

Hi Austin

Great post, very insightful.

There is adequate research to indicate that we are swiftly moving into a digital era and making use of online technologies where cybersecurity plays a huge role.

In addition, I agree with your statement around the GDPR forcing companies to protect themselves or risk the possibility of paying hefty fines. Furthermore, this creates the need for companies to follow and comply with cybersecurity best practices or be held accountable when data breaches occur. Failure to comply with the GDPR can cost a company up to a maximum of 4% of its global revenue turnover which is quite significant for large organizations (Dekhuijzen, 2019). According to the Cyber Security Breaches Survey 2019, 36% of companies in the UK have made cybersecurity changes due to GDPR which supports its effectiveness (Department for Digital, Culture, Media & Sport, 2019).

The Equifax hack bears testament to the fact that companies need to invest in cybersecurity best practices. As consumers progressively adopt to digital technology, they will be looking for assurance from companies that their Personally Identifiable Information (PII) remains protected during their lifecycle as a client. On the contrary research indicates that consumers “do not trust companies to handle their data and protect their privacy” (Anant et al., 2020). Protecting customer data should be a top priority for companies and should ultimately remain their responsibility.

Reference List

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Dekhuijzen, A. (2019) Policy Rules for Establishing the Amount of Administrative Fines under GDPR. *Computer Law Review International*, 20(3): 70-77. Available from: <https://doi.org/10.9785/cri-2019-200303> [Accessed 17 August 2021].

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