

Part 1:

Valentina Anea

Journalist 1: Donie O'Sullivan

Media Outlet: CNN

Email address/Twitter handle: @donie, donie.osullivan@cnn.com

Donie O'Sullivan covers politics and technology for CNN. His story, "We asked a hacker to try and steal a CNN tech reporter's data. Here's what happened" about data vulnerability piqued my interest. Employee data theft and security seems like something that would interest him and his audience who are both technology-savvy and might work at the companies TJB Data works for.

Journalist 2: Jordan Robertson

Media Outlet: Bloomberg News

Email address/Twitter handle: @jordanr1000

Jordan Robertson is a business and technology writer for Bloomberg News. I chose Robertson because he mainly focuses on cybersecurity stories. He recently wrote a story about a cyber-attack against Colonial Pipeline Co. titled, "Cyber Sleuths Blunted Pipeline Hack, Choked Data Flow to Russia." I think that a story on employee data theft would interest him.

Part 2:

SUBJECT LINE: Former employees steal data and companies lack data security

Hi Donie,

The article you wrote demonstrating data vulnerability by asking a hacker to steal your data made me realize how vulnerable anybody is to hacking and data theft. I always thought that my data would be safe if I used a complex password, but your story showed that even complex passwords can be hacked.

After reading your article, I thought you might be interested in a story about the need for increased data security measures within healthcare service companies. My name is Valentina Anea, and I am working with TJB Data, a Denver-based enterprise security company that specializes in healthcare services. TJB Data recently conducted a survey about data theft by employees leaving their companies.

Companies lack the basic data security measures and employee training necessary to ensure data stays safe even after employees leave the company. Improved software and hardware need to be installed company-wide to increase data security. TJB Data found that 94% of people surveyed responded “no” to, “Did your company have any protections in place to prevent you from removing documents or data?”

I thought your technology-savvy readers would be interested in reading about the need for more data security measures within regulated industries.

Please let me know when we could discuss this idea further. You can reach me at (760) 429-5080 or via email at valentina.anea@gmail.com.

Best,

Valentina

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