

Cybersecurity Needed? CVS

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Purpose

Industry

- Healthcare/Pharmacy Corporation

Main Product

- Clinically approved drugs/medication
- Healthcare

Target Consumers

- Adults are the primary audience
 - Parent with children.
- *People associated with seeking wellness.

Why Does CVS Need Cybersecurity?

CVS handles massive amounts of protected health information (medical histories, prescriptions, insurance details). Without any security, data like that can be exposed. This increases the risk of people's identities being stolen or sold. People can steal from you without you knowing.