



Insight Presentation 2023

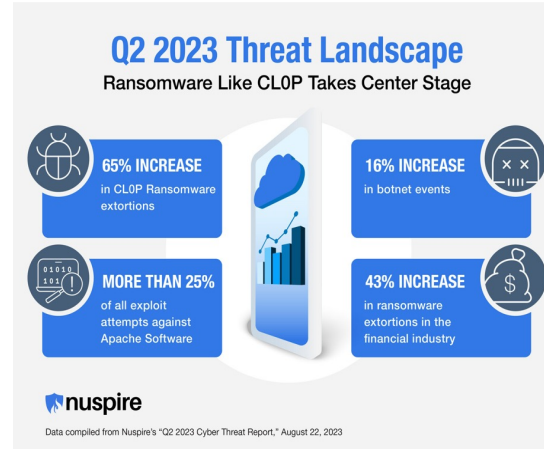
Jim Steven, Head of Crisis & Data Breach Response



Cyber landscape

Ransomware still the attack method of choice

- Move-It vulnerability – Zero-day attack
- Attacking processors increased attack surface
- Millions affected globally
- Use of PII (Personal Identifiable Information) to induce ransom payment
- Common deadline date
- Shorter timeline from deployment to payment
- Pressure on recovery resources
- Strong return on Investment model
- Systemic style attack

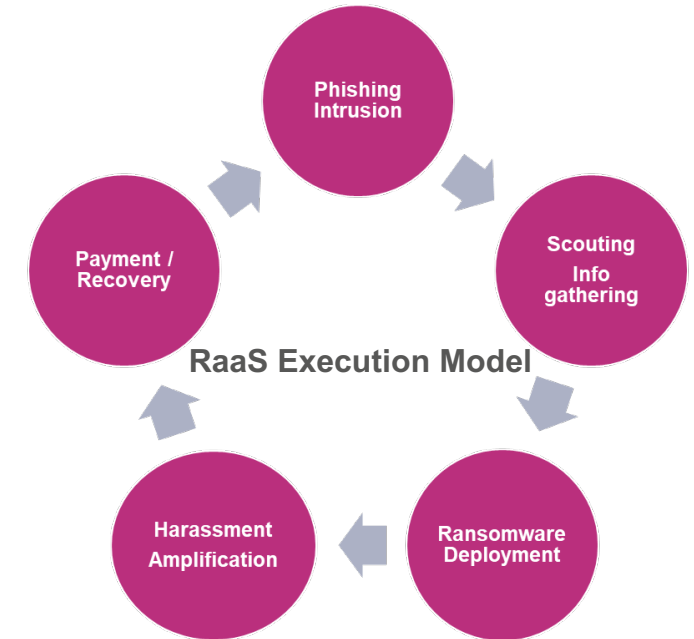


MOVEit Cyber Attack - Affected organizations (as of September 11, 2023)

By country

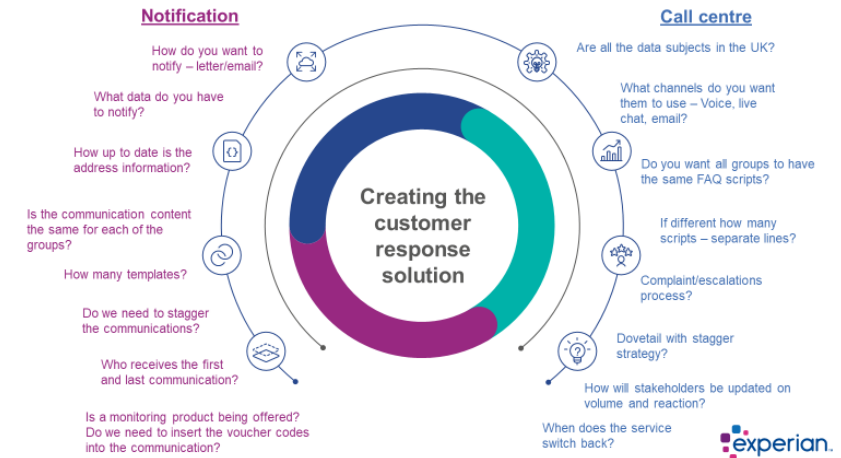
6 ??	5 Australia	4 Austria	1 Belgium	2 Bermuda
1 Brazil	36 Canada	2 China	1 Denmark	1 Finland
5 France	37 Germany	1 Guatemala	3 India	6 Ireland
1 Israel	1 Italy	2 Japan	1 Luxembourg	3 Malaysia
10 Netherlands	1 Norway	1 Oman	2 Philippines	1 South Africa
1 Spain	2 Sweden	9 Switzerland	2 Turkey	1 UAE
24 UK	963 USA			

KonBriefing Research



How the consumer response was under pressure in 2023

- Large number of breaches simultaneously
- Processors due to the type of vulnerability
 - Outsource providers – Payroll, Pension, HR, etc.
 - Supply chain
- Notification Ownership
 - Controllers set the timeline
 - Hundreds of templates
 - Separate call centre numbers & greetings
- Multi-lingual call centre requirements
- Increase in Town Hall style meetings – build reassurance
- Divergence from the Cyber Insurance model
- Competing demand for resource



Stress on the System

Emergency room clients versus retained

Best endeavours versus guaranteed

Notification

- Templates
- Waves
- Channels

Call Centre resource

- Number of agents available
- Ramp up time
- Languages
- Average handling time
- Resolution rate

Pre-planning

- Setting risk appetite
- Balancing realistic view of what can be achieved
- Build capability matrix – inhouse / overflow / outsource
- Best Endeavours vs Preferred vs Guaranteed
- Staggering response to ensure optimum service performance
- Embracing omni-channel communication to mitigate impact
- Building out plans with specialist partners & differing scenarios

Pre-event branded methodology

E-book and programme for businesses

The image displays a collection of promotional materials for Experian's 'Be Response Ready' program. Key elements include:

- Experian Reserved Response E-book Cover:** A pink and white cover featuring a woman and a man in a call center setting. Text includes 'Experian Reserved Response' and 'Setting your business ready for a customer notification and response in seconds at a scale of 100,000+.'
- Flowchart:** A large pink graphic with the text 'What are the seven sections of Experian Reserved Response?' and a numbered list of steps: 1. Reserved Response, 2. Reserve, 3. Reserve, 4. Reserve, 5. Reserve.
- Website Screenshot:** A screenshot of a website interface with a pink header and a list of services.
- Call Us Document:** A document titled 'Call Us' with a detailed text block.
- Footer:** The Experian logo and the slogan 'Be Response Ready with Experian' are visible at the bottom.