

THERE'S BEEN A HACK







Now what?



Proactive and Reactive Communications Planning

The Environment You Face

Some recent headlines ...

V3      

Security

Oracle hack potentially compromises almost every US credit card

 **Bloomberg** Markets Tech Pursuits Politics Opinion

Missed Alarms and 40 Million Stolen Credit Card Numbers: How Target Blew It

Target ignored its own alarms—and turned its customers into victims

siliconbeat

The tech blog of The Mercury News | Home to Good Morning Silicon Valley

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Social Web Mobile Cloud Gadgets Cleantech VC Data Games

Yahoo hit with data-breach class-action lawsuit claiming credit-card details stolen

By Ethan Baron / February 8, 2017 at 4:28 PM



FORTUNE SUBS

POPULAR VIDEOS FORTUNE 500

That Wendy's Credit Card Hack Back in June Was as Bad as We Thought

by Reuters JULY 7, 2016, 5:03 PM EDT

iPad 10:28 AM money.cnn.com

 **Money** u.s. + Business Markets Tech Media Personal Finance Small Biz Luxury stock tickers

Why should we trust the Sony PlayStation Network ever again?



BUSINESS

Giant credit card hack hits Arby's because nothing is sacred anymore

Chris Mills  @chrismills February 9th, 2017 at 2:03 PM

According to a report from respected security journalist Brian Krebs, hundreds of Arby's stores have had their payment systems hacked, compromising the credit cards of hundreds of thousands of customers. Although the hack is far from the largest we've seen in recent years, the number of credit cards stolen — and the fact that it was done at Arby's, the home of cheap road-trip comfort food — makes it all the more painful.

SOME NOTEWORTHY HACKS

ENTITY	IMPACT	COSTS
Target	40 million accounts plus personal information of 70 million more	CEO fired \$240 million spent
Home Depot	50+ million accounts	\$19.5 million to settle \$62 million in losses
Heartland Payment Systems	130 million customers	\$110 million to Visa, MC, Amex to settle claims
TJX	94 million accounts	Banks sued to recoup losses
Sony PlayStation	100 million + customers	\$250 million (est.)
eBay	145 million accounts	TBD
Oracle Micros point of sale division	330,000 registers worldwide	TBD
Wendy's	1000 stores	TBD
HEI Hotels & Resorts	20 hotels	TBD

Are you a target?

According to Pymnts.com Global Fraud Attack Index:



The image is a screenshot of the Pymnts.com website. At the top, there is a dark green navigation bar with the Pymnts.com logo on the left and menu items: NEWS, OPINION, DATA & RESEARCH, INDEXES, and TRACKERS. Below the navigation bar is a large banner image featuring a person in a dark hoodie, with a background of green binary code (0s and 1s) and the word 'TRUDDER' written vertically. A small green box with the text 'FRAUD ATTACK' is positioned above the main headline. The headline itself is in large, bold, white text.

FRAUD ATTACK

Fraud Attacks Jump 137 Percent Over The Last Four Quarters

ARE YOU A TARGET?

Odds are ...

NOT IF, BUT

WHEN

Crisis Communications News Cycle

Interactive Simulation

All tweets, twitter information, and headlines are fictitious and are used for illustrative purposes only, any overlap with real information is coincidental

"ACTORS" / STAKEHOLDERS

- You: "ACME Toll Systems"
- Your bank
- Cardholder bank
- Card networks: Visa, Amex, MasterCard
- Electronic toll collection systems
- Bondholders
- Policymakers/regulators
- Law enforcement
- Media

First Wave

-Story breaks-

First Major Hack of Toll System



Bank of Credit
@bigbank



Following

Our cardholders have zero liability for any fraudulent purchases. #ACMEhack

[Reply](#) [Retweet](#) [Favorite](#) [More](#)

1:05 PM - 31 Aug 16 · Embed this Tweet



Stacy Cared
@s_cared



Follow

Wow. Everyone's a target. Wonder how safe the tunnel is. #ACMEhack

[Reply](#) [Retweet](#) [Favorite](#) [More](#)

11:58 AM - 28 Aug 16 · Embed this Tweet

Millions of Credit
and Debit Cards
Exposed in Toll
System Hack

Second Wave

-More accounts hacked than previously thought-

ACME Data Hack
Raises Questions
About Toll System
Security

ACME Admits More Accounts Exposed in Data Hack



Stacy Cared
@s_cared



 Follow

This [#ACMEhack](#) is getting worse. I'm going all cash

 Reply  Retweet  Favorite  More

12:43 PM - 31 Aug 16 · Embed this Tweet

Third Wave

- Results of forensic investigation-
- Banks take action-
- ACME raises tolls to recoup losses-

Toll Increases Linked to ACME Hack

Banks Sue ACME
to Recover Losses
in Data Hack



Stacy Cared
@s_cared



It's crazy that we have to pay for ACME's negligence with higher tolls!!!
#ACMEHack

Reply Retweet Favorite More

3:37 PM - 8 Sep 16 · Embed this Tweet



Bank of Credit
@bigbank



We will act to protect our cardholders and take appropriate action to recover their losses from ACME. #ACMEhack

Reply Retweet Favorite More

2:16 PM - 8 Sep 16 · Embed this Tweet



Now That I Have Your Attention

Preparing for the Inevitable

Managing the News Cycle

- Triage inquiries
 - Wires (AP) first
 - National TV
- Develop social media plan now
 - Story will snowball there
- Media statement
 - Key message reinforced with fact/proof points
- Be proactive, transparent

AN OUNCE OF PREVENTION...

- Build trust
 - If people don't trust the system, they won't use it
- Implement integrated plan
 - No silver bullet
 - Staying ahead requires constant diligence
 - Align communications with your data security plan
- Enhance relationship with your customers
 - Every communication is a messaging opportunity
 - Implement a smart social media strategy
- Tell your story
 - Reactive and proactive steps you are taking, e.g.
 - Test systems regularly
 - Best practices (ISAC)
 - Use white hat hackers



What's At Stake

What Is the Cost of Not Acting?

- Your credibility and reputation
- Customer behavioral changes
 - Move to cash causes congestion
- Litigation
- Recovery costs
 - Making customers whole: credit monitoring
 - Liability transfer from banks; fraud costs
 - Forensic investigation
- Legislative and regulatory inquiries
 - Device restrictions