

Experian Data Breach Notification Services

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

Personal data has a prized value

Data has become a central component of any business. Every day as consumers we share our personal data in exchange for information, goods and services. It is simply just a way of life. Hand in hand with this is the increasing sophistication of cybercriminals who target organisations with the sole motivation of obtaining customer or employee personally identifiable information.

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.

Why is it important to notify an individual that their personal information has been compromised?

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 identity and reduce the risk of becoming a victim of fraud.

In addition, new EU General Data Protection Regulation (GDPR) means the notification to the ICO is a mandatory requirement within 72 hours. Having prepared your notification means you can confidently update regulators of your plans.

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



Dedicated account management support

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



Bespoke branded templates

We will create branded letter 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 mailing distribution.



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 for collating all returns with individual contact details through to forwarding returns to help inform the next steps.



Larger scale/multiple brand notifications

Where more complex breaches have occurred involving multiple brands and customer/employees types we can work with you to create bespoke templates for each brand, containing appropriate messages. In addition, we can provide a contact data quality check, as well as supporting data management service.

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Data breaches affecting customer 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.



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 please see our monitoring product sheet.



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 letter reaching the affected individual.

Timescales

From receiving your approved letter content the following activities can take place within a few days, depending on requirements:

1. Produce a mock up notification template for your approval including all logo's.
2. Print the letters and place within envelopes.
3. Letters will be sent to mail distributor (i.e. Royal Mail) ready for delivery to individuals.

For more information please contact us

breachresponse@experian.com

www.experian.co.uk/databreach

EU Global Data Protection Regulation (EU GDPR) has set out that where a personal data breach is likely to result in a high risk to the rights and freedoms of individuals, organisations will be required to notify those individuals affected, as well as notify the ICO within 72 hours. Failing to notify could result in a fine of (the greater of) 4% of your organisations global annual turnover or 20 million Euros.



Additional services:

Data breach response:

- Data Breach call centre support
- Customer and employee data quality health check
- Credit and web monitoring remediation services

Registered office address:

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