

Data Governance for Bumble



— Here is where **LOVE** begins

Group 8

Grace Abunyie
Ophelia Chen
Shaquille Laing
Tanishka Patil



AGENDA



About Bumble

01

02

Data Governance

Dating App Data

03

04

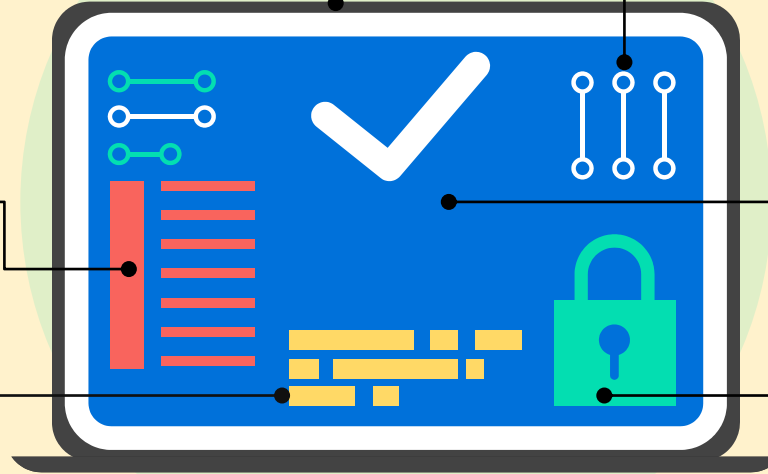
Potential Risks

Use Case

05

06

Recommendations





BUMBLE

Company Overview

Bumble is a social networking platform founded in 2014 by Whitney Wolfe Herd. It has evolved into a prominent player in the online dating industry, providing a unique and empowering approach to relationships. Bumble distinguishes itself by giving women the initiative in the connection process, allowing them to make the first move.



Mission & Vision

Our mission is to create a world where **all relationships are healthy and equitable, through Kind Connections**



Key Business Activities

Bumble operates primarily as a **dating app** but has expanded its offerings to include **Bumble BFF for platonic connections** and **Bumble Bizz for professional networking**.



Why Bumble?

01

Corporate Strategy

Bumble's corporate strategy focuses on innovation, **user safety**, and **social responsibility**

02

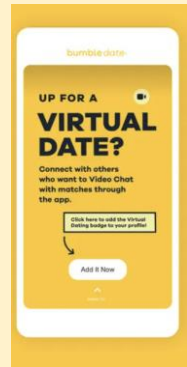
Alignment with Values

Bumble's emphasis on **kindness, respect, and safety** resonates with the principles of data governance

03

Relevance to Contemporary Issues

Given the increasing importance of **data privacy** and **ethical considerations** in the tech industry, Bumble serves as an ideal case study.



Bumble Collects Pepe's Data

Name/ Username

Phone Number

Birth Date & Time

Location of Birth

Bumble Account



Pictures

Location

Gender Identity

Preferences

Social Media Account

Data Governance - Why is it useful?

Data Minimization:

This principle ensures that only the data necessary for the intended purpose is collected.

Regulatory Compliance:

With data governance practices in place, Bumble can adhere to privacy regulations such as GDPR, CCPA, or other regional laws.

Data Quality and Accuracy:

Proper data governance ensures that the data collected is accurate and up-to-date. For Bumble users, accurate data means better matches and an overall improved user experience.

Risk Management:

It is significant for dating apps that deal with risks such as the potential for stalking, harassment, or identity theft based on shared personal data.



Potential Risks

Data Privacy

Sensitive Data collected - Mishandling can lead to privacy concerns

01

Data Quality Maintenance

Inaccurate or outdated user data can impact matchmaking algorithms

03

Reputational Risk

Importance on Brand Image - Damage to reputation can lead to decline in users.

02

Regulatory Compliance

Evolving regulations by CPPA - Keeping abreast might increase operational costs

04



Risks In Action

“Bumble Vulnerabilities Put Facebook Likes, Locations And Pictures Of 95 Million Daters At Risk” (Forbes, 2020).



- Ethical hackers discovered vulnerabilities in Bumble dating app, exposing the private data of its 95 million users.
- Bumble's API lacked necessary checks and limits, enabling attackers to easily probe the server for user data and exploit premium features for free.
- The vulnerabilities persisted for at least 200 days after researchers alerted Bumble, raising concerns about data security and user privacy.
- Bumble took six months to address the issues, highlighting potential delays in responding to security threats and the need for improved data governance practices.



Recommendations - What Could Bumble Do?



Timely Response Protocols

Address reports promptly, implement interim controls, and ensure a quicker overall remediation



Regular Security Audits

Penetration testing at regular intervals to identify and address vulnerabilities.



Strengthen API Security Measures

Implement rigorous authentication and access controls to prevent unauthorized access

CONCLUSION

- **Synergy between our data governance proposal and Bumble's mission.**
- **By implementing our recommendations, Bumble can not only mitigate potential risks but also unlock new opportunities for growth and innovation.**
- **We believe that our team is well-equipped to guide Bumble on this journey, ensuring a seamless integration of data governance into its operations.**

References

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**THANK
YOU!!**

