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Avoid Epic Fails: Elements of Successful Breach Notification and Response

MODERATOR: **Heidi Shey**

Senior Analyst
Forrester Research
@heidishey



Connect to
Protect

PANELISTS:

Bo Holland

CEO
AllClear ID

Lisa Sotto

Partner
Hunton & Williams, LLP

Matt Prevost

Cyber & Technology E&O Product
Manager
Chubb



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Legal requirements vs best practices



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- What are the legal requirements for notification with respect to personal information? Non-personal information?
- Should a firm still notify customers even though they aren't legally required to do so? What are the implications if you choose to do so?
- What are some key best practices? Have you encountered any counterintuitive ones?

Defining success



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- What constitutes a successful job with customer-facing notification and response? What about common pitfalls?
- How should firms define success with customer interactions?

Overcoming challenges



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- What do you wish more companies knew about, or would do, based on your experience?
- What do you see as the most challenging part of notification and response, and why? How can firms overcome these hurdles?

Next steps



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- What are some key takeaways for what audience members can do to move forward with their breach notification and response strategy next week when they return to the office? What about 3 months, 6 months from now?