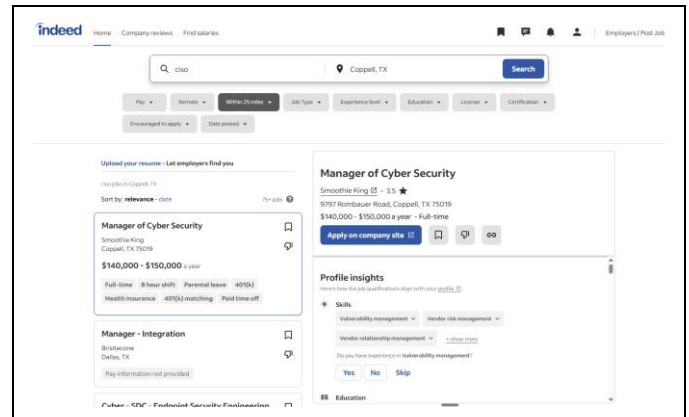


SWOT Smoothie King, CISO



Strengths:

- Esurance and adherence to data privacy regulations.
- Establish a risk management framework to protect the company's assets and intellectual property.
- Foster trust and loyalty through enhanced security of customer data, notably the digital presence.
- Continued investment and updating of technology ensuring the strongest of technological securities.

Weaknesses:

- Large franchise presence creates an enhanced attack surface.
- Employees lacking training in cybersecurity best practices.
- Fragmented security policies across various franchises.
- Current security protocols may be insufficient against evolving cyber threats.

Opportunities:

- Establish a comprehensive-wide cybersecurity program to unify standards at the start of employment with annual training to reduce human error.
- Implement advanced data protection for franchises and customers using digital technology.
- Elevate the customer experience through secure and seamless digital technology.
- Adopt AI and ML technology for a more robust security framework.

Threats:

- Insider error or threats leading to data breaches and reputational damage.
- Third-party and supply chain platforms not being secure and creating additional attack surfaces.
- Increased cyberattacks to obtain valued customer data, e.g., payment information.
- Regulatory risks from evolving privacy laws, e.g., state, national, and international.