

Should IVK Disclose The Data Breach?

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Position:

IVK must disclose the data breach to the customers.

Reasoning: To prevent harm to the customer.

- The selling of the data could exploit and damage the customers.
- To reduce the financial burden on the customer if fraudulent activities transpire.
- The customers could become victims of identity theft.

Impact On The Market With IVK Announcing The Breach:

- The stock price could be impacted minimally with the disclosure.
- The compromise of the data could give an advantage to the competitors.
- Brand satisfaction could be lowered with customers .
- The firm could forever be positioned further in the qualifier field.
- Civil litigation in the future could be less probable.
- Ethically the decision is sound and justified. “Becoming is better than being.” Carl S. Dweck

Recommendations:

- Free credit score monitoring and protection to the customers for 2 years.
- The communication of the event needs to be discussed to the customer through emails, correspondence and news media.
- To prevent phishing scams the information to the customers and the website of the firm must be updated regularly.
- Be accountable for the disclosure of the information and all parties involved to minimize the negative impact.