

# Data Breach Response Services

Prepare and Recover

Prepare your plan. Recover trust and put consumers at the heart of your response



# Organisations are reviewing the threats facing them and prioritising and preparing their data breach response strategies.

The data breaches of tomorrow are set to become increasingly complex, as the necessity for individuals to share data is intrinsic to every day life.

Individuals are looking to organisations to have the right provisions in place, to manage and preserve their data. Crucially, should the worst happen, there is an increasing expectation on organisations to have the ability to personally notify and protect them.

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“We understand your primary concern will be the people affected when a live data breach incident occurs. That’s why we help organisations every day to know their vulnerabilities, prepare plans and centre the response around the consumer so everyone can take the most proactive steps to recovery.”

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# Cyber crime is increasing due to low risk and high returns

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## **Personally Identifiable Information (PII) has monetary value**

Everyday it is commonplace for each of us to share our prized personal data without a second thought. Data has a lucrative monetary value meaning criminals are endlessly seeking out business vulnerabilities to gain access.

## **Data breach incidents can have a dramatic impact on senior executives' time and business performance**

Those leading the recovery have a complex set of scenarios and resources to navigate. Leading to the increased risk that business-as-usual is no longer possible to prioritise.

## **Expectations are rising as consumers realise the potential personal consequences**

Media publicity is fuelling greater awareness and with this increasing expectation from consumers. Those affected are holding organisations to account - good or bad a lasting impression is formed.

## **Legislation is a compelling reason for organisations to get ready**

EU General Data Protection Regulation (GDPR) imposes an obligation on organisations to notify the Information Commissioners Office (ICO). Where a personal data breach results in high risk to rights and freedoms of individuals, organisations will also be required to notify those individuals affected.





# Every incident has a set of unique challenges so having the power to adapt is vital

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We can adapt our proven capabilities and align these to your resources and scenarios to create a bespoke response plan. We will tailor resources to the type of personal data loss, volume of people affected, language, demographic range. We will work with you to understand how your customers would like to be treated.

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“We are proud to play an instrumental role in aiding organisations to prepare and respond to some of the world’s most high profile data breaches and ultimately help those individuals personally affected to combat the future threat of identity theft.”

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# We can help your organisation to Prepare and Recover

Any organisation handling sensitive consumer data at some point is going to face the challenge of an attempted or successful data breach. Understanding vulnerabilities and threats will play a key factor in developing an aligned response strategy.

We discreetly partner with you prior to an incident to create a comprehensive readiness plan and when required, rapidly support to deliver the crucial components of the plan during a live data breach incident.



“Experian will customise resources that best suit the needs of the organisation, it’s customers and employees and align to changing regulation and the evolving landscape.”

## Prepare

### Get ready in advance

Our proven experts will align the right resources tailored to your business scenario and create pre-determined communications which are stored ready for a live incident.



#### Contract

Agreement agreed in advance to save time in the event of an incident.



#### Rate Card

Enables you to understand and forecast potential costs.



#### Pre-approved notification template communications

Letter templates, logos, typefaces are stored ready, helping reduce communication release process and time.



#### Data quality check

We can help to run a quality check of your customer contact data to ensure you have the most accurate and up to date contact data.



#### Frequently Asked Questions library

FAQs help your organisation to understand what customers will want to know. Preparing reduces the time to stand up a call centre for live incident.



#### Management information reports

Templated reports will provide details of what customers are saying and how many are actively taking up the monitoring service.



#### Dedicated telephone number

Dedicated service aligned to brand profiles and distinct customer groups to manage multiple engagement points.



#### Background Checking

Carrying out background checks for new recruits or existing employees, helping to minimise risk of fraud.

## Recover

### Activate your response plan

When a live incident occurs we work with you to finalise and activate the notification fulfilment, call centre support and web/credit monitoring services to affected individuals.



#### Notification and fulfilment

Branded communication notification templates finalised, printed and distributed to individuals affected.



#### Call Centre operational support

Multi lingual call centre facilities to provide Frequently Asked Questions support to people affected by the breach.



#### Identity / Credit Monitoring

Platform and interface enabling individuals affected to sign up for monitoring services:

- Identity monitoring service searches web for Personally Identifiable Information (PII) and alerts if found.
- Credit monitoring service notifies the individual if there has been a certain change to their Experian Credit Report. Those at further risk of identity theft can benefit from Experian's proven 'Victims of Fraud' service.

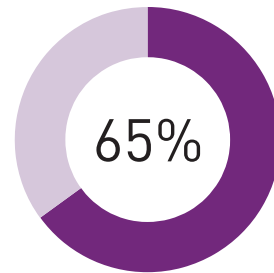
# Meeting consumer expectations:

Proven and discreet expertise

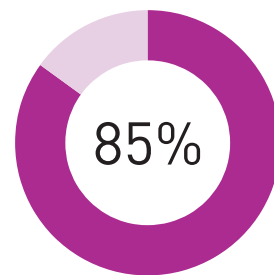
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We have more than 10 years proven experience and were one of the first businesses to develop a data breach resolution solution in the US market. We have handled thousands of incidents for organisations of all sizes and provide trusted support of their customers.

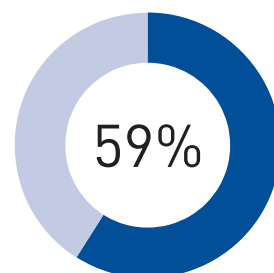
Experian's recent consumer survey\* highlights just how much customers rely on and expect from the organisations they partner with:



Would contact the organisation for advice



Would like notifying within one day



Would like advice on what to do next



Data Breach Response Services

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## With data breaches on the rise, now is the time to take proactive steps in preparing for a data breach.

To truly prepare for a data breach organisations must invest in and test plans regularly, updating them as new breaches occur and in accordance with regulatory changes. Experian can support you and your organisation through this challenge – helping provide reassurance to customers and employees.



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[www.experian.co.uk/databreach](http://www.experian.co.uk/databreach)

**Helpful resources:** [www.experian.co.uk/databreach](http://www.experian.co.uk/databreach)

- Complimentary Data Breach Response Guide

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