

THE DATA HACK PR PLAYBOOK

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Chances of a data hack will increase by almost 30% for the next two years! Plus, data hacks are getting more expensive. The average cost of a U.S. data hack was \$7.35 million in 2017.

Been hacked? You're in good company. Chili's. Panera Bread. Orbitz. Whole Foods. Sears. Delta. Best Buy. Saks Fifth Avenue. The list goes on. Every company is at risk from an attack by black hat hackers.

Here's a Data Hack PR Playbook that summarizes the best practices around planning for and responding to a data hack.

1 Get Ahead of the Issue—
Be transparent, open, guide the conversation. Disclose the facts as you confirm them. Move to minimize damage.

2 Apologize and Acknowledge—
Empathy for the fallout is important. Diffuse anger and defuse the situation. Say you're sorry...and mean it.

3 Present a Practical Solution—
Communicate your action plan. Set expectations and demonstrate a commitment to quick resolution.

4 Notify Affected Parties Directly—
Let those impacted hear from you. They are a special group. Tell them directly that you care.

5 Announce the Technical Fix—
Reassure people that the experts are on it. As soon as you know, share the findings.

6 Offer an Incentive—
Provide a reason to reestablish a relationship once the crisis is resolved such as a special offer, discount or coupon.

7 Begin Brand Rehabilitation—
Reinforce brand values over time.

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