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| **Description** | **Impact Analysis** | | |
| The T-Mobile data breach, discovered in 2021, exposed the personal information of over 50 million customers. The breach was caused by a 21-year-old hacker who exploited an unprotected router | **security breach** due to weak internal protections | major **financial losses** | **customer trust issues** and **user dissatisfaction**, as people felt their data was not adequately protected |
| Slack’s new cross-organizational DM feature, allowed users to send direct messages to people outside their organization. The feature included the ability to send a personalized message with an invitation before the recipient accepted it. This raised serious concerns over potential harassment and spam, as users could not block individual senders or messages without disabling all invitations. Following significant backlash, Slack quickly revised the feature by removing the option to add custom messages to invites. | **User Dissatisfaction** because of spam | **Usability Issues** from the inability to block specific senders | **Customer Trust Impact** due to rushed rollout without considering user safety. |
| On May 3, a glitch on TikTok caused follower/following counts to reset to zero and blocked some users from accessing their accounts. The issue caused widespread frustration and trended as #TikTokDown. Though fixed overnight, it raised concerns about TikTok’s quality control. | **User Dissatisfaction** | **Usability Issues** | **Customer Trust Impact** |
| On April 29, 2021, hackers breached Colonial Pipeline’s network through a VPN account lacking multifactor authentication. This led to a shutdown of the pipeline, causing fuel shortages and price spikes. Colonial Pipeline paid $5 million in ransom. The attack exposed serious cybersecurity flaws, especially the absence of basic security protocols. | **Security Breach** | **Financial Loss** due to ransom payment | **User Dissatisfaction** with fuel shortages, **Reputational Damage** to Colonial Pipeline |
| On May 4, 2021, Toshiba’s European subsidiaries were attacked by the DarkSide hacking group. The group demanded a ransom, but Toshiba refused to pay. While no customer data was confirmed leaked, Toshiba pledged to improve security measures. | **Security Breach** | **Reputational Damage** from the attack | **Financial Risk** from potential ransom demand |
| In July, Call of Duty: Warzone added a pre-match loadout selection feature, which caused a major glitch—allowing players to start matches with full gear and creating an unfair advantage. It also triggered a bug that removed footstep sounds. Raven Software removed the feature the same day and promised to fix it. | **Usability Issues** | **User Dissatisfaction** | **Reputational Damage** |
| In October, the NHS app and website went down for four hours, preventing users from accessing their COVID vaccination status. This caused significant travel disruptions, with many passengers stranded or delayed at airports. The incident highlighted the risks of system centralization. | **Operational Disruption**, **User Dissatisfaction** due to travel issues | **Usability Issues** | **Customer Trust Impact** |
| In November, Tesla recalled nearly 12,000 vehicles after a software bug in its Full-Self Driving beta triggered false forward collision warnings, causing vehicles to brake suddenly. This increased the risk of rear-end collisions. Tesla issued a software fix and a safety recall. | **Safety Risk** | **Usability Issues** | **User Dissatisfaction** |
| Released in November, *GTA: The Trilogy – The Definitive Edition* was heavily criticized for poor graphics, glitches, broken missions, and performance issues. Fans were disappointed and many demanded refunds, damaging Rockstar’s reputation. | **User Dissatisfaction** | **Usability Issues** | **Financial Loss** due to refunds |