

# Pressure Cooker | Plug the Leak

We've all heard the phrase Data is GOLD and in this new digital age data has never been more precious and available. Although, with the great power of holding data comes the great responsibility to protect it, especially in the vast unknown digital space. It is so important to know where your employee, customer, client and partner data is stored and how secure it is.

You have just been notified of a data breach in your system, with the breach having access to sensitive data such as employee records, the personal information of your clients and customers (including their payment information) and all of the emails between your staff that contain information about your customers and informal conversations. Your team are unsure how severe the breach is at this point and it will take an investigation but there is a big risk that this sensitive information could have already been accessed and potentially made public.

You have called an emergency meeting with your strategic team to plan your steps going forward. It is really important to find the balance between your ethical duty to disclose the breach, while not inciting panic amongst your employees, clients and partners. During this meeting your strategic team will need to make a number of decisions.

## Requirements of the Pressure Cooker

**Marketing:** It is really important that you think very carefully about how you communicate with those affected, the wrong message or the wrong timing could mean the end of your business. You and your team need to consider not only how and when you will notify those affected and what information you will share with them but you also need to look ahead and plan how you will recover a positive image of your organisation. You will need to outline both your message about the breach and your future marketing strategy to recover.

**Operations:** A data breach can have serious consequences and it is essential that it is handled carefully. You will need to outline a plan of how you will investigate and manage the breach, as well as what steps you will take going forward. You will need to consider when you notify those affected, how you will keep avoid inciting a panic and what you will advise people going forward.

**Finances:** Finally, this has a significant financial impact on your business, where you need to make changes to your financial forecast to be sustainable through this process. You need to update your finances with the following;

- The investigation into the breach will cost the equivalent of 15% of your monthly income for the two months of the investigation.
- Upon notifying customers of the breach, you will lose 20% of your monthly income for the following four months.
- On top of any other operational changes or marketing decisions you make.

You need to revise your financial forecast and make decisions to adjust your spending to get through this time and recover, including the cost of any changes you may implement, and outline the reasons for your choices in under 200 words.

## **Submission Requirements**

- Max 1 A4 page marketing strategy.
- Max 1 A4 page of changes to operations.
- One Amended Financial Table with the changes as outlined
- Maximum of 200 words outline your choices for your financial tables submitted on a word document.

Submit your files to the Resources website before the timer reaches zero.

Deadline: 45 minutes.