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Law



Internet Technology, Marketing, and Security: Security Breach Faced by Sony Corporation BUS 508: Contemporary Business Assignment 4 Strayer

University November 25, 2011 Introduction In the global marketplace, to attract the customers and provide relevant information to the customers, internet is used by most of firms as a promotional tool. In this, web-sites, social networking sites, etc. are used by the firms to communicate with the customers. Although, many security tools and techniques are used by the firms to secure the data of firm and customers, yet, some security breaches are also faced by the firms due to technical advancement.

For this paper, Sony Corp. is selected that has faced security breach. Sony Corporation is a multinational firm that operates its business in global market and belongs to Japan and produces electronic products for the customers (Sony Corp. Info, 2011). There will be discussion about products information, contact information, internet marketing strategies, privacy policy of the firm, etc. Evaluation of Website Sony Corporation provides whole relevant information on the website of the firm about its products, services, etc (Sony Corp. Info, 2011).

Areas that are evaluated for the firm are as follow: Product information Sony Corporation has developed its website effectively that attracts the customers to purchase products. The firm provides all relevant information about the products on its website. Additionally, the firm also has made a list of its products that includes various categories of products that are offered by it (Electronic Support, 2011). Corporation Contact Information The firm provides all relevant contact information about its stores and company to make it easy for the customers to connect with the firm every time.

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It also makes attractive and valuable information of the firm on its website. To find any nearer location for purchasing the products, the firm also provides sufficient information about it. Customization of Products for Customers On the web-site of Sony Corporation, the firm provides information about the customization of products for customer. In this, information about the service technician to solve the problems of customer is also provided by the firm to ensure proper handling of the products for its customers (Premium Services, 2011).

Customer Information at Purchase The firm provides privacy and security to the customers' information at purchase. Additionally, the firm also keeps record of the information of customers at purchase. Extra benefits are also provided by the firm for frequent purchasing (Sony Corp. Info, 2011). So, these areas are effectively promoted and targeted by Sony Corporation on its web-site to attract the customer. Internet marketing strategies Various internet marketing strategies are used by Sony Corporation to communicate with the customers about the products.

Following internet marketing strategies are used by the firm: Social networking: Social networking sites like, face book, twitter, etc. are used by Sony Corporation to promote its products and to attract its potential customers in the international market. Online forum is also offered by the firm for its customers to increase their participation in the promotion of its products. Additionally, to solve the problems of online visitors, the firm provides four campuses such as personal computing, home entertainment, digital photography, and business solutions.

It helps the firm to maintain interaction with the customers in effective form (The Sony Brand, 2010). Affiliate marketing strategy: Affiliated marketing strategies are also used by Sony Corporation as a part of internet marketing strategies. Under this type of marketing strategy, the firm displays the banner of its products on other websites to attract the potential customers. This display helps the firm to redirect potential customers towards the website of firm that is beneficial for the firm to communicate with the customers easily.

In this type of strategy, some part of profit is also paid by the firm to affiliate marketers for supporting advertising of their products on their websites (Outline of Principal Operations, 2011). Search engine marketing: Search engine marketing is also used by Sony Corporation to promote its products among the customers. In this, the firm increases its visibility in search engine result pages or web pages through using appropriate key words. It is conducted by the company through search engine optimization, paid inclusion, paid placement, etc.

It helps the firm to attract customers through providing needed information about the products (The Sony Brand, 2010). So, above discussed internet marketing strategies are used by Sony Corporation to attract potential customers and communicate with them effectively. Security Policy and Response of Firm on Security Breach To secure the data of customers and software information of the firm, Sony group privacy policy is used by Sony Corporation. In this, to win confidence and trust of the customers,

appropriate use and security control tools are focused by the firm under this security policy.

Management of the firm believes to give priority to the protection of personal information of the customers and limits the use of it for vague purposes.

Additionally, Sony Global Information Security Policy and related rules & standards are also implemented by the firm to ensure the security of data and information at the workplace (Computer Security Division, 2009).

Principles and security rules help the firm to increase trust of the customers over the firm. Awareness is also increased by the management among the employees to support successful implementation of the security policies and strategies at the workplace.

To support the security policies at the workplace, the Sony Security Module is also developed by the firm that helps the firm to allow high security system at the workplace to save the collected data related to the customers for personal use (Burdon et al, 2010). Under the security policies, different aspects are included that assist the firm and employees to handle personal information of customers effectively. In this, “ Act on the Protection of Personal Information,” is followed by the firm to comply security policies at the workplace effectively (Computer Security Division, 2009).

In addition, use of information at specific requirement is also focused by the firm under its security policies. Under the security policies of the firm, it is mentioned that before using any information related to the customers, relevant information should be provided by the employees such as use, name, purpose, user’s details, etc. (Privacy Policy, 2011). Although, effective

security policies and standards are followed by the firm to secure data, yet, some security challenges or security breaches are also faced by the firm due to some lacking in the security policies and standards.

In this, security breach is faced by the firm due to lack in security champion in each software development team (Liginlal et al, 2009). Additionally, operations in open environment also enforce risk for the security policies of firm due to lack of knowledge about the operating environment and internet user. Under the security breach, various cases are faced by the firm. In this, in the mid of June of 2011, the firm has faced two case of security breach due to Lebanese hacker. In this, hacker stolen Sony Europe database exposing more than 120 account usernames, mobile phone number, passwords, e-mail, etc. Freed, 2011). Response: In the response of security breaches, firstly the firm informed to its customers about the security breach and provided information that no one should use online gaming, play station network servers, etc. due to hacking of data of customers. Additionally, security officer is also replaced by the management to enhance security of the software to defend against new attacks of hackers (Sony Global, 2011). Moreover, more cyber security firms are also hired by the firm to avoid security breach for the firm.

At the same time, the firm tried to convince the customers about its effective security policies and standards (Privacy Policy, 2011). Recommendations To ensure greater security at the workplace for customers, some recommendations are given that are as follow: Application of Privacy law effectively: To ensure greater security for customers about their information,

the firm should apply privacy law effectively. It will increase trust among the customers and employees towards the firm due to applying laws and rules. Additionally, management support to execute the law will also help the firm to avoid security breach (Roberts & Schreft, 2009).

Improve security and lock system: The firm should develop security and lock system to ensure high security of information of the customers. In this, the firm should have effective backup recovery programs and systems that will minimize the chances of security breach at the workplace (Colwill, 2009).

Conclusion On the basis of above discussion, it can be concluded that security breaches are growing with the technological advancement that has direct impact over the customer base of the firm negatively. Additionally, it also affects the global image of the firm.

So, it is important for the firms to adopt effective laws and rules to avoid and minimize the chances of security breach at the workplace. It will also ensure security policies of the firm positively. References Burdon, M. , Reid, J. & Low, R. (2010). Encryption Safe Harbours and Data Breach Notification Laws. Computer Law & Security Review, 26(5), 520-534. Colwill, C. (2009). Human Factors in Information Security: The Insider Threat – Who Can You Trust These Days. Information Security Technical Report, 14(4), 186-196. Electronics Support. (2011).

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