# Data misuse
# (Answers)

| Worksheet section | Contents |
|---|---|
| 1 | Malicious data misuse |
| 2 | Accidental data misuse |

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# 1. Malicious data misuse

**1)** Fill in the missing words for this definition of a data misuse

> When data is used in a way that is | different | from what was originally intended.

**2)** Which of these are examples of data misuse?

| | Yes/No | Reason |
|---|---|---|
| Company tracks the movement of its delivery staff without their knowledge | Yes | The delivery staff have not agreed to their movements to be tracked. |
| A company shares information with the police related to an fraud investigation. | No | The company is legally sharing information. |
| A newspaper publishes an article on a football match including the names of the people who scored the goals. | No | This is public information that can be published. |
| Hospital worker looks at the medical records of a celebrity and then shares the information with their friends. | Yes | They are not authorised to share medical information. |

**3)** Data misuse can be malicious or accidental. Describe what it means for data to be misused maliciously.

> When data is deliberately misused for individual or organisational gain

**4)** Below is an example of malicious data misuse. Is the data misused for personal, political or commercial gain?

*An employee has annoyed they have been asked to leave the clothing shop they work for. Before they leave they use their access to customer discount codes to order themselves lots of cheap clothes.*

> This is malicious data misuse for personal gain.

**5)** The Cambridge Analytica scandal was a malicious data misuse for political gain.
Search online to find the answer these questions about the scandal.

## 1. Malicious data misuse

These websites might help you.

https://en.wikipedia.org/wiki/Facebook%E2%80%93Cambridge_Analytica_data_scandal

https://www.npr.org/2018/03/20/595338116/what-did-cambridge-analytica-do-during-the-2016-election

https://www.theguardian.com/news/2018/mar/17/cambridge-analytica-facebook-influence-us-election

Approximately, how many Facebook users had their data collected without consent?

87 million

What information was collected about users? E.g. location

Name, education, location, the groups and pages they liked, their relationship status and where they worked.

Once the data was collected it was sold to political groups, such as Donald Trump's 2016 presidential campaign. How did the political groups use information on the Facebook users?

They created micro-targeted advertising campaigns.

## 2. Accidental data misuse

**1)** Data misuse can be malicious or accidental. What is meant be accidental data misuse?

> When the unintended consequences of processing data results in misuse

**2)** You have been given a dataset that has details of whether people have passed their exams. You've been asked to send a congratulation email to everyone who has passed and details of the re-sit for everyone else. The email is not to be sent out until Tuesday 3rd August.

| name | email_address | pass_exam |
|---|---|---|
| Freya Jones | f.jones@school.co.uk | yes |
| Zoe McCool | z.mccool@school.co.uk | no |
| Kim Reid | k.reid@school.co.uk | no |
| Peter Tynd | p.tynd@school.co.uk | yes |
| Ralph Young | r.young@school.co.uk | no |

Can you think of any ways that the data could accidentally be misused?

> Some examples could be,
> 1. the email addresses of the receivers could be shown then everyone would know who had passed and failed.
> 2. the wrong email could be sent the wrong group of people (e.g. pass people get the re-sit email)
> 3. the email could be sent out before Tuesday 3rd August

**3)** In December 2019, the Cabinet Office accidentally misused the data relating to the New Years Honours list. Search online to find the answer these questions about this data misuse to answer the questions below.

These websites might help you.
https://ico.org.uk/about-the-ico/media-centre/news-and-blogs/2021/12/cabinet-office-fined-500-000-for-new-year-honours-data-breach/
https://www.bbc.co.uk/news/uk-politics-59505637
https://www.theguardian.com/technology/2021/dec/02/cabinet-office-fined-new-year-honours-list-data-breach

What did the Cabinet Office publish on its website?

> Names and unredacted addresses of more than 1,000 people

How much was the Cabinet Office fined for accidentally publishing this information?

> £500,000

**4)** The ICO (information commissioner's office) shares information when they have fined organisations due to data misuse. Using their website, investigate an enforcement action that you find interesting and answer the questions below.

https://ico.org.uk/action-weve-taken/enforcement/

## 2. Accidental data misuse

Name of the organisation investigated

Was the data misuse malicious or accidental?

If it was malicious was it for personal, political or commercial gain?

What did the organisation do that resulted in data misuse?

What enforcement action did the ICO take? E.g. how much was the fine

How do you feel about the organisation that misused the data?

Name of the organisation investigated