



# CITY COLLEGE OF CALAMBA

Dalubhasaan ng Lungsod ng Calamba

**IAS 301**  
**Case Study About Information Security**  
**Prof. Glend Dale Ferrer**

**Submitted by:**  
**Dael, Steven Joseph L.**  
**3-IT2**



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## *JOLLIBEE FOODS CORPORATION DATA BREACH, 22<sup>ND</sup> OF JUNE, 2024*

### **Introduction and Background**

Jollibee Foods Corporation, the leading fast-food chain in the Philippines and one of the largest in Asia, was founded in 1978 by Tony Tan Caktiong. [1] It started as a simple ice cream shop and eventually transitioned into a quick-service restaurant due to the growing demand for hot meals. Jollibee gained widespread popularity with its unique menu that combines traditional Filipino flavors with Western fast-food staples, such as Chickenjoy, Jolly Spaghetti, and Yumburger.

Over the years, the brand has become a beloved cultural icon in the Philippines, representing the warmth and joy of Filipino hospitality. This success has led to Jollibee's expansion beyond the Philippines, establishing a significant presence in Asia, the Middle East, North America, and Europe, making it a global player in the fast-food industry. [2]

### **Problem Overview**

Despite its success, Jollibee faced a significant challenge on June 22, when it became the victim of a major data breach. This breach compromised the personal information of approximately 11 million customers, extending the damage from its associated brands, such as Mang Inasal, Red Ribbon, Chowking, Greenwich, Burger King, Yoshinoya, and Panda Express. As per the statement of National Privacy Commission, the breach exposed sensitive personal information, including dates of birth and ID numbers, particularly affecting senior citizens. This incident marked one of the largest data breaches in the Philippines history, raising serious concerns about the security measures in place within Jollibee Foods Corporation. [3]

### **Analysis**

#### **Impact and Implications**

The breach has significant implications for Jollibee and its associated brands. Primarily, the exposure of sensitive customer information poses a direct threat to customer trust. In an industry where consumer loyalty is sacred, such a breach can lead to a loss of confidence in the brand, potentially driving customers away to competitors. Additionally, the breach has legal and regulatory ramifications. The National Privacy Commission (NPC) is likely to impose fines, sanctions, and mandatory corrective actions on Jollibee Foods Corporation, further straining the company's resources and reputation.

### **Solutions**



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## Cybersecurity Enhancement

Following this incident, it underscores the critical importance of safety data management and cybersecurity practices in today's digital age. For a company like Jollibee, which handles vast amounts of customer data across multiple brands and regions, it is essential to have advanced security measures in place to protect against such breaches. This includes regular security audits, employee training on data protection, and the implementation of cutting-edge technologies designed to prevent unauthorized access to sensitive information. As Jollibee works to recover from this breach, it must prioritize enhancing its cybersecurity posture to safeguard its customers' data and restore their trust.

## Conclusion

The data breach at Jollibee Foods Corporation shows that even big and successful companies can face cyberattacks. This breach has hurt customer trust and the company's reputation and could lead to serious legal issues. Although Jollibee already has security measures in place, it is still at risk.

From what I have learned, prevention from future breaches is a must and Jollibee needs to strengthen its security and train its employees to maximize their knowledge about data security and breaches. By doing so, the company can keep their customer trust and continue growing as a leading global fast-food chain.

## References:

- [1] <https://www.jollibee-com-ph.webpkgcache.com/doc/-/s/www.jollibee.com.ph/about/>
- [2] <https://www.forbes.com/sites/jonathanburgos/2023/08/09/philippine-fast-food-billionaire-accelerates-jollibees-global-expansion/>
- [3] <https://www.sangfor.com/blog/cybersecurity/jollibee-data-breach-philippines-affected-11-million-customers#:~:text=In%20a%20report%20to%20the,and%20senior%20citizen%20identification%20numbers.>