Hacks, Flacks and Attacks: Collaborating on Risk Communications Before, During and After a Breach

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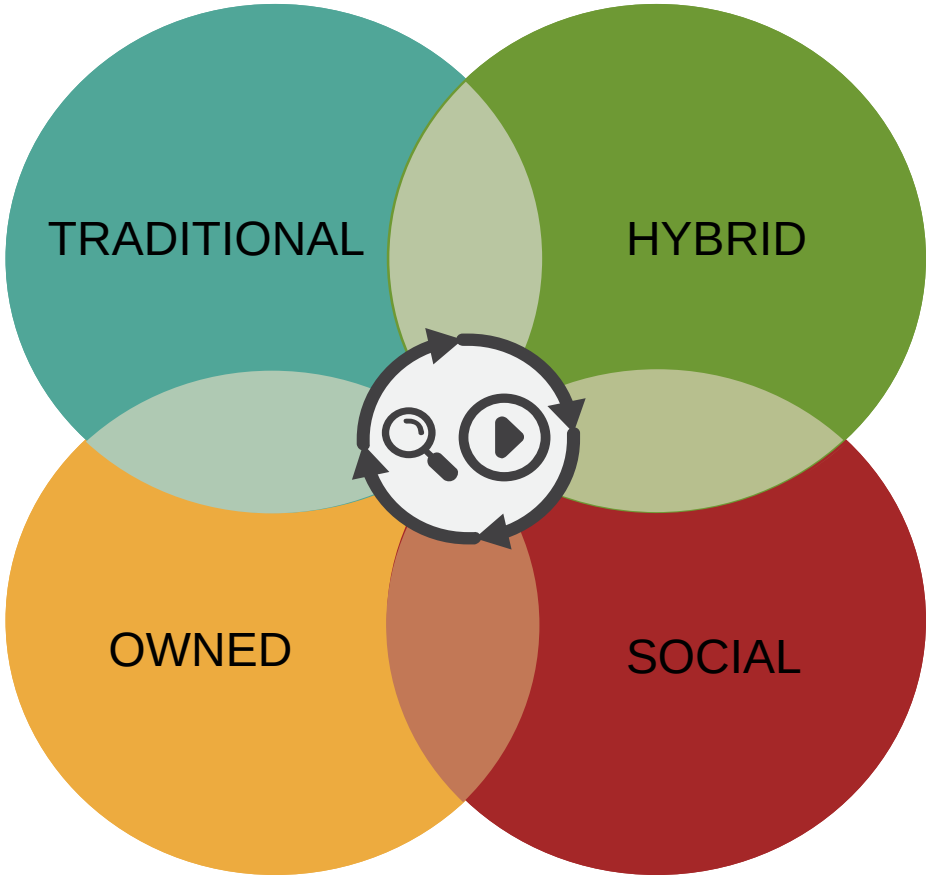
Session ID: DAS-401
Session Classification: Intermediate

RSA CONFERENCE 2012

Session Goals & Introduction

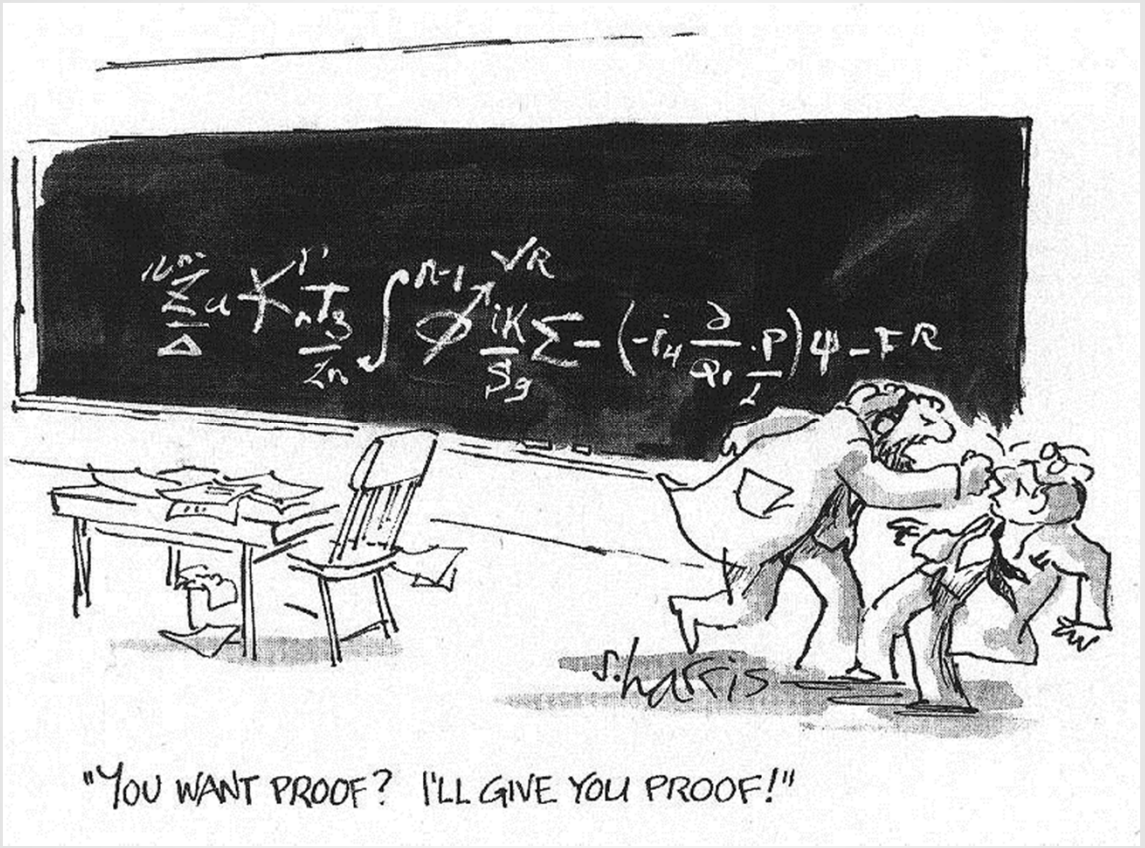
- Provide insight into the importance of communications in avoiding/dealing with security incidents
- Outline the elements of a successful communications response to an incident
- Share practical guidance for the security professional related to PR, including working with the communications team
- Action: Take informal poll of attendees on if they have an incident response plan in place. Follow up and ask how many have communications as part of that plan.

3 Things Every CSO Must Know About Crisis



Security Incidents Draw Public Scrutiny

A Communications Imperative: Show Your Work

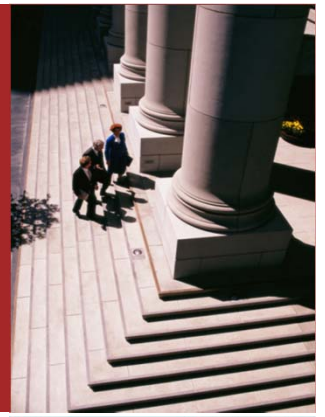


Challenges with Communications During an Incident

Crisis Preparation
Mindset & Conflicting Orientation

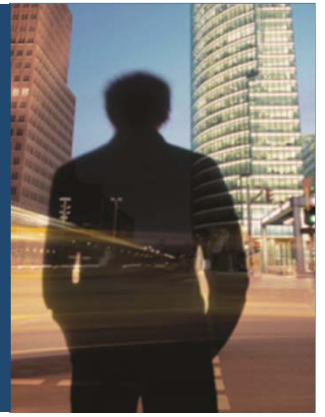
EXECUTIVE OFFICERS

LEGAL COUNSEL

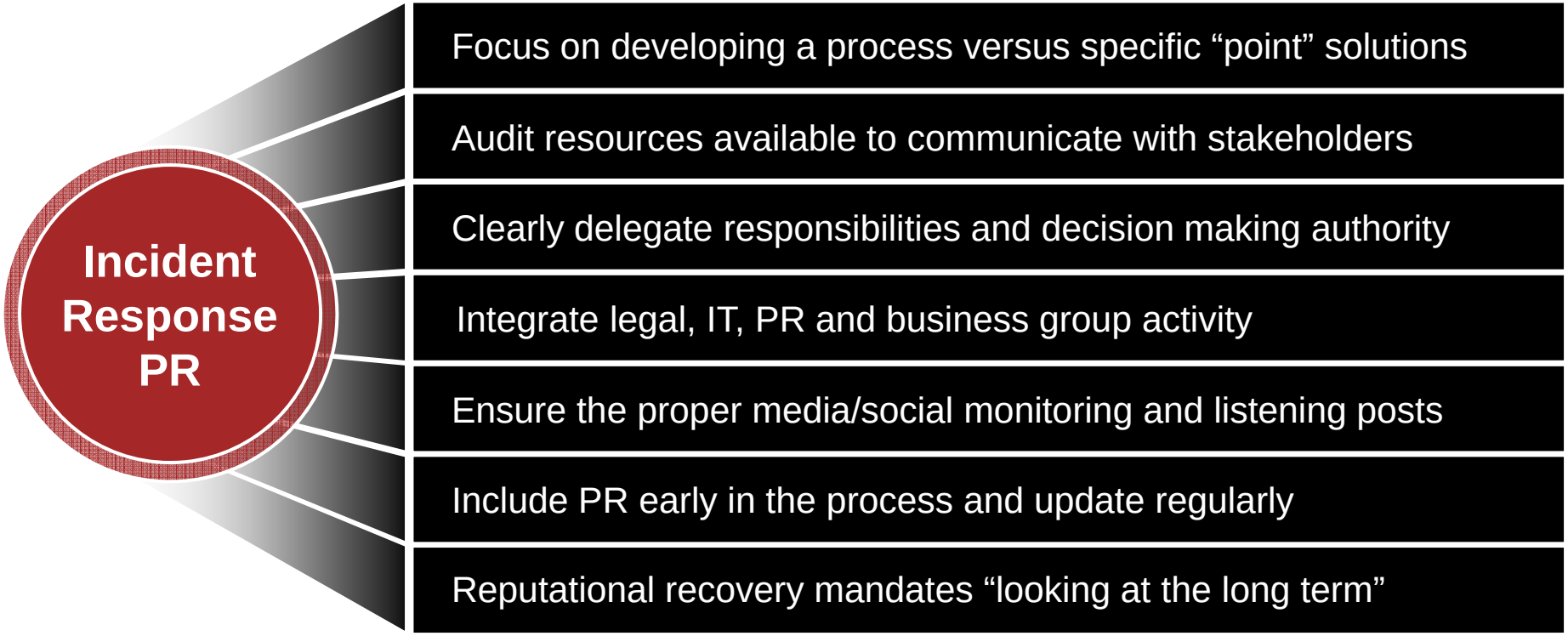


PUBLIC AFFAIRS

DATA SECURITY

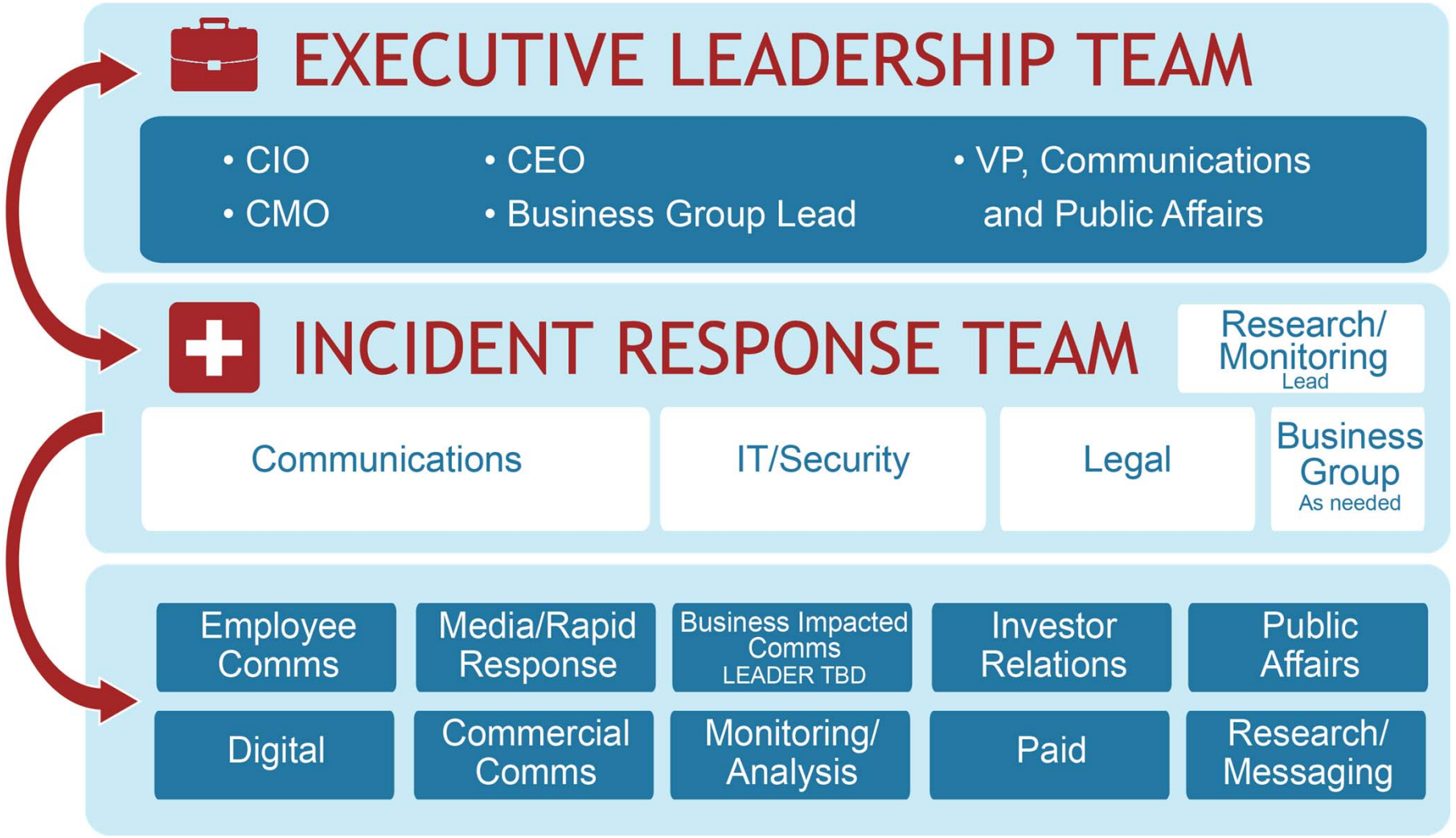


An Approach to Information Security Communications

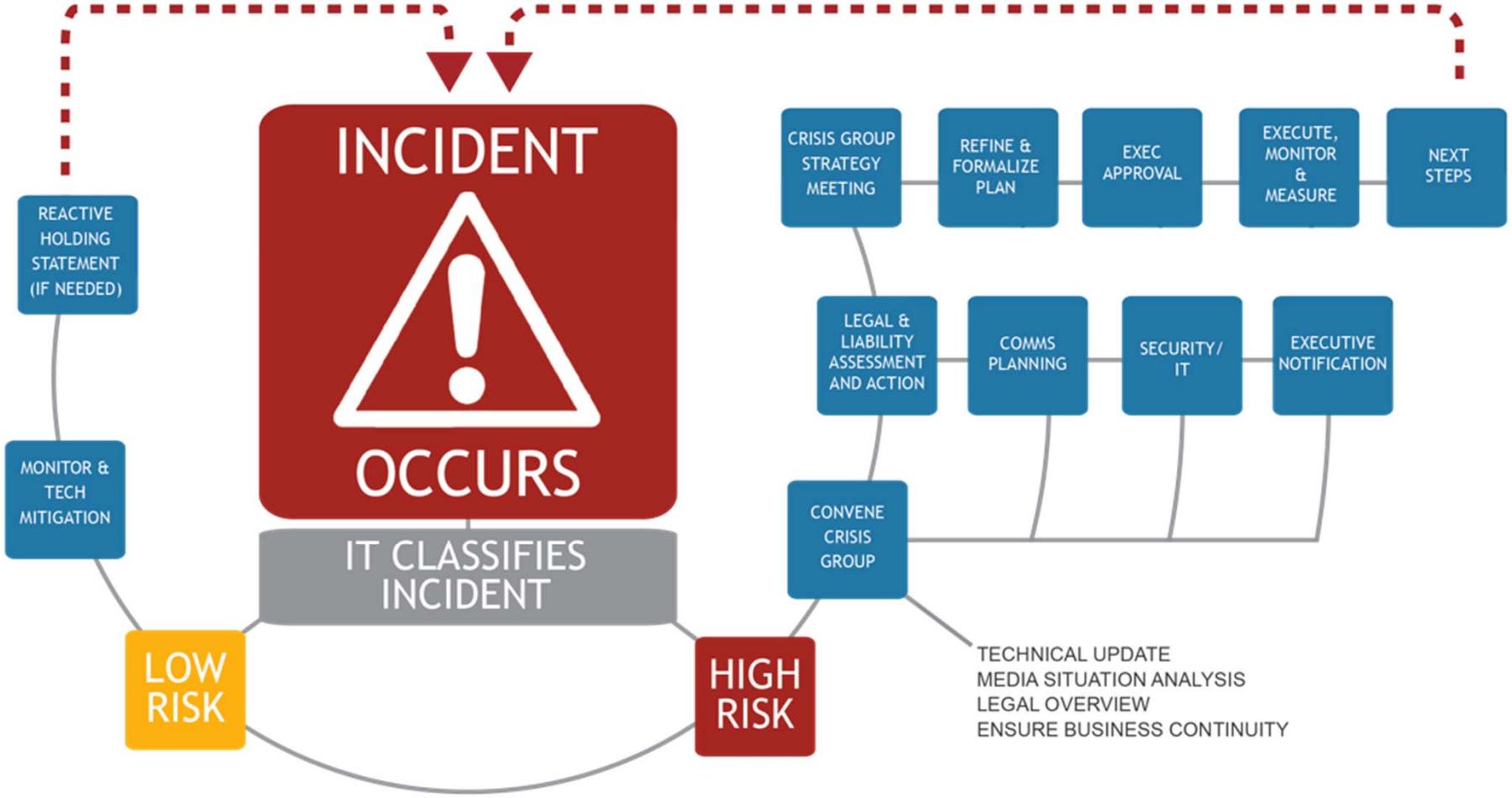


An Effective Immediate Response

Communications Incident Organization



Communications Response Framework



Sample Scenario Overview

BRIEF

- Company X notices strange activity in its IT environment but is yet unsure what if any information was compromised.
- Days later hacktivists claim to have stolen confidential customer data and post it on the Internet and spread via social media channels .
- There is immediate media attention and inquiries, as well as calls from regulatory bodies about the hacktavists' claims.

APPROACH

- Immediately issue holding statement acknowledging the incident, that it's under investigation and detail on the scope of information lost (if known).
- Work with legal to determine formal notification requirements .
- Inform consumers about incident, safeguards and actions to mitigate any fraud.
  - Formal letter and e-mail
  - Set up a phone/email contact hotline for consumers
- Provide additional information through appropriate channels reiterating commitment to customer protection, the type of information lost and steps being taken.
- Consider targeted media engagement with senior executive once issue is contained.
- Refrain from direct engagement with hacktivists.

Likely Primary Audiences and Stakeholders

- Customers
- Employees
- Law enforcement
- State and federal regulators

Holding Statement Other Potential Actions/Materials

- Executive Q&A
- Media and social monitoring
- Landing page with additional information
- Long-term reputation planning

Case Study:
Sony PlayStation Network Breach

The breach is estimated to have cost the company more than $171 million.

Case Study:
Sony PlayStation 2.0

PROMPT NOTICE VIA BLOG

MORE NEUTRAL COVERAGE

Case Study: RSA

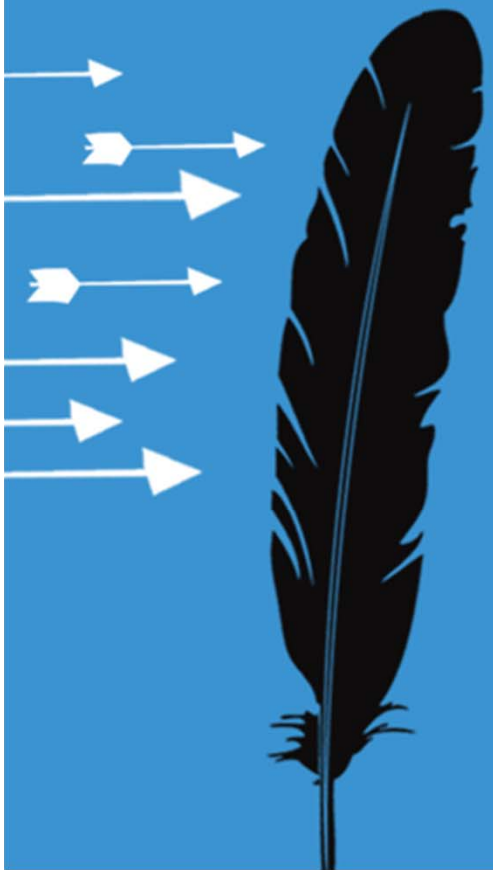
Guidance for the Security Professional

Benefits of an Integrated Response

Good Communications Can Help Prevent an Incident

How to Apply What You Learned Today

- In the first three months following this presentation you should:
  - Speak with your communications/PR team to evaluate existing security incident response plans
  - Identify a team of key stakeholders from legal, IT and communication and develop clear roles/lines of authority ahead of an incident
  - Establish or re-evaluate a communications response framework as part of a holistic incident response plan
- Within six months you should:
  - Develop scenario overviews and communications strategies for most likely security incidents
  - Test communication response function with crisis drills



Questions?

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