

Crisis & Reputation Management

Privacy & Cyber Security

Cybercrime accounts for as much as \$45 billion annually in losses around the world.

Public Safety Canada

The increased frequency, sophistication and intensity of cyber attacks against Canadian businesses is alarming.

Foreign countries and hackers are known to exploit information technology vulnerabilities to steal trade secrets, commercially sensitive data and private information from business systems. In addition, home-grown and international cyber criminals create and exploit security weaknesses to download sensitive data, modify documents and hijack critical systems.

The internal risks pose an even greater threat. In fact, employees, not hackers, cause most corporate data loss. Employees failing to follow privacy best practices or losing their mobile phones, laptops, USB drives or tablets account for the vast majority of data loss and privacy breach incidents.

Our Privacy & Cyber Security Service Offering

Global's Privacy and Cyber Security practice is focused on helping Canadian organizations prepare for and respond to a breadth of cyber risks in today's increasingly connected and digital world.

Our team of experienced crisis communicators have decades of combined experience helping corporations prepare for, and respond to, their worst case scenarios.

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Data and Privacy Risks

- Malicious attack that suspends, damages or hijacks key business systems
- Corporate espionage by theft or intrusion of devices or documents containing proprietary data
- Privacy breaches due to a loss of sensitive data, resulting from:
 - Loss of an electronic device containing sensitive or private information
 - Sale or disposal of equipment without adequately purging sensitive data
 - Employee privacy policy violation resulting in the access or distribution of sensitive information
 - Inadequate security controls or systems
 - Improper file storage
 - Unauthorized access to personal information from an on-site or cyber intruder
 - Phishing schemes that deceive employees into releasing personal and corporate data



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Our Experience and Services

Global Public Affairs has worked with a vast number of organizations, from some of Canada's largest corporations to small entrepreneurial businesses. We have provided a full range of services including crisis communications plan reviews and redesigns, drafting of full crisis communications programs, writing integrated crisis and emergency response plans, developing response and coordination protocols, conducting crisis communications training and exercises, providing corporate in-house professional development sessions on crisis response, and serving as external counsel for tailored executive-level crisis coaching.

Pre-Breach Planning: Preparedness is key. Global Public Affairs works with organizations to build communications programs that will shape public, media and stakeholder opinions during a privacy or data breach. We align critical communications strategies to greater business goals, and build communications integration across business units. Our ultimate goal is to ensure you are prepared to respond effectively and efficiently to any number of threats your organization may face.

Post-Breach Response: Crisis communications response is one of Global Public Affairs' core service offerings. With a roster of communicators, across Canada, on call 24-hours per day, Global is uniquely positioned to provide a full suite of crisis communications services including executive crisis counsel, response strategy development, communications document production, media and social media monitoring and evaluation.

Media Training: In times of crisis, understanding how to deal with the media as well as giving effective interviews is critical. We offer broad experience in developing customized media training programs for executives, subject-matter experts and potential company spokespeople.