

Network and Information Security Management November 2021 B

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« Collaborative Learning Discussion 3



[Pavendran Wimalendran](#)

Summary Post

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In my initial post, I summarised the events of the assigned case study "The prosecution of AA Ireland Limited," in which AA Ireland Limited sent unsolicited marketing communication to a person despite this person repeatedly requesting that he not be contacted for marketing purposes after an initial contact. AA Ireland Limited pleaded guilty, citing the violation on human error. (DPC, n.d.a)

To address this human error, I proposed that individuals who handle personal information be trained, made aware of GDPR rules and the consequences of not complying with them, and monitored to guarantee compliance.

In response, my colleague Hendrick proposed an automated process that would eliminate the human component entirely, as well as a semi-automatic process. Even while I agree with the concept, I pointed out that while automated processes may already exist, some people prefer to engage with humans rather than robots, and hence this service may not be used.

According to a survey conducted by Tessian (n.d.a), 88 percent of data breaches are caused by human errors. Even though human errors cannot be totally eliminated, in this case, a semi-automated process may be beneficial, since the client may only need to fill out a brief form answering GDPR-related questions before being transferred to a call to complete the process. This will most likely benefit the client and eliminate the human error that caused the problem in this case.

Data Protection Commission. (2020) Case Studies. Available from:
<https://www.dataprotection.ie/en/pre-gdpr/case-studies#201802> [Accessed 18 February 2021].

Tessian (N.D.) The Psychology of Human Error. Available from:
<https://f.hubspotusercontent20.net/hubfs/1670277/%5BTessian%20Research%5D%20The%20Psychology%20of%20Human%20Error.pdf> [Accessed 18 February 2022].

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