THE DATA HACK PLAYBOOK

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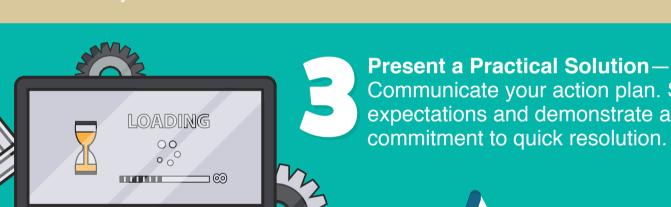


Chances of a data hack will increase by almost 30% for the next two years! Plus, data hacks are getting more expensive. The average cost of a U.S. data hack was \$7.35 million in 2017.

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.





Notify Affected Parties Directly—

Let those impacted hear from you. They

are a special group. Tell them directly

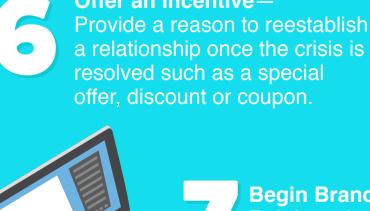
Communicate your action plan. Set expectations and demonstrate a commitment to quick resolution.

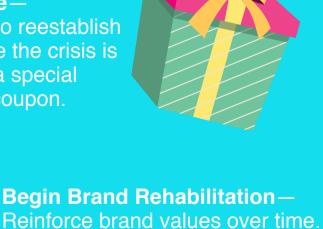


that you care.

Reassure people that the experts are on it. As soon as you know, share the findings.

Announce the Technical Fix—







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