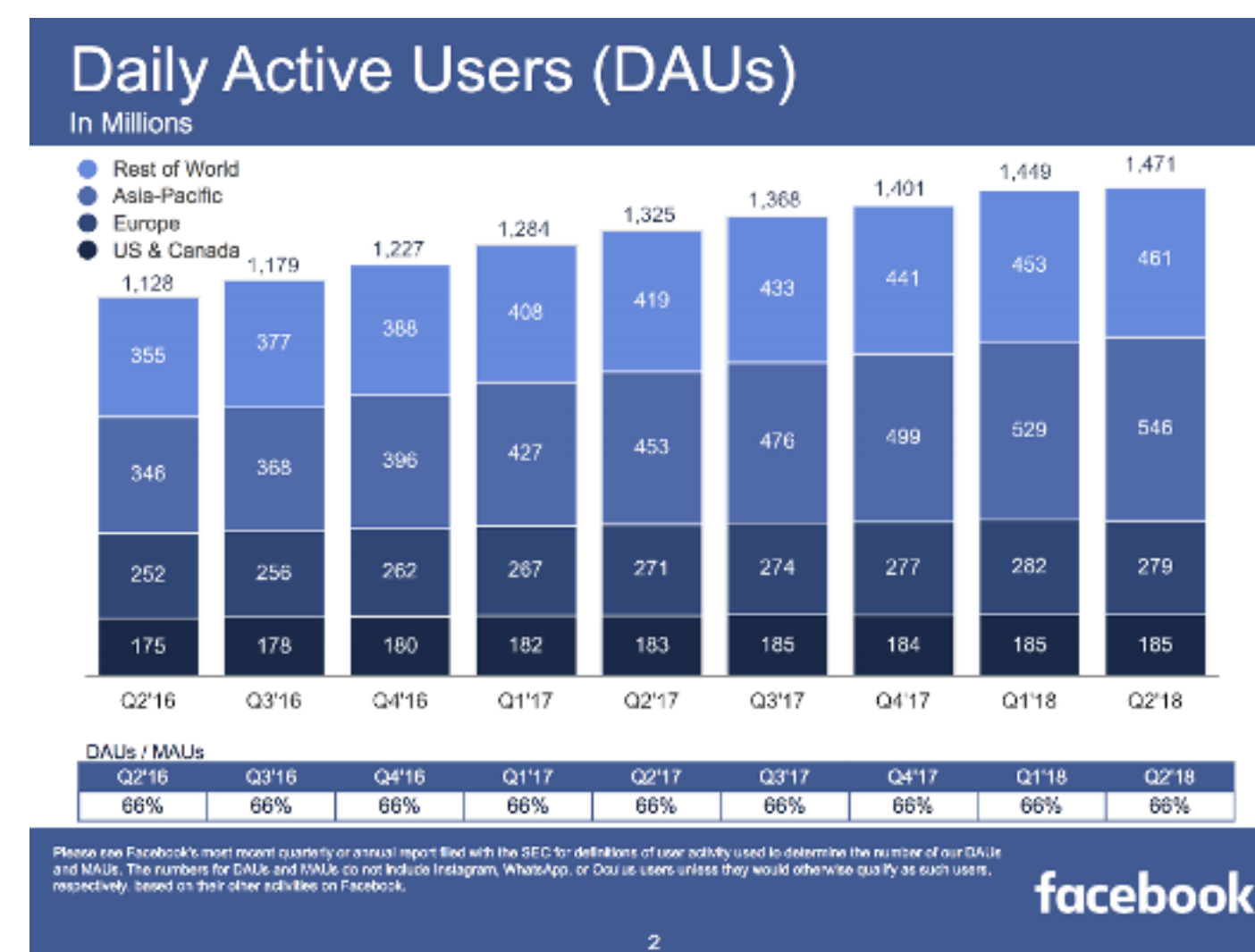
PROCEDURE



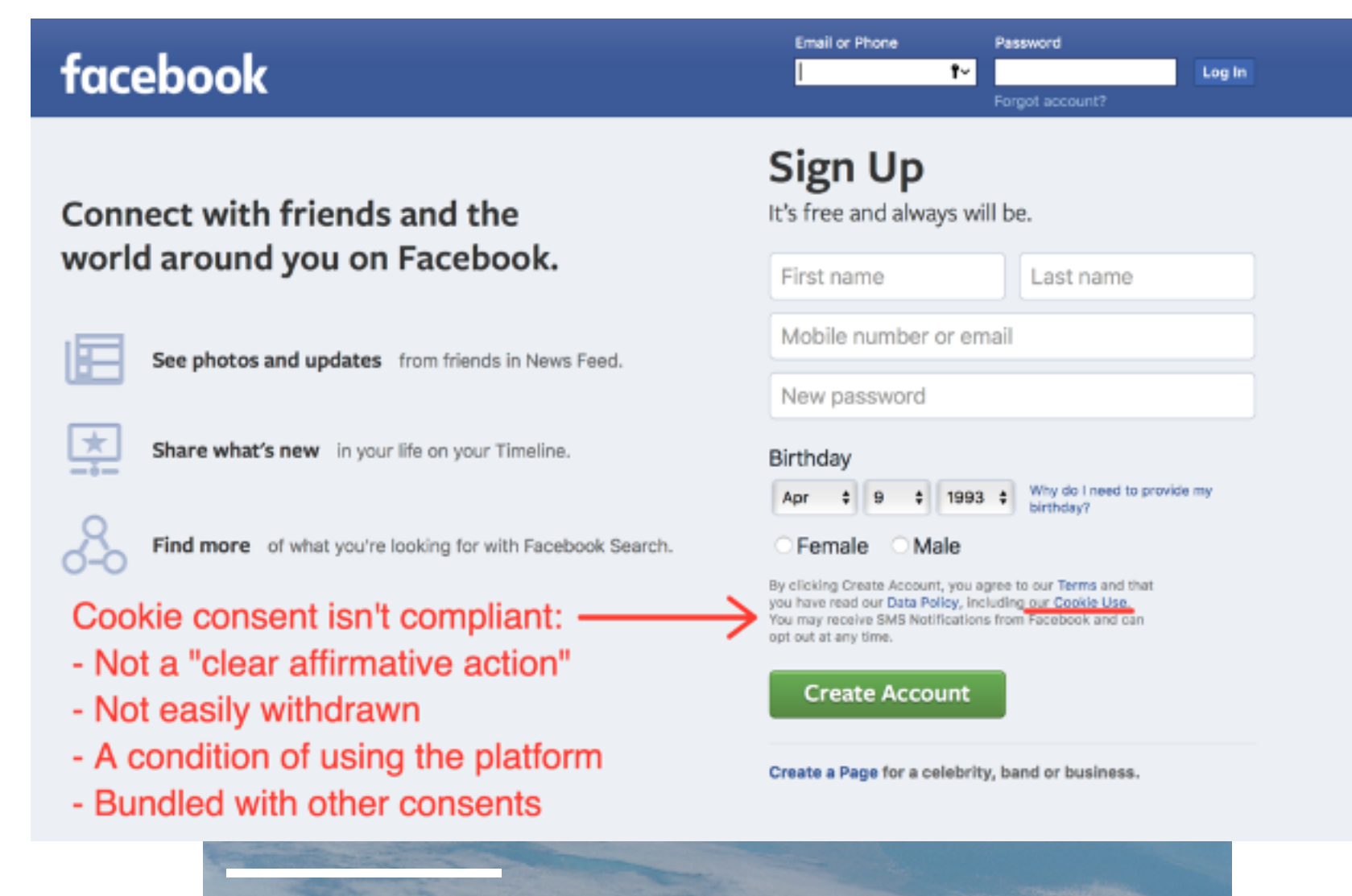
Facebook user's security options



Notice distributed to users May 25th for the launch of GDPR.



Potential data breaches

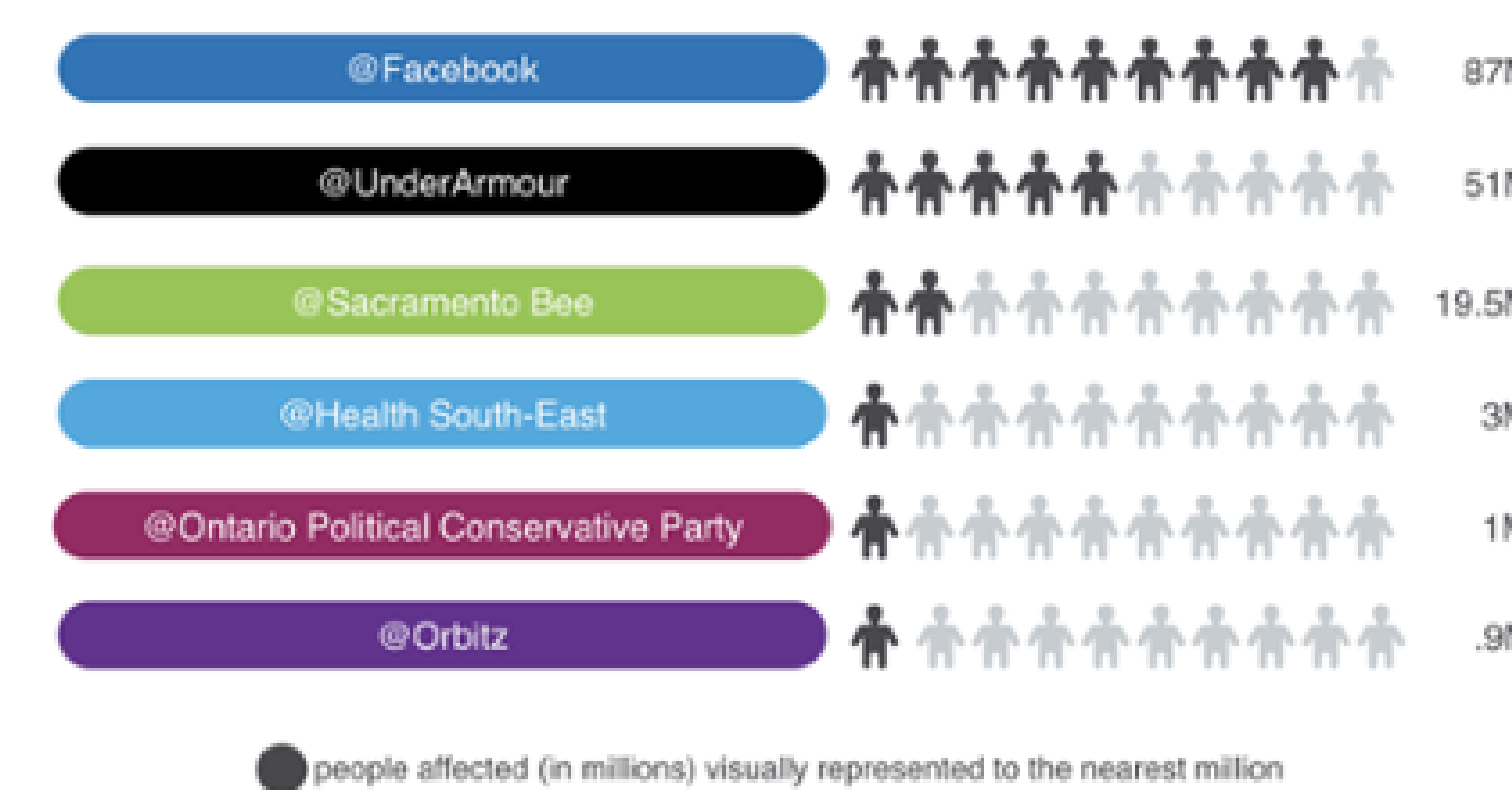


Facebook Cookie consent isn't clear.

RESULTS

LARGEST PERSONAL DATA BREACHES

Publicly Disclosed between January 2018 and June 2018



Quantea

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ABSTRACT

Facebook's security questioned for millions of users accounts affected after data breach. Will these breaches loose Facebook millions of users?

CONCLUSION

"The impact of Europe's General Data Protection Regulation (GDPR) continues to take shape roughly five months after taking effect, and Facebook could be on the hook for billions of dollars in fines tied to a data breach of about 50 million user accounts." (PYMNTS , 2018)

REFERENCES

- PYMNTS , (2018) `Facebook Breach Exposes Data Of Nearly 50M Users`, PYMNTS.com, [online] Available at: <https://www.pymnts.com/facebook/2018/data-breach-user-privacy-security-hack/> [Accessed 31 Oct 2018].
- Google.ie. (2018). facebook gdpr images - Google Search.[online] Available at: https://www.google.ie/search?q=facebook+gdpr+images&rlz=1C1CHBF_enIE816IE816&source=Inms&tbm=isch&sa=X&ved=0ahUKEwi-rq233bbeAhXpAMAKHc1RAn8Q_AUIDygC&biw=1536&bih=706 [Accessed 2 Nov. 2018].