

CYBER SECURITY

Crisis and Reputation Management

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CRISIS



GLOBAL PUBLIC AFFAIRS

FROM INSIGHT TO IMPACT

THE HEADLINES

- **Energy**

Ex-Homeland Security Chief Says Energy Industry Under Increasing Threat of Cyber Attack

- **Financial / Banking**

JPMorgan: 76 million customers hacked

- **Consumer Goods**

Home Depot says Canadians could be affected by security breach (CBC)

- **Public Institutions**

California State University Reports Security Breach

- **Telecommunications**

Over 1 million people hit as hackers attack France's telecom Orange

- **Health**

- *Hacker breached Health.gov Insurance Site*
- *Vehicle break-in results in theft of sensitive Oxford County public health information*
- *Health records in derelict buildings 'careless privacy breach'*

Why Plan for a Cyber Event?



A **Physical Crisis** is an unexpected event that has an impact on people, things, or the environment.

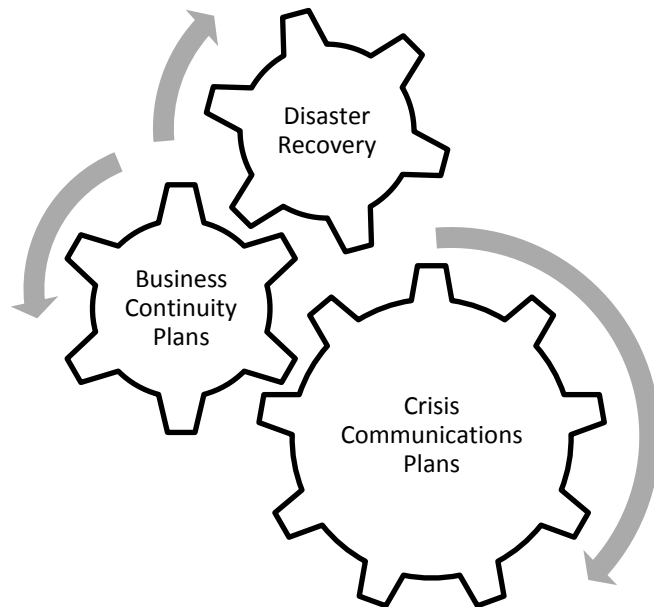


A **Continuity Crisis** is any event that impacts an organization's ability to conduct business and execute routine functions.



A **Reputational Crisis** is an onslaught of negative public attention that may or may not be linked to a physical event.

Pre-Breach Planning



- An efficient **notification system**;
- All **Stakeholders** are identified;
- **Approval** and release mechanisms are identified;
- Appropriate **communications resources** are identified and clear accountabilities are established;
- Pre-approved **messages** and **supporting proof points**; and
- Ongoing **monitoring and analysis** processes.

BILL S-4

An Act to amend the Personal Information Protection and Electronic Documents Act and to make a consequential amendment to another Act
Her Majesty, by and with the advice and consent of the Senate and House of Commons of Canada, enacts as follows:



Post Breach Response

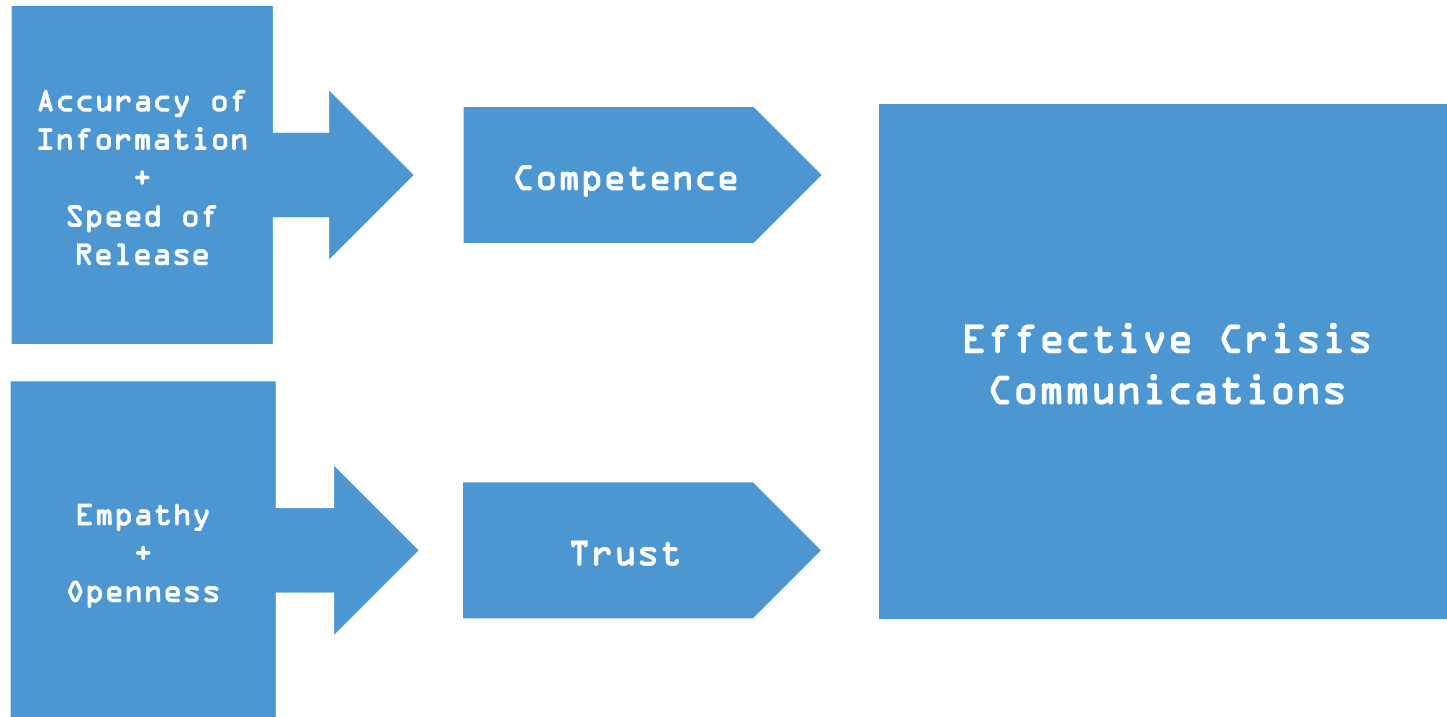
Impacted & Affected Stakeholders

- Directly impacted stakeholders
- Those affected by compromised service delivery
- Employees/unions/contractors/etc.
- Customers/partners/suppliers/etc.
- Shareholders

Interested Stakeholders

- Media / General public
- Potential customers/partners/etc.
- Regulators/governments
- Internal audiences
- Similar businesses/institutions
- Lawyers
- Special interest groups

Effective Breach Response Communications



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