



## The World of Data Use and Misuse –

## The Play

### Characters:

- Narrator
- Shop-in-Boots
- Miss Loyalty Card
- Miss Special Offer
- Mr Basket
- Miss Teenager
- Mr Child
- Mr & Mrs Pensioner:
- Mr Shelf:
- Miss Healthcare:
- Mr Bar Code:
- Mrs Conveyor Belt:
- Mr E Pos:
- Mrs E F T Pos:
- Miss Payment:
- Miss Receipt:
- Mr Data Central:
- Mr Stock Control:
- Miss Data Protection:
- Mr Firewall:
- Mr Norton:

**Narrator:** This is a play about a cool guy called Shop-in-Boots and his best friends Bar Code, Mr E Pos and Mrs E.F.T. Pos, told by the class of 8G on this day 27 November 2008.

**At the  entrance**

**Shop-in-Boots:** Aw right geezer. The name's Boots, Shop-in-Boots that is! I'm a cool guy 'cos I've got loads of mates. Rarely a day goes by where fans don't flock to see me, to buy my products. You know they are so loyal, I've even brought in a friend to reward them, that's right, you've guessed it, and may I introduce my friend, Miss Loyalty Card. She's a cool lass, give out loads of special offers based on what Mr Data Central tells her.

**Miss Loyalty Card:** Hi Bootsy baby - how's life mate?

**Shop-in-Boots:** Not bad, Loyalty. Busy as ever!

(Shop begins to pose, admiring himself and smiling at all the girls nearby and winking – Loyalty looks on laughing)

**Narrator:** Ok so that's Shop-in and Loyalty introduced. Now it's time to see what he's talking about – seems a bit full of himself doesn't he? Ah ha, what do we have here? Mmm looks like all his fans are coming in now.....

**Customers arrive at** 

**Shop-in-Boots:** Morning Miss Teenager, Mr Child, oh and Mr and Mrs Pensioner, good to see you.

**Mr Child:** Morning Boots

**Miss Teenager:** (with a cheeky smile) Morning Shop-in

**Mr & Mrs Pensioner:** Hello young man, what's on offer this week?

**Shop-in-Boots:** Now let me see (calling out loud) Miss Special Offer – hello – Miss Special Offer.

**Miss Special Offer:** Hi Shop-in, what do you need?

**Shop-in-Boots:** Mr & Mrs Pensioner want to know what's on offer this week.

**Miss Special Offer:** Loyalty, can you help?

**Miss Loyalty Card:** Indeed I can, Mr Data Central told me that last few times they have visited us; they have bought indigestion tablets and Shop-in's fantastic shampoo.

**Miss Special Offer:** So let's reward them, buy one get one free on both items. How does that sound?

**Shop-in-Boots:** Sounds good

**Mr & Mrs Pensioner:** Splendid

**Shop-in-Boots:** Please take Mr Basket with you, he's pretty strong and will carry your shopping

**Mr Basket:** (quickly adds) As long as it is not too heavy, I can only carry so much you know

**Mrs Pensioner:** Why Mr Basket, that would be lovely, come along son.

**Narrator:** So who have we met so far, Shop-in-Boots, Miss Loyalty Card, Miss Special Offer and Mr Basket, and some of Mr Boot's fans (Mr Child, Miss Teenager and who could forget Mr & Mrs Pensioner). Now it's time to meet a few characters inside.



### **Selecting products in**

**Mr Basket:** Let's see, Mrs P, Shop-in has loads of fans, and he also has lots of employees. We love working for him because he treats us well. We are all organised logically based on our category, so it makes it really easy when new products join the family. Over there we have the healthcare family (point to the right), there we have the beauty family (point to the left) and right in front, we have the toiletries family (point straight ahead). Where first?

**Mrs Pensioner:** Healthcare please.

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**Mr Shelf:** Morning morning, oh lovely morning. Look Miss Healthcare, we have some visitors – wake up girl, wake up.

**Miss Healthcare:** (yawn, stretch and look up with sleepy eyes) Morning Mr Shelf, here we go for another busy day.

**Mr Shelf:** I think today is your lucky day, I feel as though you may be sending some of your product family out on their travels today.

**Miss Healthcare:** Mmm that'd make Shop-in happy wouldn't it? Cool. (Smiling over in the direction of Shop-in).

**Narrator:** So we have the product range. All organised by category and stored on shelves so the product you are looking for is easy to find. Okay, so Mr Basket went round the shop with Mrs Pensioner, and she now has a full basket of shopping. And this is where it gets exciting.....



### **Barcodes in**

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**Mr Basket:** Okay Mrs P, so that is your lot for today? That must mean you are ready to buy your shopping.

**Mrs Pensioner:** Indeed I am young man

**Mr Basket:** Let's go and see Mr Conveyor Belt then. He'll take the weight off you as the products go through the till.

**Mr Conveyor Belt:** Good morning Basket, Mrs P. That looks heavy, been busy this morning?

**Mrs Pensioner:** Yes, stocking up on toiletries, healthcare products, a few beauty products and a little perfume as a treat.

**Mr Conveyor Belt:** Oooh. Mr EPOS is in for a treat. His mind will be busy converting Mr Bar Codes language.

**Mr Basket:** Indeed. Mr EPOS is really clever. Mr Barcode comes from another country (some even say another planet). He doesn't even speak in words!

**Mrs Pensioner:** Oooh you don't say.

**Mr Conveyor Belt:** He just speaks numbers 5678899001, 4545676781 and such like. It's really funny sometimes when it is getting busy because he has to say so many numbers, and somehow Mr EPOS manages to keep up.

**Mr Basket:** Mr EPOS can also tell from the way Mr Barcode is dressed what the products are – it is all to do with the thick and the thin lines on Mr Barcode's uniform.

**Mr Conveyor Belt:** Yep, Mr EPOS is really clever – let's stand back and watch them now.

## Buying goods using the Electronic Point of Sale



**Narrator:** So the products the Mrs Pensioner wants to buy are now on the conveyor belt and she is now waiting to buy the shopping. This is the technical bit so pay attention.

**Mr Epos:** Okay. Here goes. Mrs P looks like she has a lot of products to buy today. I do hope I can keep up. Everyone seems to think I am some genius but really I am just doing my job.

**Mr Barcode:** 4567889901

**Mr Epos:** Colgate Toothpaste – 100g - £1.49 – Quantity: 1 - £1.49

**Mr Barcode:** 456789021

**Mr Epos:** Boots Shampoo – 500ml - £2.00 – Quantity: 2 - £4.00 take away £2.00 – special offer buy one get one free.

**Mr Barcode:** 271894500

**Mr Epos:** Andrex Soft Quilted toilet paper – 4 pack – £1.68 – Quantity: 1 - £1.68

**Mr Barcode:** 4532.....

**Mr Epos:** Oh noooo, I can't do this one – Mr Barcode has forgotten his numbers and his suit is all messy so I can't even tell by the lines on his suit.....this is where I need assistance – the cashier has to sort him out and then types in the numbers manually. Phew. Thank goodness there is a human here to help in times of difficulty. Oh apparently that one was indigestion tablets – quantity 2 – special offer Buy One Get One Free - £1.59

**Mr Barcode:** 3456778890

**Mr Epos:** That's better – I can do this one – 1884 – Eau de Parfum – 100ml - £30.00 – Quantity: 1 - £30.00

**Mr Conveyor belt:** See there, I told you, clever bloke – he must have gone to night school to learn that language.

**Narrator:** Barcodes are a computer language and they contain all the information about a product – what it is, how much it costs, how many in a pack etc. The EPOS machine (a scanner) reads the barcode takes the data. Now let's see what happens to that data.



### **Stock Control at**

**Mr Epos:** Here comes the data from Mr Barcode

**Mr Data Central:** Thanks Epos. I will pass it on to Mr Stock Control. Hi Stock, time for an update.

**Mr Stock Control:** Okay, Data, what have we got.

**Mr Data Central:** Colgate Toothpaste – 100g – Quantity: 1

**Mr Stock Control:** 25 left on shelf.

**Mr Data Central:** Boots Shampoo – 500ml – Quantity: 2

**Mr Stock Control :** They are going quick. Only 10 left on shelf. Re-stock shelf with 10 from stock room.

**Mr Data Central:** Andrex Soft Quilted toilet paper – 4 pack – Quantity: 1

**Mr Stock Control:** 12 left on shelf.

**Mr Data Central:** Indigestion tablets – Quantity: 2

**Mr Stock Control:** 15 packs left on shelf

**Mr Data Central:** 1884 – Eau de Parfum – 100ml - Quantity: 1

**Mr Stock Control:** oh, that's popular with the ladies this week. Only 3 remaining in stock – re-order level reached.

**Mr Data Central:** That's all for now. Chat soon

**Narrator:** So once the data is received from the barcode, the stock level is automatically adjusted, taking off stock that has been sold to customers. This is automatic which means when stock runs low, the stock controller is informed when it is time to re-order stock. Quite clever really. Okay, so now the products have been scanned, and the data processed. Now it's time to pay for the goods.



### **Electronic Transfer of Funds and Loyalty Cards at**

**Mr Epos:** Hi Mrs P. Can I introduce you to my mother, the delightful Mrs Eft Pos. She's a wise old bird and looks after the money side of things. Sensible really, don't trust me with the cash, I'd spend it!

**Mrs Eft Pos:** Yes, I am the important one, well said Epos. Shop-in has a nick name for me – Chip n' Pin. Now once Epos has passed on the information to Data Central, he adds it all up and then the customer, in this case, Mrs P, gets told how much she has to pay. Then she gives me all her details!!

**Mrs Pensioner:** Can I use my debit card today.

**Mrs Eft Pos:** Of course you can my dear. That's perfect. Before I can do that, I need you to enter in your Personal Identification Number (PIN) please. Okay, so you are Mrs Pensioner and you live at 15 The Street, Erdington, and Birmingham, B24 3RS. Good. I have now got your bank details and I am going to take the money straight out of your bank account - £36.76.

**Mrs Pensioner:** Thank you.

**Mrs Eft Pos:** I shall now pass you over to Miss Loyalty Card.

**Miss Loyalty Card:** Hello. Okay, you have spent £36.76 so that is 376 points added to your Boots Advantage card. That means you can spend up to £3.76 as a thank you from Boots next time you shop, or you can save up for something special at Christmas.

**Mrs Pensioner:** Oh, you know me so well Love.

**Miss Loyalty Card:** Oh, I cannot take all the credit. Data Central just passes the information to me. He has it all stored up and simply provides me with the information whenever I need it. He's also the one to thank for all the special offers you get. I'm not that clever, I am good at passing data, he figures it out and then sends me back the information.

**Narrator:** So the goods have now been paid for and the customer is nearly ready to leave. The final stage for the customer is to receive a receipt of all the items they have bought and how much they have paid.



**Issuing of receipts at**

**Mr EPOS:** Mrs Pensioner. Before you go, please let me introduce my niece Miss Receipt.

**Miss Receipt:** Hello. I can give you a summary of all the products you bought today and a record of your payment to Mrs Eft Pos, in case you have any problems with the products.

**Mrs Pensioner:** Oh, how considerate. Thank you. Good day

**Mr Epos, Mrs Eft Pos, Miss Receipt, Miss Loyalty Card:** Bye Mrs P

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**Narrator:** I bet you thought the play would end there, didn't you. Far from it! Mrs Eft Pos, Miss Loyalty Card and Mr Data Central now know rather a lot of information about Mrs Pensioner, and in fact about all the customers they serve each day. Now they could easily pass this information to other people, but Mr Data Protection, the security man, makes sure they don't do anything naughty with the information.



### Protecting Data at

**Mr Data Central:** I have a friend who wants to know all about customers who buy Andrex. Can I give Mrs Pensioner's information to him?

**Miss Data Protection:** No, that is not allowed.

**Mr Data Central:** But he is willing to pay good money for it. He says he will keep it a secret from anyone else. Where is the harm?

**Miss Data Protection:** I am the law. I do not let any information about any of our customers out of these four walls. No one has the right to this information. Anyone who breaks this rule is operating against the law.

**Mr Data Central:** Aren't you being a bit sensitive?

**Miss Data Protection:** NO. Our customers' privacy is very important. We want them to trust us and to come and buy here again. If they were to find out we had shared this information, they might go and shop at Bodycare instead!

**Mr Data Central:** Ok Ok. I get the message. Just a thought though. What happens if someone steals it from me when I am sleeping?

**Mr Firewall:** Firewall to the rescue!! While you sleep, me and my friend Norton, the anti-virus man, keep you protected. Think of us as a very thick steel wall that nothing can break through. With special codes we will protect you from unwanted guests.

**Mr Norton:** I keep up to date with all the horrid viruses about and make sure we don't catch them.

**Mr Data Central:** So you can protect me from viruses – lovely – I do so hate being sick.

**Mr Firewall:** And from hackers trying to break-in and steal the information about our customers.

**Mr Data Central:** I feel better now. I will sleep soundly tonight knowing that me and my customers' information is safe inside these walls.

**Narrator:** So let's have a final word from the owner, Mr Shop-in Boots.

**Shop-in:** So you see, each time customers come into the shop, we keep a record of what they have bought. We find out from the loyalty cards and debit cards where they live and what they like to buy, but we keep it to ourselves. I believe very strongly in protecting the business and our customers' identity. There are so many threats out there nowadays about stolen identities, card details etc. I make sure my customers are safe.

**Narrator: THE END**