

# Reputation Management for a Privacy Matter

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**March 18, 2015**



# Overview & Goals

- Help you understand the threat landscape
- Help you understand the impact of a data breach on a company
- Help you understand how effective communication strategies can reduce legal risks



“Security pros worry about a Cryptoapocalypse-like event: A scenario where the standard algorithms of trust like RSA and SHA are compromised and exploited overnight is reported as the most alarming threat. Instantly transactions, payments, mobile applications, and a growing number of Internet of Things could not be trusted.”

- *The Ponemon Institute, 2015 Cost of Failed Trust Report*



# Good v Bad Responses



**TARGET**



# Good v Bad Responses

**SONY**



# Good v Bad Responses



# The Ideal



# SC

## MAGAZINE

FOR IT SECURITY PROFESSIONALS

### REVIEWED IN GROUP TESTS

#### SecureWorks P49

Offers real-time 24/7 monitoring of host logs



#### Altor Networks P52

A solid solution to security issues posed by virtualized setups



#### F-Secure P41

Full software-based internet security suite manages endpoints



### FEATURES:

# CHANGE OF HEART

CEO Bob Carr is using the Heartland breach to push advancement in the payment industry **P18**

## Border crossing

With international collaboration, prosecutions of cybercrimes are becoming more common **P24**

## Is DRM dead or alive?

DRM for music is nearly extinct, but how will it fare in other industries relying on digital copyright protections? **P30**





# Good v Bad Responses



# Creative Responses



# Effective Response

- Clear and Thorough
- Compassionate
- Responsive to Audience (employees, customers, data holders)
- Aggressive
- Transparency but not a foolish Transparency



# Best Practices

## *PRIOR TO AN INCIDENT*

1. Cyber insurance!
2. Know your team
3. Have a plan that fits the team
4. Media coaching: Prepare the “Face”
5. Know where your audience can be found
6. Know and bid on the right search terms
7. Know how you will use video
8. Rehearse, rehearse, rehearse your crisis response plan until it's second nature.



# Best Practices

## *ACTIVE INCIDENT*

1. Assess
2. Legal sets the pace
3. Forensics guides the actions
4. Weave a narrative; facts that resonate
5. Know the conversation
6. Public statement: thoughtful, sensitive, comprehensive
7. Notification across multiple communication mediums
8. Respond to customers in a personal way



# Best Practices

## *POST INCIDENT*

1. Be the Hero not the Villain
2. Generate champions
3. Focus on metrics
4. Declare the crisis over

