

1 Warmer

Discuss the questions.

- What information do you save on the computer and the Internet?
- How do you keep your information safe?
- Is losing customer information a problem for businesses? Why?

Keeping Customer Information Safe

6 August 2019

- 1 Businesses need to protect themselves against crimes. Some people will try and get into a company's computer systems. They steal customer data, which is customer information in a form that computers can use. This data often includes bank details.
- 2 Hackers stole customer information from a company that makes products to help people see better. They stole some customers' bank details and other personal information like their addresses. This problem happened in many of its European offices, including the UK office. The business believes that someone stole the data because the software that usually protects the computer systems didn't work.
- 3 People who want information often try to steal from banks because they want to take lots of money. HSBC, a large bank, found that hackers got into their computer systems and stole customer data. This is not the first time HSBC has had problems keeping data safe – this happened to them in 2009, 2015, and 2018.
- 4 Companies sometimes have to pay a fine if they lose customer data. This can cost them a lot of money. For example, three HSBC firms paid more than £3m in 2019 for not protecting customer data. Companies can also lose customers if they get angry about the situation. But companies can protect their businesses and keep their customers safe in many ways.
- 5 Businesses should check their software often. This will help them see if something isn't working well. Then they can fix the problem. They should also check that they have the latest software, not the old one. New software is often safer and better at keeping people out. Companies should also have secure copies of their data because it may be impossible to regain everything taken.
- 6 One of the most important things a company should do is to train their staff. They should know what to do when something is wrong or suspicious. They should know how to prevent someone from entering their computer systems. Businesses need to do all these things to protect themselves against computer crimes.

Glossary

fine *noun* – an amount of money you have to pay for breaking a rule or law

2 Reading comprehension

Read all the sentence halves before matching them. Pay attention to connecting words to help you decide your answers. Check your answers with the information in the article.

- | | |
|---|---|
| 1. Hackers try to get into a company's computer systems to... | a. ... make sure they are using the latest version. |
| 2. Someone stole customers' bank details and other information like addresses from... | b. ... in 2009, 2015, and 2018. |
| 3. Banks are robbed by hackers because... | c. ... can help hackers get into computer systems. |
| 4. HSBC is has been robbed of customer data... | d. ... steal personal information and details. |
| 5. If companies lose customer data, ... | e. ... they want to get lots of money at once. |
| 6. Bussinesses have to check their software and... | f. ... identify what to do when something is wrong. |
| 7. It is very important to train staff to... | g. ... a company that makes products to help people see better. |
| 8. Companies often receive emails that... | h. ... they often have to pay a large fine. |

3 Vocabulary

Put each word into the correct gap.

copy crime data firm fix prevent product protect software

1. Stealing someone's personal information is a _____.
2. You can save your _____ on your computer or online in the cloud.
3. They sell three great _____: a glass water bottle, a backpack, and a pencil case.
4. You can buy _____ that will _____ your computer and keep your data safe.
5. She works as a manager at a large _____.
6. My laptop stopped working, but they said they will _____ it.
7. This is a beautiful painting. Of course, it is only a _____, not the real one.
8. We ask everyone to follow the rules, so we can _____ accidents.

4 Grammar

a. Match the sentence halves.

- | | |
|--|--|
| 1. If the software that protects the systems doesn't work, ... | a. ... they can lose customer information forever. |
| 2. Companies have to pay a fine... | b. ... if their customers are angry about the situation. |
| 3. Companies can lose customers... | c. ... someone can steal your customers' data. |
| 4. If a company sees something isn't working well, ... | d. ... they can fix the problem. |
| 5. If companies don't have safe copies of their data, ... | e. ... if they lose customer data. |

b. Write sentences using the words below.

1. if / like / you / me / call

2. share / safer / your data / if / is / don't share / your passwords / you

3. don't know / an email / do not / if / you / the sender / open

4. your files / if / save / more than one / can / you / of / copy

5 Communicative practice

a. Read the email and answer the question.

Dear Happy House team,

I received an email from Jane Smith yesterday. She received an email from you that was for me. She quickly found my name and email address online and sent me the email.

This is not right! The email included much personal information about a house I am selling. Now she knows where I live!

This makes me feel unsafe.

Jane Swift

1. What is the customer complaining about?

- She received an email that wasn't for her.
- An email that she sent went to someone else.

b. Match the phrases to the advice about writing an email to an angry customer.

1. Say that you are sorry

a. *Our customers are important to us, and we don't want anyone to ... (the problem)*

2. Repeat what the problem was

b. *We will ...*

3. Give a solution

c. *We have read your complaint, and we are very sorry about ...*

4. Ask if the solution works

d. *Thank you again for your feedback/patience.*

5. Thank the customer

e. *Will that work for you?*

Elementary Business

Keeping customer information safe

- c. Now write a reply from Happy House to Jane Swift. Use phrases from the previous activity to help you.

Dear Jane,

Best wishes,

Happy House – helping you to find the house of your dreams!