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DATA 1201 – DATA COLLECTION

Assignment 4: DATA IMPACT ANALYSIS

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* Tata motors is one of leading car manufactures in the world based in India. Tata Motors has a strong global network of subsidiaries and associate companies, including**Jaguar Land Rover in the UK and Tata Daewoo in South Korea**. Our international footprint was established with our first export in 1961.
* The main problem faced by the company is the **huge loss incurred by the company.** This is due to the negative loss, or the **lack of sales** incurred by the company due to many distinct factors. **Increasing cost of raw material** has played a significant role in the loss occurred by the company.
* Our data team will help the company with achieving there goals like increasing sales and profitability.
* In this report we will analyze the legal and privacy impacts of the selected data sources we described in Assignment 2: Data Collection Plan.
* We will also identify the Data subject , the Data controller, and the Data processor.
* Finally, we will consider how our data sources impact physical privacy , Informational privacy and organizational Privacy.

1. DATA SOURCES

As part of our data collection plan we will use both private and public data sources to conduct our project. We use various methods to collect customers personal data like when buying a car or when comes in for a service.

We collect personal data in the following ways:

**Technology:** We use technology in various forms to collect data, online surveys, questionnaires. We use websites, social media, application and other electronic means to collect personal and non personal data directly from the customers or through third party application. Tata motors will collect the data the customer submits to the company such as customer name, contact information’s, opinions, or any other information that the customer provides. The third companies also gives data about the customer or refer some potential clients to the company.

When the customers interact with the tata motors website or click on the ads , we use and send to customers device or computer, cookies, single pixel gifts and other technologies to help tata motors provide interesting offers and personalized adds and offers to the customer. Tata motors also receive non personal information from sources such as company own third party point of sale systems .

**Directly from customers :** Personal information’s may be collected through the company recorded conversations from the customer or other customer services associates. They also collect personal information’s that the customer directly provides to the company in person or by text or mail.

**From third parties** : Tata motors collect personal and non personal data of there customers through other third parties for example call centres that handles the customer service .

The following data sources will be used to collect data

1. Company departments: As the company is established they have huge source of data from various departments.

* Finance department : All financial data related to the company is collected from this department.
* Customer service department : All data related to customer complaints and service are collected from this department.
* Human resources department : All data related to the human resources is collected from the human resource department.
* IT department : all data related to online enquiries and customer requirement are collected by the online department.
* Marketing department : The marketing department collects all data related to marketing and other promotions. This department send customers offers and collects all data related to marketing.

1. Financial Institutions : The data related to wage payments , and other company related financial transactions.
2. Insurance Companies: data collected is used for the health coverage for the employees.
3. Google : Under google accounts , several personal data can be recorded.
4. Social media : The various digital platforms will collect more personal data.
5. DATA SUBJECTS

We have the following Data Subjects:

1. Customers data : Customers are the key target for the company to collect data since we have to increase the sales. Understanding customers needs and demand is one of the important feature. There are different kind of vehicles such as EV, petrol , diesel , hybrid and there is SUVs , sedan etc. . To understand what the customer wants and to increase or customize according to the customer and understanding what other competitors are offering in the market. Each car sold has a unique number according to which the data is stored related to the customer. These information include how many years it has been since they have started using the vehicle , what kind of vehicle most customers prefer. These unique id is again registered when customers come in for service . So that the company can keep a track on how many times a customer comes back in to the showroom for its aftersales services.
2. Tata motors Employees: The company has id assigned to each employee to identify them . this id contains the employees date of birth, job title, wages, address, email address, department, insurance coverage, employment duration, contract type gender etc.
3. DATA CONTROLLERS AND PROCESSORS

We will explain the data controllers and processors for our data subjects in terms of data sources.

* Customer data : According to our data collection plan , the following measures are mentioned to be collected from customers . Name, phone number, address, email, SMS subscription, model vehicle he or she uses , how often does the customer comes in for service , the financial method that he choose to buy the car, invoice number , order date .

We can categorize into two parts :

1. Data collector and processor only by Tata motors

Customer name, phone number, address, email, SMS subscription, model vehicle he or she uses , how often does the customer comes in for service , the financial method that he choose to buy the car, invoice number , order date . responsible employee .

1. Data collector and processor are both tata motors and third party:

The financial institution that fiancé the customers . such as banks and other insurance coverage firms. The amount of customers financed there vehicles .

* Tata motors employees :The data collected from the company regarding the employee because its in the server. Employee ID number , name, email, address, date of birth , gender, department jobs, start date etc will be controlled and processed by tata motors.

Name; Phone Number; Address; Social Insurance Number; DOB; Gender; Job Title; Wage; Store; Date of Contract Start; Date of Contract End; Driving License Type; Driving License Issue Date; the employee grade; Rewards” will be controlled and processed by both tata motors and third parties like Insurance Companies, Financial Institutions, and Government

1. PRIVACY OF DATA SOURCES

In this section we will explain the privacy of the data sources

1.Company departments

1. Physical privacy : the company as security cameras and other surveillance camera system which records all the customers and employees in the showroom . depending on the size of the showroom there proper guards for the company. The manufacturing unit and storage is also under surveillance. To provide safety tata motors keep the recordings and also authorize a third party for its security system.
2. Informational Privacy : Tata motors maintain appropriate physical , procedural and technical safeguards concerning the showrooms , factory , storage . Any privacy breach of this data source may impact the customers and other employees of the firm.
3. Organizational privacy : Tata motors privacy policy has be been published publicly. Employees must be informed about all the details that are collected from them.

The breach of these sources will cause reveals of the company financial data together with employees and customer personal data.

2.Government Agencies and Organization : the government only collects data or personal information that is specifically authorized by law where the collection in necessary to provide people. The privacy policy shall be governed by the laws of India and the courts of Mumbai have the exclusive jurisdiction.

3. Insurance companies , financial institutions , social media platforms : these third party platforms collects data and are shared from employees and customers while tata motors does business. The company has the responsibility to take care of the privacy of the data shared with these sources while sharing data.

1. Wifi providers: the company collects data from the customers whenever the customers use their devices and they have privacy policies. There is no physical existence of data under physical privacy. Informational privacy includes the name , address , email how to pay for your services , data transmission are measures of data collected . Any privacy breach in this sources does not affect since the data collected will not be concern of tata motors .

6.REFERENCES

1. DATA 1201- Data Collection course materials
2. DATA 1201 Assignment#2: Data Collection Plan
3. <https://cars.tatamotors.com/service/privacy-policy>
4. <https://www.tata.com/privacy>