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Challenge Title: Preventing Data Breaches from occurring	
Use Case Author	Andrew Morris, Martin Maguire, Nathan Stuttard Loughborough University
Topic	Behavioural Area: Human aspects of data breeches
Overview	You are a data security officer at a reputable high street vendor. It has transpired that a memory stick containing the email addresses of several customers has been lost by a member of staff. The customers whose data has been lost are extremely angry, as they are now being targeted by huge amounts of unsolicited spam email. Head Office have tasked you with investigating the cause of this data breach, and which behavioural antecedents contributed to it. Your task is to determine the underlying reasons as to why the breach occurred, rather than simply what happened at the time. It is possible that it occurred accidently, but you are unsure at this point. A member of staff could have been targeted and their memory stick stolen.
1. Engage	
Big idea	The email addresses of several customers has been lost.
Essential Question	How should retail staff act to deal with the data breach and prevent such data breaches in the future?
Initial resources	https://securityintelligence.com/why-data-security-should-be-at-the-top-of-every-retailers-shopping-list/ https://www.independent.co.uk/travel/news-and-advice/heathrow-secret-security-data-found-memory-stick-london-street-a8025516.html https://www.youtube.com/watch?v=URqPQNhdT_s
Guiding Questions	1. How would you go about investigating the breach? 2. What actions do you think caused the breach? 3. From the perspective of the data analyst, what do you think caused the breach? 4. How could you stop such a breach from happening in the future? 5. What actions would you need to take to report the incident?
Reflections	Once the students have done this, encourage them to reflect on how well this exercise worked. How well do the questions reflect the challenge? How could a similar situation be tackled more effectively in the future? Use this space to record individual reflections on the process.

Other notes	*!*
2. Investigate	
Activity Description	Encourage students to map out a process of investigation for answering the questions above.
Resources	https://ico.org.uk/for-organisations/guide-to-the-general-data- protection-regulation-gdpr/principles/storage-limitation/ https://www.independent.co.uk/travel/news-and-advice/heathrow-secret-security-data-found-memory-stick-london-street-a8025516.html https://www.cbronline.com/cybersecurity/protection/humans- greatest-security-weakness/ Other resources will include written statements from members of staff and details of which staff were responsible for logging customer data. Searching through the following journals and databases may also help: Behaviour and Information Technology, Information and Management, Science Direct, Scopus, Taylor and Francis, Journal of Business Research and Computers and Security. Using multiple keyword combinations will assist with this. Research could include people's attitudes to data security versus convenience of transferring data on memory stick.
Synthesis	The final product of this exercise should be a PowerPoint presentation to synthesise the students' findings towards the problem. This should include a title and recommendations page.
Reflections	Encourage students to provide a reflection on the process.
Other notes	
3. Act	
Solution Prototypes	This briefing will include information on the following: 1. The nature and cause of the breach 2. The implications and how they will be handled 3. The nature of the investigation, e.g. the measures used to reach the conclusion 4. (Recommendations to the Store Manager e.g. how to improve methods of data storage, improved staff training.

	The recommendations provided should be based on a behavioural rationale and should aim to improve staff attitudes to data security and awareness of the implications of data breaches. Provide the students with a format for presenting their solutions to the problem. This might be a report template, a real world simulated scenario – e.g. a briefing to a client or senior managers in an organisation.
Solution	Encourage students to provide a solution or options for different solutions in the format suggested above.
Implementation plan	Please provide a plan for the implementation of the project Encourage students also to provide a plan for how at least one of the solutions should be delivered.
Evaluate	Please address the following questions: What are the key challenges for your organisation in implementing the plan you identified? What were the strengths and weaknesses of your overall approach to the challenge? Were there any changes that could be made to the company Policy? What did you learn from this whole process? Encourage students to develop a journal entry to evaluate the different solutions, and how they might go about the exercise differently in future. Students might also be asked how the exercise itself could be futher developed as a pedagogical process.
Other notes	
4. Reflection and documentation	
Case notes	Gather class feedback from students about their experience in attending the class and conducting the exercise. If you were to run this challenge again with a group of learners, how would you change it?