DATA BREACH RESPONSE GUIDE

Experian®

By Experian® Data Breach Resolution

2016-2017 Edition

FOREWORD

OVER THE PAST YEAR, THE RISK TO COMPANIES CAUSED BY **MAJOR DATA BREACHES OR OTHER SECURITY INCIDENTS HAS SHOT UP** TO THE TOP OF THE LIST OF CONCERNS FOR EXECUTIVES AND BOARDS OF DIRECTORS.

What was once considered only a major risk for large data-heavy organizations is now universally regarded as a major concern. Not a week goes by that we don't see a new and sophisticated attack targeting a company. From ransomware capable of shutting down operations to the exposure of millions of credit card records or even the simple loss of a laptop with personal information, security risks are requiring more companies than ever to actively respond to an incident. If managed poorly, a major security incident can lead to costly lawsuits, regulatory action and a significant loss of trust with customers.

The good news is that awareness of this issue is at an all-time high. According to Experian's 2015 annual data breach preparedness study, senior leadership have become more involved in data breach preparedness than ever before, and more companies have established employee privacy and data protection programs, in addition to response plans to address such risks.[1]

However, what we also found is that while there is greater awareness and preparation for a breach, companies are still not confident in their ability to secure data and manage a breach. While most have response plans, they are often not updated regularly enough. In fact, 35 percent of organizations admitted to not having reviewed or updated their response plan once since it had been put in place.[2] Many also fail to practice their plans, which is why this guide includes a primer on incident response drills.

Ultimately, security response needs to be a process of continual improvement and evolution because the threats faced by organizations continue to evolve. Just this year, we've seen ransomware jump from a consumer to an enterprise threat and more sophisticated spear phishing attacks aimed at all parts of an organization.

For those who are just getting started or need to audit their existing plans, we have covered preparedness from soup to nuts here as well. We want this guide to be a useful tool for every organization looking to improve its security posture because the potential for a data breach is not going away. The sooner an organization gets ready, the better.

Sincerely,

Michael Bruemmer
Vice President
Experian Data Breach Resolution

1,2 Third Annual Study: Is Your Company Ready for a Big Data Breach? Ponemon Institute, 2015

TABLE OF CONTENTS

INTRODUCTION

The continued growth of threats facing businesses has transitioned the process of data breach response from a matter of "if" to "when". Be in a few thousand records or a few million, the need for an effective response remains the same.

According to a report published by the Identity Theft Resource Center (ITRC), there were 781 reported U.S. data breaches in 2015 across all industries exposing more than 169 million records, which represents the second highest year on record since the ITRC began tracking breaches in 2005. This year, as of August 30, 2016, there have already been 638 recorded data breaches with more than 28 million exposed records.[3]

The average cost of a data breach is also on the rise. According to its annual Cost of a Data Breach Study, the Ponemon Institute found that the average total cost of a data breach increased from $3.79 to $4 million in 2016. Additionally, the average cost paid for each lost or stolen record containing sensitive and confidential information increased from $154 in 2015 to $158 in this year's study.[5]

It goes without saying, with statistics such as these, that the data breach response plan has become a critical component of doing business in the modern era. For companies who have yet to create one – and those who have – this guide illustrates how to best create, implement, and refine a comprehensive data breach response plan for the security challenges that lie ahead.

SINCE 2005, MORE THAN

878 MILLION RECORDS

HAVE BEEN COMPROMISED AS THE RESULT OF A DATA BREACH.[4]

Identity Theft Resource Center: 2015 Data Breach Category Summary

Report Date: 9/1/2015

Totals for Category:	# of Breaches	% of Breaches	# of Records	% of Records
Banking/Credit/Financial	20	3.1%	5,262	0.0%
Business	279	43.7%	2,489,955	8.7%
Educational	64	10.0%	405,098	1.4%
Government/Military	46	7.2%	12,250,484	42.9%
Medical/Healthcare	229	35.9%	13,423,996	47.0%
Totals for All Categories:	**638**	**100.0%**	**28,574,795**	**100.0%**

Total Breaches: **638** | Records Exposed: **28,574,795**

2015 Breaches Identified by the ITRC as of: **8/30/2016**

3,4 Identity Theft Resource Center, 2016

5. 2016 Cost of a Data Breach Study: Global Analysis, Ponemon Institute & IBM, 2016


CREATING
YOUR PLAN

CREATING YOUR PLAN

START WITH A BULLET-PROOF RESPONSE TEAM

A data breach can take a heavy toll on any business – large or small. Having a breach preparedness plan in place can help you prevent further data loss in the event of a breach, as well as avoid significant fines and costly customer backlash. According to the Ponemon Institute, having an incident response plan can reduce the cost of a data breach by nearly $400,000 on average.[6]

The actual discovery of a data breach is not the time to decide who will be responsible for leading and managing the incident.

It's critical to assemble your response team well in advance. This group will play an important role in coordinating efforts between your company's various departments.

ASSEMBLE YOUR **BREACH RESPONSE TEAM** TO ENSURE END-TO-END PREPAREDNESS.

YOUR INTERNAL BREACH RESPONSE TEAM SHOULD INCLUDE THE FOLLOWING:

Incident Lead

Typically a Chief Privacy Officer, or someone from an internal or external legal department, your incident lead will:

- Determine when the full response team needs to be activated in response to an incident
- Manage and coordinate your company's overall response efforts and team, including establishing clear ownership of priority tasks
- Act as an intermediary between C-level executives and other team members to report progress and problems, as well as act as the liaison to external partners
- Ensure proper documentation of incident response process and procedures

Executive Leaders

Include your company's key decision makers to help ensure you have the needed leadership, backing, and resources to properly develop and test your plan. This will help to:

- Ensure decisions made by the team have the support of executive management
- Have a line of communication to the board of directors and other stakeholders such as investors

HR

Since data breaches can affect employees, appoint HR representatives to:

- Develop internal communications to inform employees and former employees
- Organize internal meetings or webcasts for employees to ask questions

6. 2016 Cost of a Data Breach Study: Global Analysis, Ponemon Institute & IBM, 2016

ONLY 39% OF BOARDS, CHAIRMEN AND CEOS
ARE INVOLVED IN DATA BREACH PREPAREDNESS AT A HIGH LEVEL.[7]

START WITH A BULLET-PROOF BREACH RESPONSE TEAM (CONT'D)

Information Technology (IT)

IT and security teams will likely lead the way in catching and stopping a data breach, as well as:

- Identify the top security risks to the organization that should be incorporated into written incident response plans
- Train personnel in data breach response, including securing the premises, safely taking infected machines offline, and preserving evidence
- Work with a forensics firm to identify the compromised data and delete hacker tools without compromising evidence and progress

Legal

Internal legal, privacy, and compliance experts can help minimize the risk of litigation and fines in the wake of a breach. Legal representatives will:

- Determine how to notify affected individuals, the media, law enforcement, government agencies, and other third parties
- Establish relationships with any necessary external legal counsel before a breach occurs
- Be the final sign-off on all written materials related to the incident

Public Relations

If you need to report the breach to the media and/or notify affected individuals, your PR representative will:

- Identify the best notification and crisis management tactics before a breach ever occurs
- Track and analyze media coverage and quickly respond to any negative press during a breach
- Craft consumer-facing materials related to an incident (website copy, media statements, etc.)

Customer Care

This group will be very important to keep abreast of what is occurring as they will be on the front lines to answer questions and concerns from your customers. They will be responsible for:

- Developing or assisting with crafting phone scripts
- Logging call volume and top questions and concerns by callers

7. Third Annual Study: Is Your Company Ready for a Big Data Breach? Ponemon Institute, 2015

ENGAGE YOUR EXTERNAL PARTNERS

Identifying partners and securing pre-breach agreement contracts with them beforehand is crucial – not only to help you be prepared, but also to keep you from being delayed by cost negotiations in the middle of your response. Choosing the right partner can be difficult as there has been a flood of suppliers entering the space.

If you wait until an issue arises, you may be forced to make a hasty decision to work with less-qualified partners or have no relationships with influencers, which can lead to significant risk when managing a breach.

Ahead of an incident, partners can also help ensure that your incident response plans follow best practices and account for the latest developments in the threat landscape.

SECURE APPROPRIATE EXTERNAL PARTNERS EARLY
TO ENSURE END-TO-END PREPAREDNESS.

EXTERNAL BREACH RESPONSE PARTNERS

Data Breach Resolution Provider

A data breach resolution partner offers various services and can offer extensive expertise in preparing and managing a breach. Your provider should be able to:

» Handle all aspects of account management and notification, including drafting, printing and mailing or emailing letters. They should have an address verification service

» Offer a proven identity theft protection product and comprehensive fraud resolution, and secure call center services

Forensics

Forensics partners need to have the ability to clearly translate technical investigations into what the enterprise risk implications are of a data breach for decision-makers within the organization. They will:

» Advise your organization with how to stop data loss, secure evidence, and prevent further harm

» Preserve evidence and manage the chain of custody, minimizing the chance that evidence will be altered, destroyed, or rendered inadmissible in court

Communications

Communications partners should have experience helping companies manage highly publicized security issues and demonstrate the ability to understand the technical and legal nuances of managing a data breach. They will:

» Help develop all public facing materials needed during an incident

» Provide counsel on how best to position the incident to key audiences and help manage media questions related to the issue

Legal Counsel

Legal partners should preferably have an established relationship with local regulatory entities such as the state attorneys general to help bridge the gap when communicating with them following a breach. Further, they should have an understanding and be able to provide guidance on:

» What to disclose that will avoid creating unneeded litigation risks based on the latest developments in case law

» The process to help ensure that anything recorded and documented by an organization balances the need for transparency and detail without creating legal risk

INFLUENCERS

State Attorneys Generals/Regulators

It is important to establish relationships early with state attorneys generals and other regulatory entities to streamline the response process and timeline in the event of a breach. The majority of state notification laws now require notifying them and it's best they know your organization ahead of an issue. To be prepared, you should:

- Have a contact list and know state and timeframe requirements for notification
- Keep abreast of new requirements as they are evolving

Law Enforcement

Some breaches require involvement from law enforcement. Meeting with your local FBI cyber security office ahead of an incident to establish a relationship will serve you well when managing an active incident. Be sure to collect appropriate contact information now, so you can act quickly when needed and inquire about an up-front meeting. During an incident they can help:

- Look for evidence that a crime has been committed
- Sometimes be the one to inform the company that they have had a breach unbeknownst to the company prior

WHAT TO LOOK FOR IN A PARTNER

While the right external partners can vary for each organization's unique needs, we've identified five important traits to look for when vetting partners for your breach response team:

1. **Understanding of Security and Privacy**
   Regardless of the line of business, partners should have a background supporting different types of data breaches, along with a well-rounded knowledge of the entire breach life cycle
2. **Strategic Insights**
   Partners should be able to provide compelling insights, counsel, and relevant tools before and during an incident to help organizations better navigate the response. Can they answer and handle 'what if' scenarios?
3. **Ability to Scale**
   Select partners that can scale to the organization's size and potential need during an incident. While a breach may initially seem small as to the amount of data and/or people affected, it can be discovered after the investigation to be much larger
4. **Relationship with Regulators**
   Where possible, it is also best for data breach partners – particularly legal firms – to have established relationships with government stakeholders and regulators. Organizations that have a collaborative relationship with attorneys general are more likely to have their support
5. **Global Considerations**
   If your company has an international footprint, it's important to identify what knowledge base and service capabilities the partner has globally. This can include awareness of the breach laws in different countries or the ability to implement multilingual call centers

WHAT IS A PRE-BREACH AGREEMENT?

A CONTRACT WITH A PARTNER THAT IS EXECUTED BEFORE A DATA BREACH OCCURS THAT ESTABLISHES THE RELATIONSHIP, SO THAT THE PARTNER IS READY WHEN YOU NEED THEM.

ADDITIONAL CONSIDERATIONS

PURCHASE CYBER INSURANCE AND REGULARLY EVALUATE COVERAGE

With the average consolidated cost of a data breach reaching $4 million,[8] it's vital that companies consider purchasing cyber security insurance to help manage this risk. Along with providing financial protection after an incident, modern cyber insurance policies offer several other valuable resources to companies. These resources include access to leading attorneys, forensics investigators, data breach resolution providers, and communications firms that can help you navigate a complex incident. Further, many offer other valuable services ahead of an incident such as access to risk management tools and pre-breach consultation with response experts.

When selecting a policy, there are several key considerations to keep in mind as part of the process:

- **Work with an Experienced Broker:** Companies should enter the market with a solid understanding of the type of coverage they need, as well as the right partner to assist with the buying processes. Working with an insurance broker who has specific expertise in cyber insurance will help ensure your company selects the right policy and insurer to meet your needs
- **Understand Your Security Posture:** Being able to demonstrate a strong security program and the types of security incidents that are most likely to impact the company can help ensure your organization gets the right level of coverage. Working with your insurance broker to demonstrate a strong security posture to insurers can also prove useful when negotiating the terms and cost of a policy
- **Ask Smart Questions:** Given that cyber insurance is still relatively new, it's important that you and your broker ask the right questions when selecting a provider. In particular, ensuring you understand the potential exemptions in policies, as well as their history of paying out actual claims for incidents

Companies will benefit greatly from cyber insurance if they are informed about their security risks, educated on the variety of policies available, and aware of the coverage they need.

SELECTING LEGAL PARTNERS

From a legal standpoint, there are several nuanced characteristics that should be taken into account. Often companies look to their existing law firm relationships to also cover a cyber security incident, which may mean not getting the level of counsel needed to manage a complex incident. These are a few considerations to keep in mind:

- Law firms should have both previous experience managing data breach litigation and have established relationships with local regulators such as the state attorneys general
- They should be able to provide insights about the latest developments in case law, which informs the counsel they provide across the board
- A good legal partner should have experience that goes beyond simply helping with formal legal notification. They should be able to serve as an overall breach coach with a strong understanding of what's needed from the technical investigations, as well as the potential implications of legal decisions on trust and reputation
- They should be able to connect you with other external experts ahead of an incident that can assist in the other major areas of a response

8. 2016 Cost of a Data Breach Study: Global Analysis, Ponemon Institute & IBM, 2016

INCORPORATING PR AND COMMUNICATIONS

It's also important to ensure that communications is incorporated into the broader incident response process and there is a clearly documented plan for how your organization will make key communications decisions, the channels you will use to get out the message, and what to say.

Here are some of the key elements that can help strengthen this capacity:

- **Enlist a Representative –** Ensure a communications representative is part of your core incident response team and is included in legal and forensics discussions
- **Map out your process –** Document a detailed process for developing and approving internal and external communications that includes a well-defined approval hierarchy
- **Cover all audiences –** Ensure your plan accounts for communicating to your employees, customers, regulators, and business partners
- **Prepare templated materials –** Prepare draft communications materials with content placeholders including holding statements for a variety of incident types; a public Q&A document to address questions from customers, investors, and media; a letter to customers from company leadership; and an internal memo to employees
- **Test your communications process –** Create a tabletop simulation for the key executives to gauge your ability to manage communications challenges such as media leaks, customer complaints, questions from employees, and inquiries from state AGs

HANDLING GLOBAL BREACHES

It's clear that more U.S. organizations are now better prepared for a data breach than in previous years. However, many still don't understand the sensitivities of responding to a breach that occurs overseas. As the economy becomes more globalized, the odds of experiencing an international data breach are now higher than ever. According to a survey by PwC, there were 38 percent more security incidents detected in 2015 compared to 2014.[9]

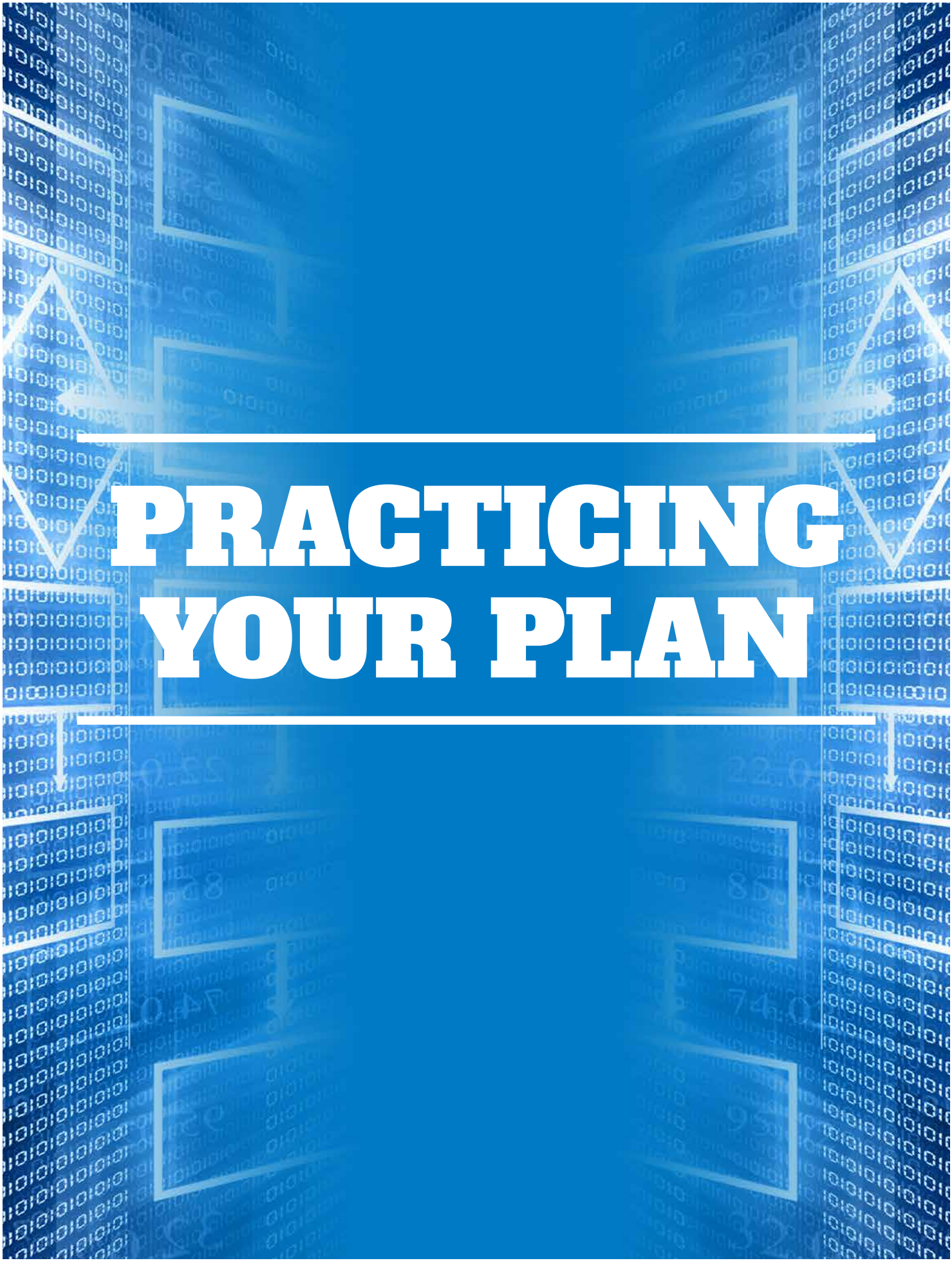
Preparing for an international incident, which can be far more complex than a domestic breach, is essential. A global breach can involve multiple languages, varying notification laws and, most importantly, a variety of diverse cultures and differing views of privacy, as evidenced by the European Union pushing for stricter standards.

The following are ways to prepare if your organization has an international footprint:

- Develop a roster of attorneys in your countries who are familiar with existing local breach notification laws
- Consider the need to engage a local public relations consultant should a breach occur
- Assess if you need local call centers who are familiar with local sentiment regarding privacy issues
- Ensure your notification partner can handle multi-language letters

ENGAGE WITH THE RIGHT RESOURCES,
BOTH DOMESTIC AND ABROAD, AS EARLY AS POSSIBLE.

9. PwC, The Global State of Information Security Survey 2016


PRACTICING
YOUR PLAN

PRACTICING YOUR PLAN

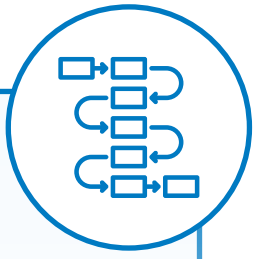
CONDUCT RESPONSE EXERCISES AT LEAST TWICE PER YEAR

Once your breach response team has been established and your response plan finalized, department-specific training should trickle down to all corners of the company from the data breach response team. Unfortunately, for many companies, there is a significant gap between completion of a breach preparedness plan and practicing the elements of the plan itself.

To ensure all departments are aligned with breach response requirements and plan implementation, practice and test your preparedness plan, and perform regular reviews to ensure you're ready.

ESTABLISH A SCHEDULE INVOLVING ALL DEPARTMENTS TO PRACTICE IMPLEMENTATION ON A REGULAR BASIS.

RESPONSIBILITY OF YOUR TEAM



Make sure everyone on your data breach response team understands their specific responsibilities – both in preparing for and responding to a breach. Each and every member of the team has a duty to apply prevention and preparedness best practices to his/her own department.

Activities should include:

- Working with employees to integrate smart data security efforts into their daily work habits
- Developing data security and mobile device policies, updating them regularly and communicating them to all business associates
- Investing in the proper cyber security software, encryption devices, and firewall protection
- Updating these security measures regularly
- Limiting the type of both hard and electronic data someone can access based on their job requirements
- Establishing a method of reporting for employees who notice that others aren't following the proper security measures
- Conducting employee security training/re-training at least once a year

PRACTICING YOUR PLAN

IMPLEMENTING A SIMULATION EXERCISE

The incident response plan should not just be a binder that sits on a shelf. To be effective, plans must be practiced. While security awareness has increased and the majority of companies have a response plan, they are still not being practiced, likely due to the fact that only 35 percent of respondents believe it is a priority that employees are knowledgeable about how data security risks affect their organization (Mitigating Insider Risk Through Training & Culture).[10] Conducting a breach simulation exercise is an effective way to replicate the challenges of a breach. In doing so, you can quickly expose areas of weakness or gaps in your playbook that should be addressed. Where to start?

ENLIST AN OUTSIDE FACILITATOR

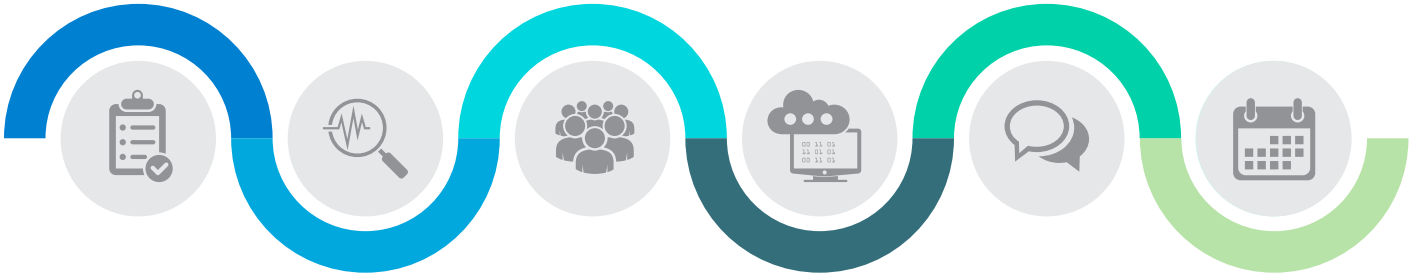
Have someone outside the organization act as a moderator and run the drill, so that the team can focus on the activity.

INCLUDE EVERYONE

Include all team members – both internal and external – who will be involved in responding to a data breach.

DEBRIEF AFTER THE EXERCISE

The team should review and discuss the lessons from the session and what to improve upon.



SCHEDULE A HEALTHY AMOUNT OF TIME

Give yourself plenty of time (4 hours) to conduct the exercise and discuss the challenges experienced.

TEST MULTIPLE SCENARIOS

Address as many "what if" questions you can think of and run through different types of situations that could take place before, during, and after a data breach.

CONDUCT DRILLS EVERY SIX MONTHS

Make sure to keep on top of the latest changes internally and externally with regular simulation exercises.

WHO SHOULD BE INVOLVED:

- CIO, CISO or other chief executives
- IT
- Legal
- Public Relations
- Human Resources
- Risk & Compliance
- Customer Service
- Outside partners (legal counsel, public relations firm, data breach resolution provider, cyber insurers)

10. Managing Insider Risk through Training & Culture, Ponemon Institute, 2016

PRACTICING YOUR PLAN

DEVELOPING YOUR SIMULATION

If you are able to dedicate a half-day for a simulation exercise, it's ideal to address a few different scenarios that your organization may face. They should be pertinent to your industry, the type of data you collect and the way your IT infrastructure is set up. However, each need not be 100 percent realistic and can allow for a degree of imagination because a true response will likely take weeks, not hours. Companies will still have the desired outcome of honing response skills and testing key decision making.

General Scenarios to Start With Can Include:

- The FBI contacts your company. They suspect that a user on the dark web is in possession of usernames and passwords of your customers and are selling them to the highest bidder. They recommend investigating the matter and suggest it's only a matter of time before the press finds the posts
- A hacktivist organization sends your company a note claiming to be in possession of PII (names, addresses, DOB, and SSNs) of your customers. They threaten to release the data unless the company meets their specific demands
- A company vendor that handles customer data notifying you that they suspect a breach may have included a compromise of your data. They are not divulging any information, citing a forensics investigation, and advice for their legal counsel
- Employees are complaining that they received a 5071-C letter from the IRS suggesting that someone may have filed a fraudulent tax return in their name. These alerts could be due to the potential exposure of W-2 records to attackers
- Your organization is targeted with ransomware that takes a critical business system offline

DEVELOPING INJECTS

The cornerstone to every simulation is the use of "injects" to provide more information about the incident to participants and require that they react to new developments that take place over the course of the drill. These injects often force participants to make decisions or think of required response team members in different functions to take different actions. When designing an effective response drill, it's essential that there are injects designed to engage all part of the response team participating.

Possible injects can include:

- A media inquiry from a reporter claiming to have information about the incident with a tight deadline where the company has to respond
- A letter from a State AG threatening an investigation into the incident if they do not receive a detailed accounting
- Forensics updates where the IT teams get additional details of what systems were impacted and what information was lost
- Mocked up angry emails from customers or employees about the incident

QUIZ: HOW PREPARED ARE YOU?

Here are some key questions to help you evaluate your level of preparedness. If you answer NO more than once or twice, you and your team should immediately address the gaps to get fully prepared.

RESPONSE PLANNING

- Do you have an internal response team assembled?
- If you have a preparedness plan in place, have you updated, audited, and tested your plan in the last 12 months?

KEY PARTNERS

- Have you identified third-party vendors and signed contracts to engage in the case of a breach?
- Do you have a relationship with relevant state attorneys general to contact in the case of a breach and ensure you are following state guidelines?

NOTIFICATION AND PROTECTION

- Have you identified what your breach notification process would look like and have the proper contact lists for employees, customers, etc. in place to activate quickly?
- Have you evaluated identity theft protection services to offer to affected parties if you experience a data breach?

SECURITY PLANNING

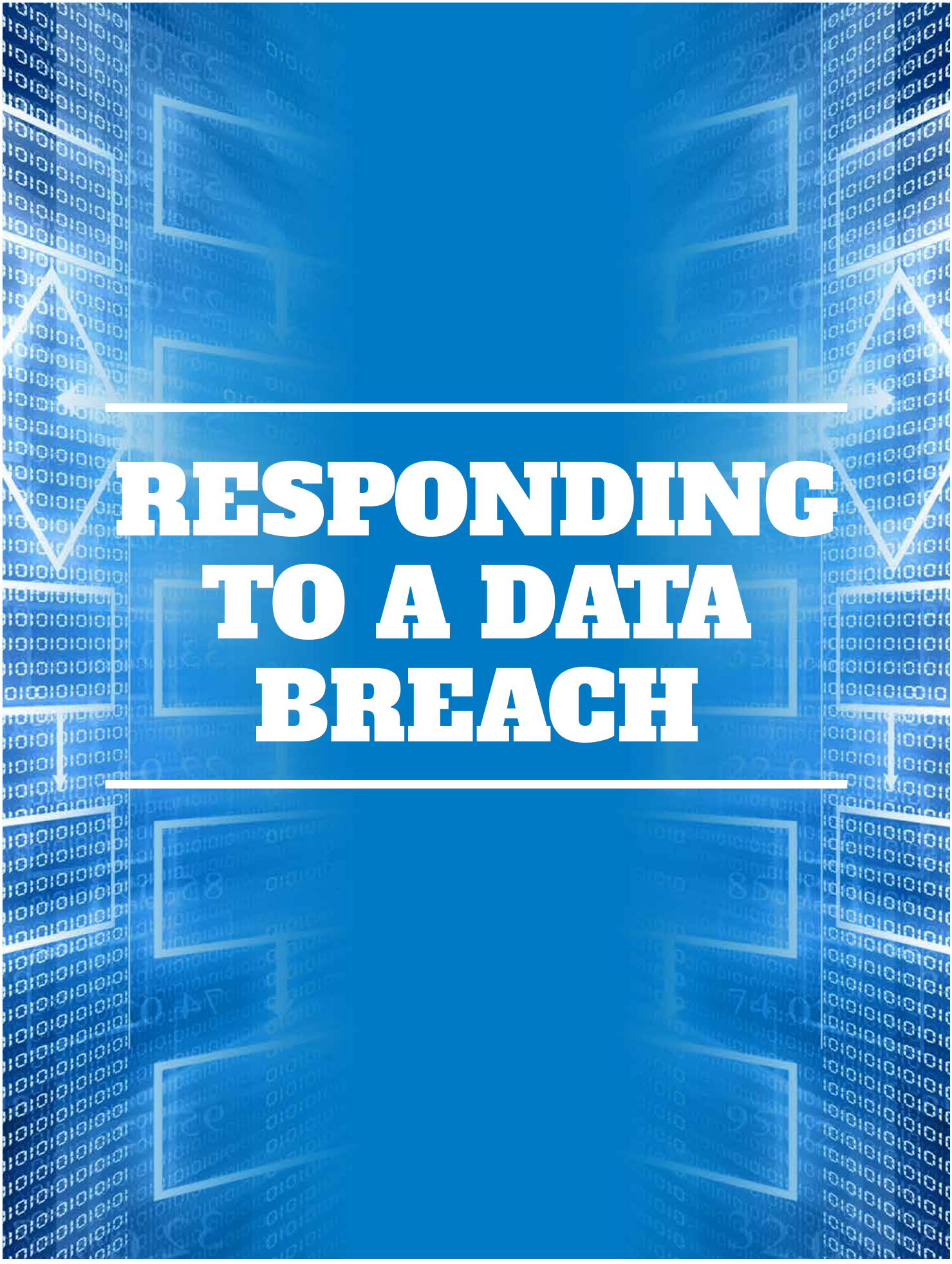
- Have you taken inventory of the types of information you store that could be exposed during a data breach?
- Do you have the technology and processes in place to conduct a thorough forensic investigation into a cyber security incident?

COMMUNICATIONS

- Have you developed a communications incident response plan including drafts of key media materials that will be useful during an incident (e.g. holding statements, Q&A covering likely questions, letter from company leadership)?
- Have you media trained your spokespeople and executives specifically on security matters?

TRAINING AND AWARENESS

- Have you conducted a data breach crisis table top exercise or simulation to test how effectively your company would manage a major incident in the last 12 months?
- Have you conducted employee training to apply security best practices in the last 12 months?


RESPONDING
TO A DATA
BREACH

ACT FAST

THE FIRST 24 HOURS FOLLOWING A BREACH ARE CRITICAL.

ACTING SWIFTLY AND STRATEGICALLY FOLLOWING A DATA BREACH CAN HELP YOU REGAIN YOUR SECURITY, PRESERVE EVIDENCE AND PROTECT YOUR BRAND

Always collect, document, and record as much information about the data breach and your response efforts as possible, including conversations with law enforcement and legal counsel.

THE FIRST 24 HOURS

When you discover a data breach, immediately contact your legal counsel for guidance on initiating these 10 critical steps:

1. **Record the moment of discovery –** Also mark the date and time your response efforts begin, i.e. when someone on the response team is alerted to the breach
2. **Alert and activate everyone –** Include everyone on the response team, including external resources, to begin executing your preparedness plan
3. **Secure the premises –** Ensure the area where the data breach occurred and surrounding areas are secure to help preserve evidence
4. **Stop additional data loss –** Take affected machines offline, but do not turn them off or start probing into the computer until your forensics team arrives
5. **Document everything –** Record who discovered the breach, who reported it, to whom was it reported, who else knows about it, what type of breach occurred, etc
6. **Interview involved parties –** Speak to those involved with discovering the breach and anyone else who may know about it – then document the results
7. **Review notification protocols –** Review those that touch on disseminating information about the breach for everyone involved in this early stage
8. **Assess priorities and risks –** Include those based on what you know about the breach. Bring in your forensics firm to begin an in-depth investigation
9. **Bring in your forensics firm –** Begin an in-depth investigation
10. **Notify law enforcement –** Do this if needed, after consulting with legal counsel and upper management

SELF-DETECTION, A KEY FIRST STEP TO AN EFFECTIVE RESPONSE, IS ON THE RISE.

FROM 2015 TO 2016, SELF-DETECTED INCIDENTS INCREASED FROM 52 PERCENT TO 59 PERCENT.[11]

11. 2016 Data Security Incident Response Report, BakerHostetler

NEXT STEPS

AFTER THE FIRST DAY, ASSESS YOUR PROGRESS TO ENSURE YOUR PLAN IS ON TRACK. THEN, CONTINUE WITH THESE STEPS:

STEP 1

IDENTIFY THE ROOT CAUSE

» Ensure your forensics team removes hacker tools and address any other security gaps

» Document when and how the breach was contained

STEP 2

ALERT YOUR EXTERNAL PARTNERS

» Notify your partners and include them in the incident response moving forward

» Engage your data breach resolution vendor to handle notifications and set up a call center

STEP 3

CONTINUE WORKING WITH FORENSICS

» Determine if any countermeasures, such as encryption, were enabled during the breach

» Analyze all data sources to ascertain what information was compromised

STEP 4

IDENTIFY LEGAL OBLIGATIONS

» Revisit state and federal regulations that apply and then determine all entities that need to be notified

» Ensure all notifications occur within any mandated timeframes

STEP 5

REPORT TO UPPER MANAGEMENT

» Generate reports that include all the facts about the breach, as well as the steps and resources needed to resolve it

» Create a high-level overview of priorities and progress, as well as problems and risks

STEP 6

IDENTIFY CONFLICTING INITIATIVES

» Determine if any upcoming business initiatives may interfere or clash with response efforts

» Decide whether to postpone these efforts and for how long

STEP 7

EVALUATE RESPONSE AND EDUCATE EMPLOYEES

Once an incident is resolved, evaluate how effectively your company managed its response in order to make the necessary improvements to your preparedness plan. Taking time to reflect and make these adjustment will ensure a smoother response in the future. Use the incident as an opportunity to retrain employees not only in their specific response role when a breach occurs, but also in their own security & privacy practices. Currently, 60 percent of companies do not require employees to retake security training courses, missing an opportunity to emphasize security best practices.[12]

12. Managing Insider Risk through Training & Culture, Ponemon Institute, 2016

MANAGING COMMUNICATIONS & PROTECTING REPUTATION

Along with the direct financial impact of security incidents, the potential loss of reputation and customer loyalty poses a major risk to organizations. As such, it is essential that companies are prepared with the right communication strategies and have an understanding of best practices well ahead of an incident.

Managing Communications During a Data Incident

While advance planning is essential to successfully managing a security incident, organizations must keep in mind data security incidents always include unexpected twists and are very fluid. Amidst the accompanying swirl of rumors and misinformation surrounding an incident, companies must understand that investigating a data breach and communicating about it properly takes time.

Although incident response planning is not one-size-fits all, the following are key principles to live by:

» Assume that news of the incident will be leaked before your organization has all the details and have a plan in place to address questions early in the process

» Focus initial holding statements on steps being taken to investigate the issue and resist speculating on details about the breach prior to a forensics investigation

» If your organization is committed to providing identity protection should an incident be confirmed, consider mentioning that in the statement

» Establish traditional and social media monitoring to detect a leak and understand how your incident is being framed by external stakeholders

» When more information is available, establish a consumer-centric website regarding the incident that provides details about what happened and steps people can take to protect themselves

» Communicate with the appropriate regulators early and transparently to avoid potential scrutiny

» Ensure front line employees have the information they need to communicate to their customers and make sure they know to route any media requests directly to the incident response team

WHILE NEWS OF A DATA BREACH IS LIKELY TO CAUSE SOME DAMAGE TO BRAND AND CORPORATE REPUTATION,
EXECUTING A STRONG COMMUNICATIONS PLAN CAN GREATLY REDUCE IT.

By: Leigh Nakanishi is a vice president in Edelman's Seattle office and leader of the firm's global Data Security and Privacy team.

PROTECTING LEGAL PRIVILEGE

The potential for class action lawsuits following a breach is at an all-time high. It's almost like clockwork. A company discloses a data breach, and within days, there are class action lawsuits filed. Given the risk of litigation is very high, it's essential to take steps to protect legal privilege of the response process.

While you should consult your outside council when deciding the approach to maintaining privilege, the following are good general rules:

- Ensure that all written materials, including emails, are marked "privileged and confidential" and that someone from the legal department is included on the distribution
- All contracts for external partners should be arranged through outside council, so that their work is part of the course of providing legal counsel to your organization
- Be thoughtful about what information you are documenting or being put in writing that should be discussed in-person or on a call

> **IT'S IMPORTANT THAT YOUR GENERAL COUNSEL SEND OUT GUIDELINES FOR PROTECTING PRIVILEGE AT THE VERY START OF THE INCIDENT AS THE INITIAL FORENSICS INVESTIGATION STARTS.**

TAKING CARE OF YOUR CONSUMERS

Typically, when required by law to notify affected individuals of a data breach, they have 60 days to do it. However, depending on a variety of circumstances, you may have even less time as the countdown starts the moment a breach is discovered. In 2015, the average time from discovery until notification was 40 days.[13]

Notification

It is your responsibility to determine the deadlines for notification according to state law. To help minimize that stress, determine how you'll handle notifications before a breach occurs.

There are a host of challenges that may impact your notification process. Following is just a few:

- Certain state laws and federal regulations shrink the timeline to 30 or 45 days, leaving you little time to verify addresses, send out notification letters, and set up a call center
- Some states mandate specific content for you to include in your notification letters. Make sure you know what they are
- Notification may be delayed if law enforcement believes it would interfere with an ongoing investigation
- Multiple state laws may apply to a data breach depending on where the affected individuals reside, as opposed to where the business is located
- If some affected individuals live in a state that mandates notification and others live in a state that doesn't, you should notify everyone
- Be aware that some recipients will think the notification letter itself is a form of scam

Identity Theft Protection

Consumers expect a remedy from the breached organization with a 2014 study showing that 63 percent want identity protection.[14] Today there are many identity protection and credit monitoring offerings in the marketplace; however, several are only capable of providing part of the full spectrum of services that should be offered to impacted individuals. While no product will detect every possible instance of fraudulent activity, the more types of information (health, Social Security, etc.) and places of misuse (Dark Web, public records, etc.) being monitored by a service can greatly increase the level of protection provided to those impacted by a breach.

When selecting a protection product for the affected breach population, organizations should have a strong understanding of the various product features and capabilities.

A comprehensive protection product should, at a minimum, include access to:

- Consumer Credit Reports
- Credit Monitoring
- Dark Web and Internet Records Scanning
- Fraud Resolution Services
- Identity Theft Insurance

NOT ALL BREACHES REQUIRE A NOTIFICATION.

IF YOUR DATA WAS ENCRYPTED OR AN UNAUTHORIZED EMPLOYEE ACCIDENTALLY ACCESSED BUT DIDN'T MISUSE THE DATA, YOU MAY NOT NEED TO NOTIFY.

WHAT IS THE DIFFERENCE BETWEEN IDENTITY THEFT PROTECTION AND CREDIT MONITORING SERVICES?

IDENTITY PROTECTION INCLUDES CREDIT MONITORING, ALONG WITH SEVERAL OTHER METHODS FOR FINDING STOLEN INFORMATION AND RESOLVING POTENTIAL ISSUES.CREDIT MONITORING IS A MAJOR COMPONENT OF IDENTITY PROTECTION BECAUSE IT CAN DETECT AND NOTIFY KEY FINANCIAL CHANGES, INCLUDING NEW ACCOUNT OPENINGS, DELINQUENCIES AND ADDRESS CHANGES. IDENTITY PROTECTION TAKES THIS A STEP FURTHER BY PROVIDING OTHER TYPES OF MONITORING.

13. 2016 Data Security Incident Response Report, BakerHostetler
14. Aftermath of a Mega Data Breach: Consumer Sentiment, Ponemon Institute, 2014


AUDITING
YOUR PLAN

UPDATE, AUDIT, AND TEST YOUR PLAN

EVERY QUARTER TO ENSURE A SUCCESSFUL RESPONSE.

ONCE YOU'VE CREATED YOUR PREPAREDNESS PLAN, YOU'VE CLEARED ONE OF THE BIGGEST HURDLES IN POSITIONING YOUR ORGANIZATION FOR SUCCESS.

Still, your plan will always work best if it's current and up to date. Every quarter, make it a priority to audit and test your plan. Think about the different scenarios that could occur and whether your plan would help address each one, including an internal breach, external attack, accidental data sharing and loss, or theft of a physical device. Also, continue to update your plan based on new, unforeseen threats that may emerge in the months and years ahead.

AREAS TO FOCUS ON

Here are just a few key elements that should be on your radar during a preparedness plan audit.

Call Center

Preparing your call center representatives when a data loss incident arises or onboarding external resources to help manage the high volume of calls is critical. When a breach is discovered, the last thing you should do is hide from or alienate your consumers. Instead, be readily available to answer their questions in order to reinforce the value of your brand and your commitment to their continued security.

Whether you use internal or external resources, you should be able to:

» Swiftly pull together training materials – Informed and empathetic call center representatives can make a positive impact on your brand during a crisis

» Scale the call center component of your response effort – You need to be able to adapt to any type of breach, large or small

» Conduct ongoing crisis training for your call center – Make sure your representatives are thoroughly trained to handle sensitive information and emotional callers

» Test, test some more, and test again – Conduct regular test calls to ensure the call center is ready to handle incident-related calls

Vendor Negotiations

Since many companies are victimized by data security breaches at the hands of their vendors (i.e. 14 percent of incidents managed in 2015 were caused by vendors),[15] take extra caution to select vendors that have appropriate security measures in place for the data they will process. Then, take it a step further by contractually obligating your vendors to maintain sufficient data safeguards, and assessing their performance in meeting contract requirements on a regular basis.

Make sure your vendors:

» Maintain a written security program that covers your company's data

» Only use your customer data for the sole purpose of providing the contracted services

» Promptly inform you of any potential security incidents involving company data

» Comply with all applicable data security laws

» Return or appropriately destroy company data at the end of the contract

15. 2016 Data Security Incident Response Report, BakerHostetler

PREPAREDNESS AUDIT CHECKLIST

Auditing your preparedness plan helps ensure it stays current and useful. Here are several recommended steps for conducting an audit, but we recommend you tailor your audit process to fit the scope of your company's unique response plan.

UPDATE YOUR TEAM CONTACT LIST

- Check that contact information for internal and external members of your breach response team is current and remove anyone who is no longer linked to your organization
- Provide the updated list to the appropriate parties

VERIFY YOUR PLAN IS COMPREHENSIVE

- Update your plan, as needed, to take into account any major company changes, such as recently established lines of business, departments, or data management policies
- Verify each response team member and department understands his/her role during a data breach

DOUBLE CHECK YOUR VENDOR CONTRACTS

- Ensure you have valid contracts on file with your forensics firm, data breach resolution provider, and other vendors
- Verify your vendors and contracts still match the scope of your business

REVIEW NOTIFICATION GUIDELINES

- Ensure the notification portion of your response plan takes into account the latest state legislation and update your notification letters, if needed
- Ensure your contact information is up to date for the attorneys, government agencies, or media you will need to notify following a breach

REVIEW WHO CAN ACCESS YOUR DATA

- Review how third parties are managing your data and if they are meeting your data protection standards, and ensure they are up to date on any new legislation
- Healthcare entities should ensure business associate agreements (BAAs) are in place to meet HIPAA requirements

EVALUATE IT SECURITY

- Ensure proper data access controls are in place
- Verify that company-wide automation of operating system and software updates are installing properly, and backup tapes are stored securely

REVIEW STAFF SECURITY AWARENESS

- Ensure everyone on staff is up to date on proper data protection procedures, including what data, documents, and emails to keep and what to securely discard
- Verify employees are actively keeping mobile devices and laptops secure onsite and offsite, and changing passwords every three months

HELPFUL RESOURCES

HELPFUL LINKS

Better Business Bureau/Data Security
www.bbb.org/data-security

Data Breach Today
www.databreachtoday.com/resources

Department of Health and Human Services
www.hhs.gov

Federal Trade Commission
www.ftc.gov/idtheft

Identity Theft Resource Center
www.idtheftcenter.org

InfraGard
www.infragard.org

International Association of Privacy Professionals
www.privacyassociation.org

Medical Identity Fraud Alliance
www.medidfraud.org

National Conference of State Legislatures
www.bbb.org/data-security

Online Trust Alliance
www.otalliance.org

EXPERIAN LINKS

Experian Data Breach Resolution
www.Experian.com/DataBreach

Online Resource Center
www.Experian.com/databreachresources

Perspectives Newsletter
www.Experian.com/DataBreachNews

Blog
www.Experian.com/DBBlog

Twitter
www.Twitter.com/Experian_DBR

About Experian Data Breach Resolution

Experian Data Breach Resolution, powered by the nation's largest credit reporting agency, is a leader in helping businesses plan for and mitigate consumer risk following data breach incidents. With more than a decade of experience, Experian Data Breach Resolution has successfully serviced some of the largest and highest-profile breaches in history. The group offers swift and effective incident management, notification, call center support, and reporting services while serving millions of affected consumers with proven credit and identity protection products. Experian Data Breach Resolution is active with the International Association of Privacy Professionals, the Health Care Compliance Association, the American Health Lawyers Association, the Ponemon Institute RIM Council, and InfraGard and is a founding member of the Medical Identity Fraud Alliance. For more information, visit experian.com/databreach.