Examen Project part 2 - legal and security issues.

Areas of interest:

- FOG A/S in connection with the "Carport System" perhaps would like to
  - store customer data
  - send marketing emails to customers
  - be sure of generel security issues being handled
- Sets up following subjects for today:
  - Generel security in brief
  - Legal issues
    - Act on the Processing of Personal Data
    - Danish Marketing Practices Act.
    - Danish Sale of Goods Act

IT-Security

- Organizational view

Wind of changes

- Two hundred years ago, you probably would have made a living in agriculture.

- One hundred years ago, you most likely would have worked in a factory.

- Today, we live in the Information Age and almost everyone has a job somehow connected to information stored in digital form on a network.

Important ?

- During the agricultural age, crops and the tools to produce them were the most important asset.

- During the industrial age, manufactured goods and the factories that produced them were the most important asset.

- Today, information is a key asset of almost every organization and individual!

The 3 core missions of Information Security:

- Making information available when needed.
- Keeping data confidential
- Maintaining data integrity

Security Objectives

- Confidentiality / Privacy
- Integrity / credibility
- Availability /accessability
- Verification of identity

Privacy

Verification

Integrity

Availability
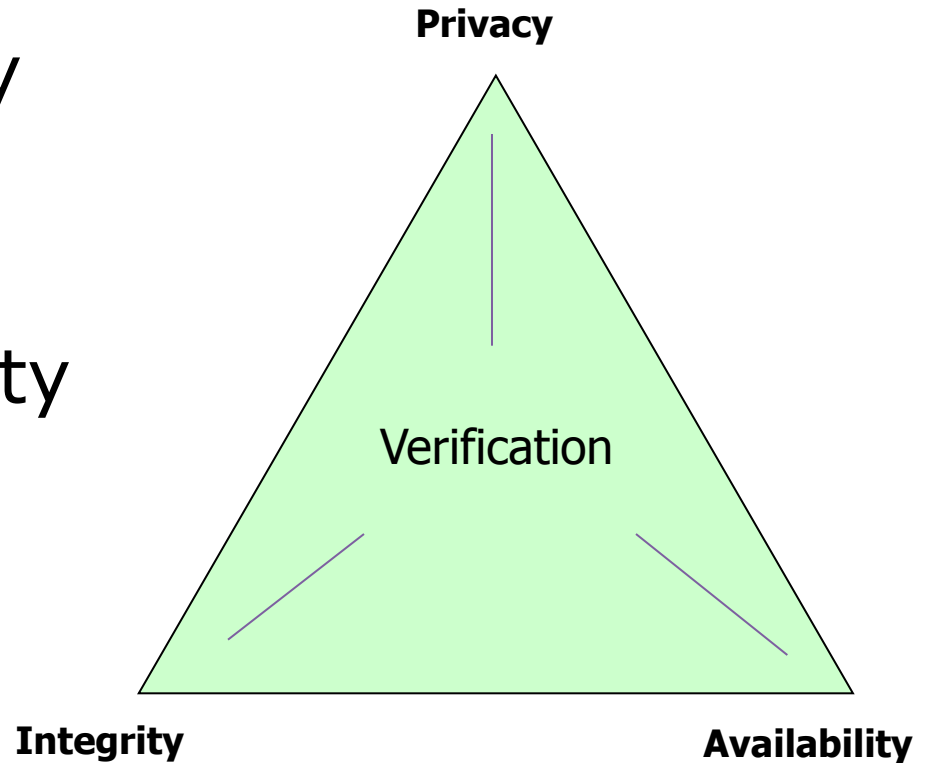
Elements of security

- Prevention
  - Firewalls, authentication, segmentation, antivirus etc.
- Discovery
  - Intrusion Detection, log analysis, alerting, etc.
- Repair
  - Backup systems, insurance, containment, etc.

- Risk =   Probability x impact

Risk Reduction

- Risks can not be removed, only limited
- Security can not be purchased as a product
- Security is achieved by a combination of
  - Procedures & Management / (management issues)
  - Design, tools and technical solutions
  - Ongoing monitoring and maintenance

Result: Formulation of security policy and implementation of safety system

Legal aspects

1. Markedsføring på internettet

- Markedsføringsloven gælder også for virksomheder på internettet
- Standpunkt for handel og markedsføring på internettet, 2010
- "God markedsføringsskik"
- Indehaveren af en hjemmeside har ansvaret for indholdet

2. Markedsføring på internettet

Forbud mod SPAM:

Ikke sende reklamer via SMS og e-mail, medmindre:

- Modtageren tidligere har købt varer hos virksomheden

- Modtageren selv har givet kontaktoplysninger, eller ved at der vil blive sendt materiale

- Modtagerne har nem adgang til at afmelde sig – afmeldingslink

Virksomheder der ikke overholder SPAM-reglen risikerer bøde

Kundeoplysninger - persondataloven

Virksomheden må ikke bede om eller gemme alle oplysninger om sine kunder – der skelnes mellem:

- **Almindelige personoplysninger**, såsom navn adresse, tlf.nr.
  - Andre typer oplysninger kræver samtykke fra kunden
- **Følsomme oplysninger**, såsom race, etnisk baggrund, helbred, seksualitet, politisk og religiøs overbevisning.
  - Må ikke registreres medmindre særligt begrundet

For the examen report part 2:

- In connection with the Carport Solution investigate and descripe:
    - which generel security issues could be relevant?
    - What should be considered when storing data about customers?
    - What should be considered doing email-marketing?
    - Descripe the service "E-mærket"!

Useful links:

Vedr. Persondata:

http://www.datatilsynet.dk/english/the-act-on-processing-of-personal-data/read-the-act-on-processing-of-personal-data/compiled-version-of-the-act-on-processing-of-personal-data/

Vedr. "E-mærket":

https://business.emaerket.dk/the-e-mark/

Vedr. Markedsføring:

https://www.forbrugerombudsmanden.dk/~/media/Forbrugerombudsmanden/loveregler/retningslinjer/2016%20Standpunkt%20til%20nordisk%20standpunkt%20for%20markedsfoering%20via%20sociale%20medier.pdf