



Experian Data Breach Readiness: Response Aware, Ready & Protect

Helping organisations to plan and prepare their customer facing response plans



Why is it important to have a Crisis response plan?

The threat of a Crisis such as a Data Breach can impact every business/organisation, large and small. In the aftermath of a Crisis, businesses and organisations may deal with financial loss, potential hefty fines, a reputational hit and potential loss of customers.

In addition to this, impacted individuals are likely to be stressed about the situation, meaning businesses and organisations must be able to respond quickly providing support and peace of mind they require.

Ensuring you have a customer-facing response plan will enable you to quickly notify and manage queries from those affected without 'undue delay' during this crucial time. Also more importantly it could potentially help reduce an individual's chance of suffering further distress such as becoming a victim of fraud.

How can we help organisations?

To support organisations in becoming prepared for a Crisis in advance of an event, the Crisis & Data Breach Response team have designed a series of Readiness services to meet the needs of all sized businesses and organisations.

Below, we have shared what is included in our full suite of services, including Response Aware, Response Ready & Response Protect.

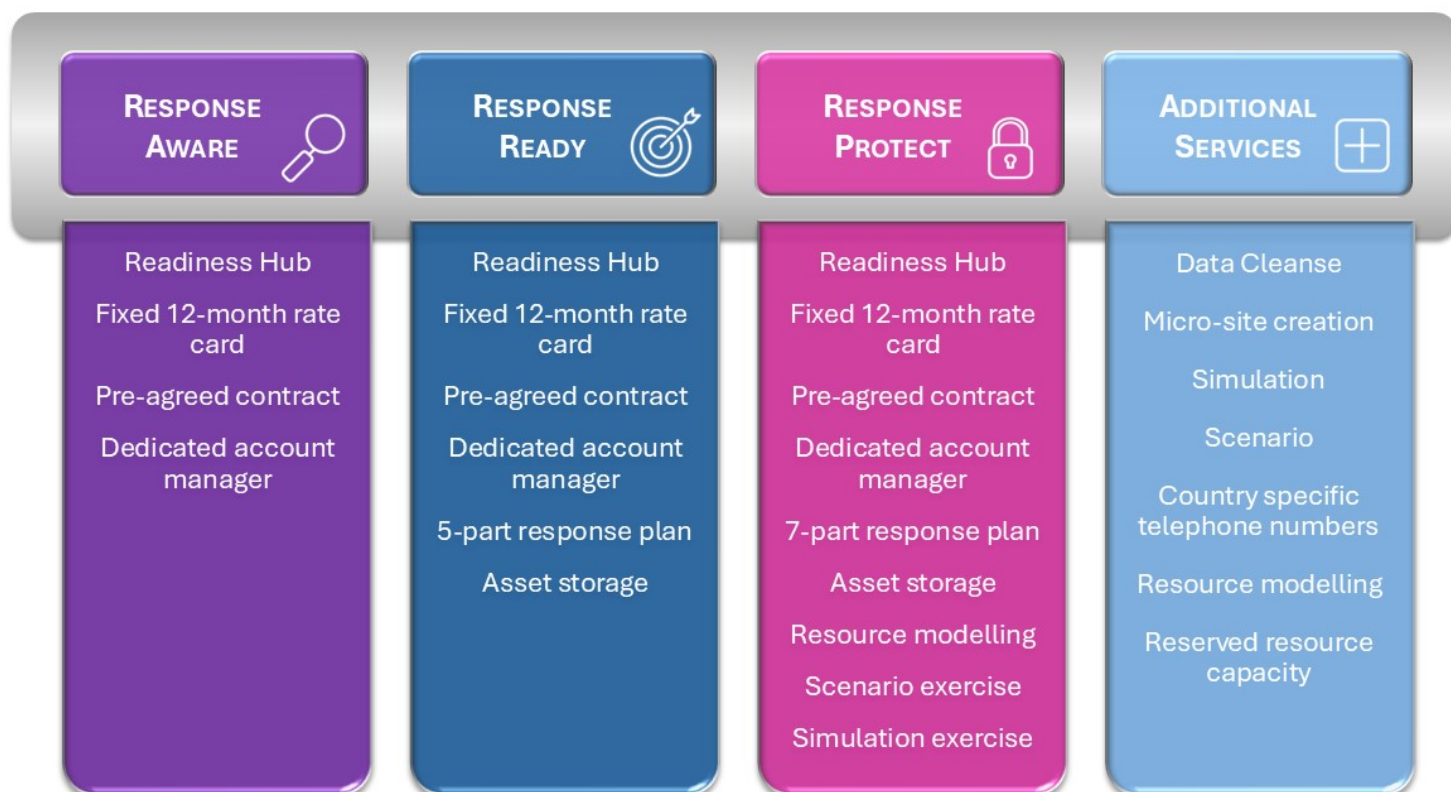
Experian have managed thousands of data breach response plans globally so understand first-hand just how complex incidents can be to manage. Putting time aside to get ready in advance will benefit the organisation and help them to work towards the challenge of keeping the business running, such as;

- Updating key stakeholders
- Demonstrating to the Regulator the positive steps taken in preparing
- Most importantly the provision made to protect the individuals who have been directly affected










Product Sheet

Experian Response Services

Experian's suite of readiness services:



Key features of the service

-  Access to Experian's Readiness Hub which contains Experian's Collateral.
-  Contractual terms agreed in advance by having Pre agreed contracts in place.
-  Creation of a Response plan bespoke to each clients requirements including notification strategy, inbound query management and Identity monitoring options.
-  Resource modeling forecasts the resource requirement dependent on notification send strategy.
-  Simulation exercise is a end to end test of your consumer response plan.
-  Customer facing Micro Site (with client address) to direct individuals to during a Crisis.
-  Reserved resource guarantees multi lingual agents available for contact centre stand up.
-  Agreed 12 month fixed rate card of all Experian post breach services.
-  Dedicated Account manager to support you during a Crisis.
-  Storage of assets such as logo, headers footers, signatures to be used during a Crisis as well as your playbook and response plan.
-  Scenario exercise is a desktop walk through of a Crisis Incident understanding requirements and ownership.
-  Data cleanse individuals contact details to determine the quality of your contact data.
-  Pre purchased phone numbers to be used separate to BAU lines.

Product Sheet

Experian Response Services

We have helped many organisations to prepare and manage customer-facing breach notification responses and scale up according to the size of a data breach. Ultimately, we are here to take the heat out of the response management so the business isn't paralysed by the Incident.

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

For more information:

Call us on 08444 815 888

between the hours of 0800 - 1800 (GMT/BST)

Email at breachresponse@experian.com

Visit us at www.experian.co.uk/databreach

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