



Consumer Notification Services - Letter, Email, SMS outreach

Providing timely notification communications to your customers and/or employees updating them of a crisis or data breach incident.



Developing a response plan and finding resources

In the event of a crisis or data breach your business may need to tell your customers or employees details of the event that has taken place.

One of our dedicated senior response managers will work with you to scope the notification outreach plan and timings, including stagger strategies, where required. Once a notification and data set is ready we'll manage the full logistics and resources so you have time to focus your efforts on the event itself.

In the event of a data breach why is it so important to notify the individual of the loss of data?

It has never been more important for organisations to have in place a data breach response plan which will support the essential notification to the individuals affected.

When a data breach incident has been realised by an organisation they will need to quickly put in place the necessary notification communications to everyone affected. Timing of this notification is critical so individuals can act to safeguard their personal information and identity reducing the risk of becoming a victim of fraud.

How can Experian help me prepare my notification to affected individuals?



Dedicated response management support

When creating a notification communication, a dedicated response manager will work with you and your legal counsel to ensure the information about the incident is accurately presented within a letter, email or SMS notification.



Bespoke branded templates

We can create branded letter and email templates, including logo and appropriate typefaces, source stationery, such as envelopes and manage all the practical aspects of creation, data quality checks, approvals through to the management of the outreach activity itself.



Return mail service tracking

Being able to track returned letters allows you to manage the communication strategy effectively and demonstrate to regulators your commitment to reach all impacted individuals.

We can provide services which range from collating all returns with individual contact details through to forwarding returns to help inform the next steps.



Multiple brands and templates

Where more complex crisis or breaches have occurred involving multiple brands and customer/employees we can work with you to create bespoke letter/email templates for each brand, containing appropriate messages.



Data breaches affecting customers in other countries

We have onshore and offshore mailing capabilities in both the UK/USA and can manage the notification to individuals residing in other countries. Details of timings can be provided based upon the scenario.



Data cleanse and health check

One of the important parts of notifying employees or customers is ensuring you can reach as many of your contacts as possible. Carrying out a data cleanse on your customer and employee database will increase the quality of your data and enhance the chances of the notification reaching the affected individual.



Web and credit monitoring

You may also decide to provide individuals with a remediation at the time of the notification. We can arrange for web/credit monitoring services and a unique voucher code assigned to each individual to support your notification. For information about this service see our monitoring product sheet.

Consumer notification and fulfilment management



Postal letter outreach



Email outreach



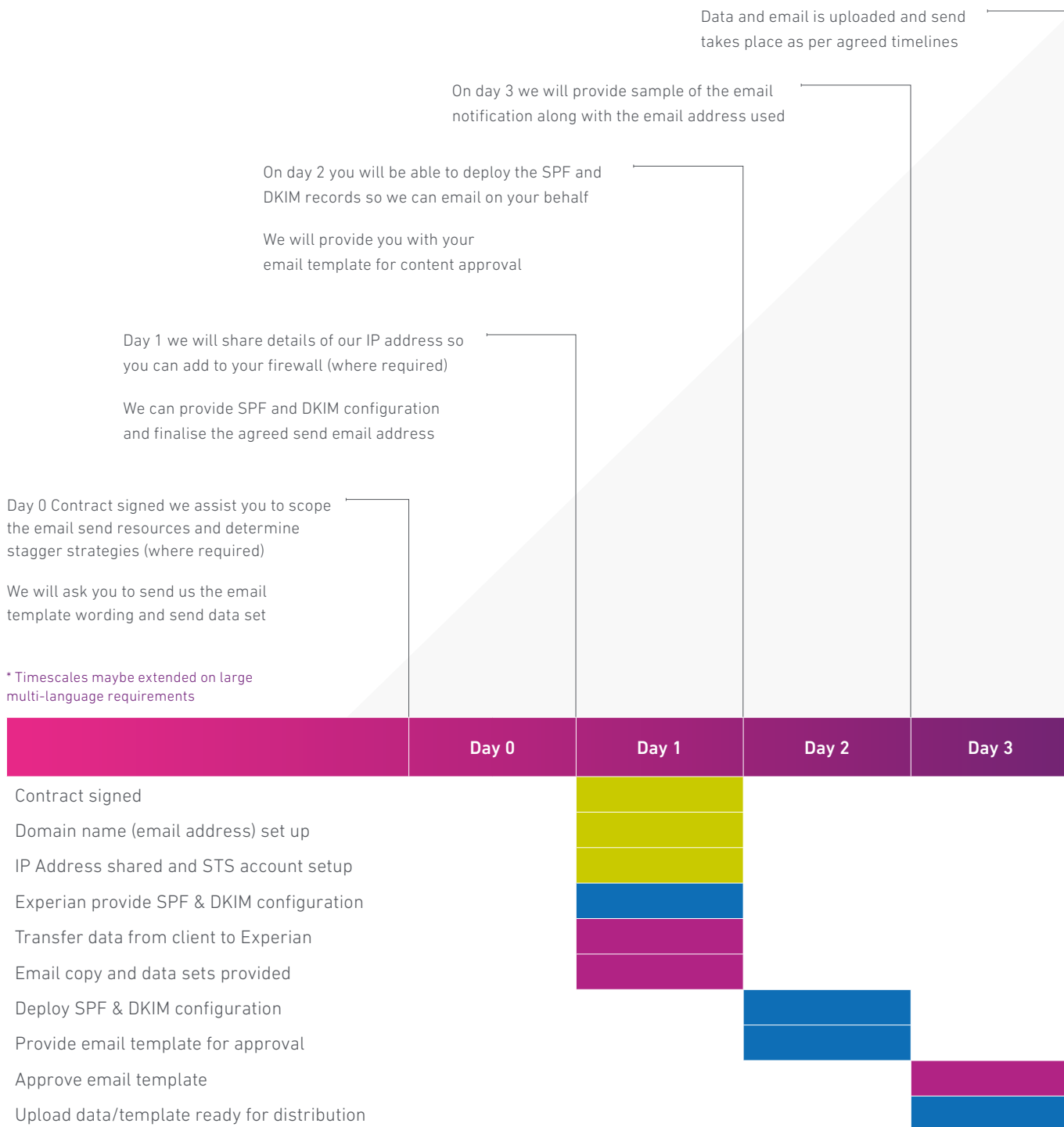
SMS outreach



“With the right resources you can quickly and efficiently communicate with your customers and employees about an event. Combining a notification outreach with a frequently asked questions call centre, web chat or email response management service means you can respond to questions, manage inbound enquiries efficiently and provide further reassurance to those who may need it.”

Sample planning timeline / process for email notification outreach

Below is an outline of what is included in the planning process, but not limited to:



For letter notification we have a 5 day SLA

For more information
please contact us

breachresponse@experian.com
www.experian.co.uk/databreach

Registered office address:
The Sir John Peace Building, Experian Way,
NG2 Business Park, Nottingham, NG80 1ZZ
T: +44 7972 298698
E: BreachResponse@experian.com
www.experian.co.uk/databreach



Data Breach/Crisis Response Services:

- Letter Notification Service
- Email Notification Service
- SMS Notification Service
- Frequently Asked Questions library
- Call Centre Support (Multi-Lingual)
- Live Web Chat Service
- Email Response Service
- Data Quality Check
- Crisis Response Services
- Credit/Web Monitoring Services
- Management Information Reporting

© Experian 2021.

Experian Ltd is authorised and regulated by the Financial Conduct Authority. Experian Ltd is registered in England and Wales under company registration number 653331.

The word "EXPERIAN" and the graphical device are trade marks of Experian and/or its associated companies and may be registered in the EU, USA and other countries. The graphical device is a registered Community design in the EU. All rights reserved.