

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 general security issues being handled
- Sets up following subjects for today:
 - General 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 ?

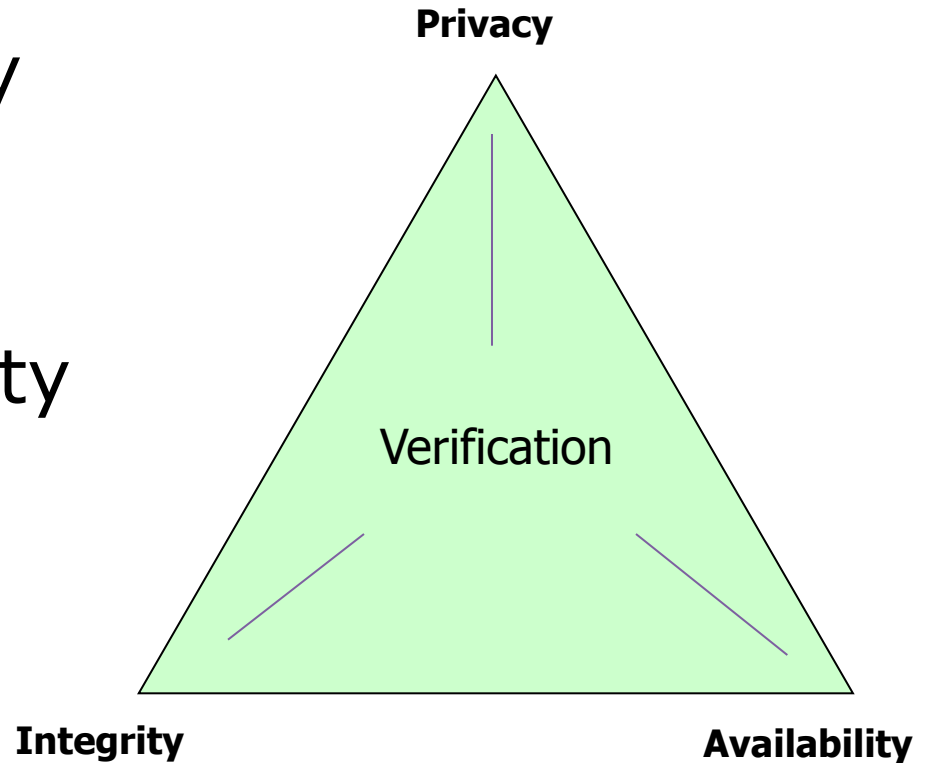
- During the agricultural age, crops and the tools to produce them were the most important asset.
- During the industrial age, manufactured goods and the factories that produced them were the most important asset.
- Today, information is a key asset of almost every organization and individual!

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



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

2. Email marketing

Prohibition against SPAM:

Companies are not allowed to send advertisements via SMS or e-mail unless:

- The recipient has previously purchased goods at the company
- The recipient himself has provided contact information or are aware that material will be sent
- Recipients have easy access to unsubscribe - Unsubscribe link

Companies that do not comply with the SPAM rules may be fined!

Customer Information -

The act on processing of personal data

The company may not ask for or store all information about its customers - distinguished between:

- **General personal information**, such as name address, telephone no.
- **Other types of information** require the consent of the customer
- **Sensitive information** such as race, ethnic background, health, sexuality, political and religious convictions. Must not be registered unless specifically motivated

For the examen report part 2:

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

Useful links:

About Personal data:

<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/>

About "E-mærket":

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

About Marketing:

<http://www.isipp.com/resources/email-marketing-and-privacy-laws-and-regulations-around-the-world/>