

TICKET DESCRIPTION

ENG - 221

Implement Customer Engagement Email Campaign

DEVELOPMENT TASK SUMMARY

Implementing a customer engagement email campaign. The key tasks includes: extracting customer data (name, DOB, address, email, purchase history) from the main database, generating personalized email content using the extracted data, and storing the data and email content on a shared network drive for the marketing team.



Status **PLANNED**

Assignee

Task classification

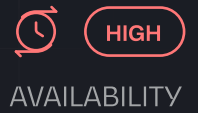
Risk Severity



Confidence



Risk Categories



Identified concerns

1. UNAUTHORIZED ACCESS TO CUSTOMER DATABASE AND THE EXTRACTION OF SENSITIVE CUSTOMER DATA
2. STORING AND HANDLING OF EXTRACTED CUSTOMER DATA

Sample recommended security requirements

IMPLEMENT SECURE DATA EXTRACTION AND STORAGE



Ensure that the data extraction process is designed with security in mind, including secure connections, encryption, and access controls. Additionally, implement robust access controls and encryption for the storage of the extracted data to protect customer privacy and prevent unauthorized access.

Implementation Guidance

1. Establish a secure data extraction process that uses encrypted connections and role-based access controls to the customer database.

Code example generated by AI



```
import mysql.connector
import ssl
def extract_customer_data(username, password, database, table, permitted_roles):
```

2. Implement data encryption and access controls for the shared network drive used to store the extracted customer data.

IMPLEMENT SECURE EMAIL CONTENT GENERATION



Ensure that the process for generating personalized email content from the extracted customer data is designed with security in mind. This may include measures such as sanitizing user input, preventing injection attacks, and securing the communication channels used to transmit the email content.

Implementation Guidance



ESTABLISH DATA GOVERNANCE AND RETENTION POLICIES



Develop and enforce data governance policies that define the appropriate use, storage, and retention of the customer data. Ensure the data is only used for the intended purpose of the email campaign and is securely deleted or anonymized when no longer needed, in accordance with applicable data privacy regulations.

Implementation Guidance



Want to learn more?



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