



— VISION 2016 —

TAKE CONTROL

A ROADMAP FOR **GROWTH**



#vision2016

Flawless data breach response when the market is watching





— VISION 2016 —

TAKE CONTROL

A ROADMAP FOR **GROWTH**



#vision2016

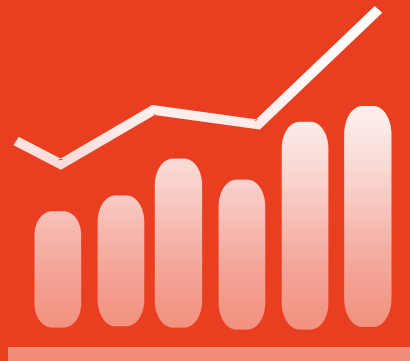
Introducing:

- **Jim Predergast**
Lewis Brisboi
- **Mike Bruemmer**
Experian





Introduction



Since 2005, more than **786 million records** have been **compromised** as the result of a **data breach***

*Identity Theft Resource Center, 2015



Communicating to the C-Suite



The success of any data breach response plan begins with **close involvement from the executive team**



Creating your plan



**Assemble your breach
response team**
to ensure end-to-end preparedness



Creating your plan



Secure external partners
early so they are ready when you
need them



Creating your plan



Engage with the right resources, both domestic and abroad, as early as possible

— VISION 2016 —

TAKE CONTROL
A ROADMAP FOR **GROWTH**



#vision2016



Practicing your plan



Establish a schedule
involving all departments
to practice on a regular basis



Responding to a data breach



Act fast. The first 24 hours following a breach are critical

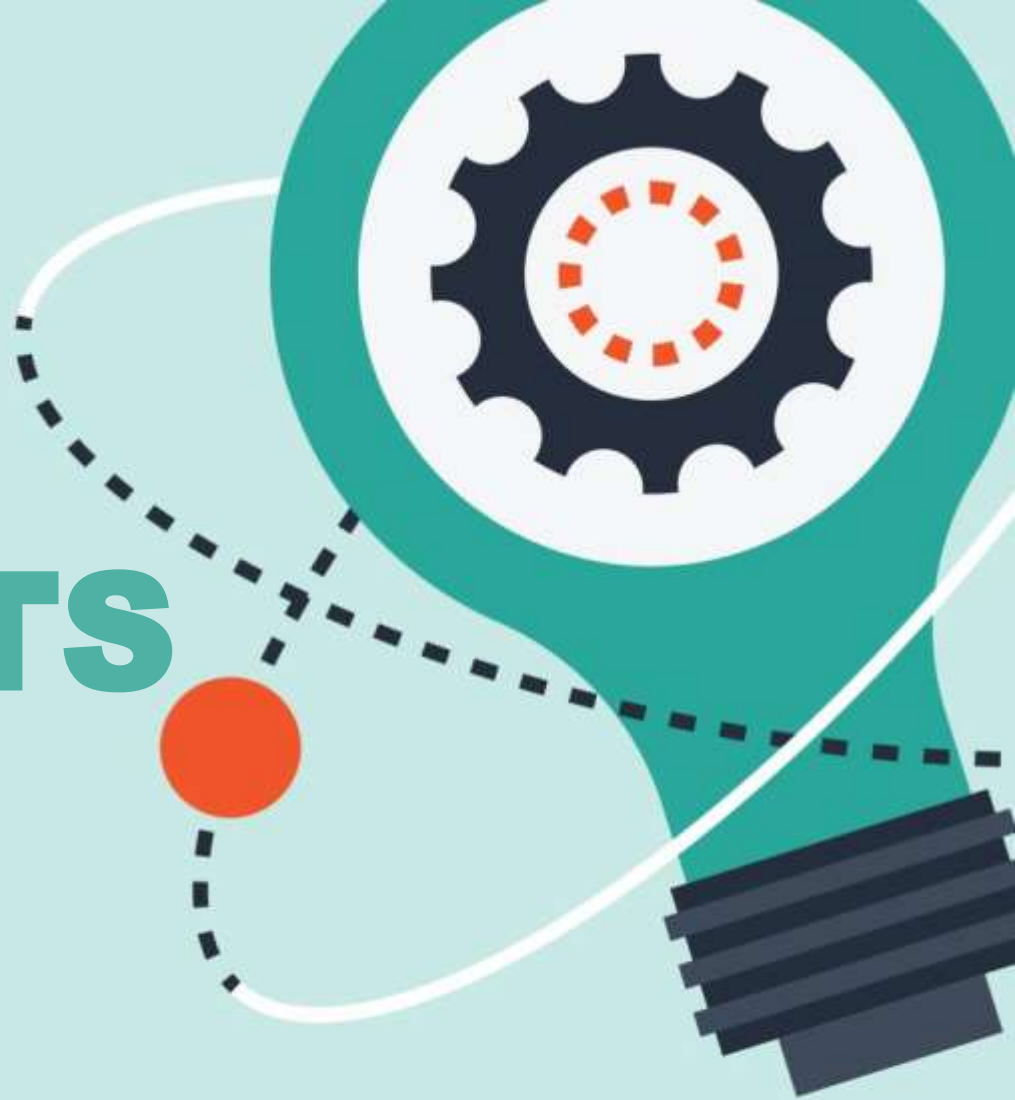


Auditing your plan



Update, audit and test
your plan every quarter to
ensure a successful response

FINAL THOUGHTS



— VISION 2016 —

TAKE CONTROL

A ROADMAP FOR **GROWTH**

[#vision2016](#)



— VISION 2016 —

TAKE CONTROL

A ROADMAP FOR GROWTH

#vision2016



**For additional information,
please contact:**

Mike.Bruemmer@experian.com



Follow us on Twitter:

@ExperianVision | #vision2016

Share your thoughts about Vision 2016!

Please take the time now to give us your feedback about this session. You can complete the survey in the mobile app or request a paper survey.

1 Select the Survey button and complete

2 Select the breakout session you attended

Vision Conference
Breakout Session Survey

Experian

1. How would you rate the presenters' knowledge?
 Excellent Above average Average Below average Poor

2. How would you rate the presenters' delivery?
 Excellent Above average Average Below average Poor

3. How would you rate the presenters' time management?
 Excellent Above average Average Below average Poor

4. How useful was the session information?
 Very useful Somewhat useful Neutral
 Somewhat not useful Not useful

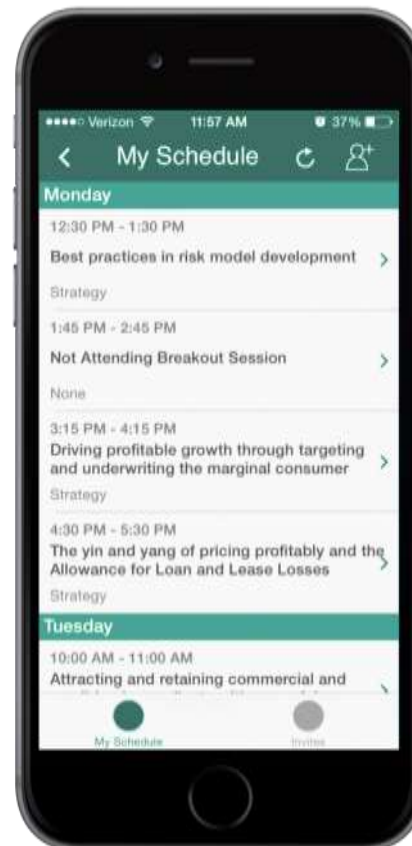
5. How would you rate the session on being current?
 Very current Somewhat current Neutral
 Somewhat not current Not current

6. How relevant was the session content to the title and description?
 Very relevant Somewhat relevant Neutral
 Somewhat not relevant Not relevant

7. How would you rate the level of content?
 Too advanced Just right Too basic

8. Why did you attend this session? (Check all that apply)
 Relates to my business The presenter(s) Interest in new product
 Compelling session description Increase product knowledge

9. Do you have any additional comments?





— VISION 2016 —

TAKE CONTROL

A ROADMAP FOR

GROWTH

