

KB Kookmin Card Co Ltd in Financial Cards and Payments (South Korea)

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Abstracts

The company suffered through critical credibility issues in 2014. In January 2014, there was a breach in KB Kookmin Card's security that led to a massive leak in customer information. Many customers immediately terminated their credit cards to avoid any fraudulent use. Also, as a punishable measurement of the financial authorities, the company had to cease new card issuance for three months, which led to a significant loss its consumer base. However, KB Kookmin started to reform in the latter...

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