

# Experian Data Breach Readiness Service: Response Ready

Helping organisations to create and manage their customer-facing notification and response plans

## Why is it important to have a data breach plan in place?

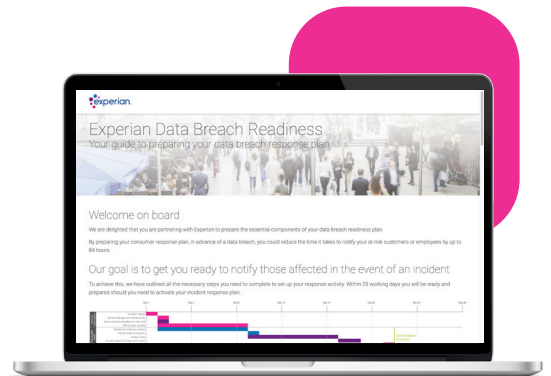
There are several ways personal information, such as full name, address, bank card numbers, passport numbers and driving licences can be utilised fraudulently by criminals. These include the opening of accounts such as mobile phone contracts or utility services or apply for credit, such as credit cards or loans in an individual's name.

Any organisation handling sensitive consumer data at some point is going to face the challenge of an attempted or successful data breach. Putting a customer-facing response plan in place, which enables you to quickly notify and manage enquiries from those affected without 'undue delay' will be crucial at this time. And more importantly it could potentially help reduce an individuals' chance of becoming a victim of fraud.

## How can we help organisations?

Experian's foundation data breach readiness service helps organisations to complete the essential steps of their customer-facing notification planning through Experian's online Readiness Hub.

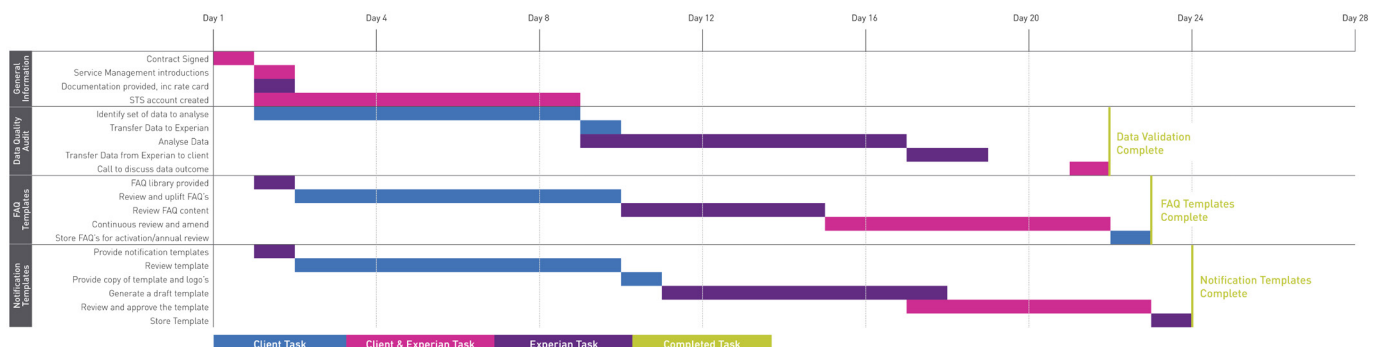
Organisations can complete the key steps of their readiness plan within 25 days. During this process they are fully supported by a dedicated Senior Account Manager from Experian's Data Breach Response team.



## What is included in the foundation-level Response Ready service?

Your dedicated Account Manager will work with you to gain access to the Readiness Hub and help you to complete each crucial step of your readiness plan. Once all steps are complete your response plan will be stored ready for when you need it.

By getting ready in advance you have the potential to reduce the time it takes to notify your at-risk customers or employees when a live incident hits by up to 84 hours.



# Experian Data Breach Readiness Service

## What are the key features of the foundation-level service?



Access to **Experian's Readiness Hub** to complete key steps in the planning process.



Development of your draft **notification letter/email** templates including branding, fonts and standard content, which are all stored ready for use.



Completion of a contact **data quality** health check up to 250,000 records to determine the quality of your contact data.



Review **credit/web monitoring** services and how this can support customers and employees.



Access to Experian's **Frequently Asked Questions** library from Experian's database of handling hundreds of data breaches.



Outline of Multi-lingual **call centre service resources to support Frequently Asked Questions**.



Review of **Free phone line coverage** resources and setup process.\*



Storage of your **plan and assets** in readiness for a data breach incident.



Validate your contact data

We will perform a data hygiene health check which determines how many individuals can be successfully contacted in the event of a data breach.

[Click here to set up](#)



Create your notification templates

This important step ensures you have a notification template in place with your branding and draft content. Ensuring you can quickly review in the event of an incident.

[Click here to set up](#)



Transfer personally identifiable information (PII) securely

To enable safe and secure transfer of PII data we have set up this guide to provide key information for you.

[Click here to set up](#)



Prepare key Contact Centre Frequently Asked Questions (FAQs)

Choosing FAQs in advance means you can just add the more specific scenario questions when a live incident happens, saving you time.

[Click here to set up](#)



Keeping stakeholders up to date.

Once a live response is underway, we will send you management information reports to keep your stakeholders fully updated on the incident response.

[Click here to review](#)

We've helped many organisations to quickly and efficiently prepare and manage customer-facing breach notification responses, scaling up according to the size of a data breach. Ultimately we're here to take the heat out of the response management so the business can focus on running its business during these challenging scenarios.

Jim Steven, Head of Data Breach Response,  
Experian Consumer Services

## For more information

Please contact [breachresponse@experian.com](mailto:breachresponse@experian.com)  
[www.experian.co.uk/databreach](http://www.experian.co.uk/databreach)



### Additional services:

- Data Breach Readiness Services: Scenario Response Consultancy
- Data Breach Readiness Services: Guaranteed Reserved Response

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\*Setup and maintenance costed separately