

# Cybersecurity

## Data Breach Disclosure & Notification Services

*An intelligence-led, expert-driven, strategic approach to global cybersecurity challenges affecting your organization – your people, your operations, and your reputation.*

FTI Cybersecurity offers full notification support around any breach. Our experts work in conjunction with your organization or as a separate unit to support your response efforts, including setting up a call center, developing multi-channel communication scripts, and providing notification letters to impacted consumers.

### Customized Solutions

**In-bound Call Center:** One of the biggest challenges our clients face when handling a breach is communicating with customers to demonstrate transparency of the situation and reinforce the organization's commitment to trust. Often, this means handling thousands of messages from frustrated customers trying to understand what information was taken and what can be done to prevent it from happening again. Since many of our clients do not have the existing infrastructure to handle such a large influx of messages, FTI Cybersecurity can set up an in-bound call center with unique phone numbers for different customer needs and in over 30 different language options. Our team will setup the call center, train the staff, and handle all escalations of issues, allowing your organization to focus directly on handling the breach itself.

**Effective Messaging:** FTI Cybersecurity will work with your organization throughout the breach to manage all necessary communications, including developing the overall message, drafting the initial press release, monitoring the media, creating the content for the website, and equipping the call center. Our experts plan for every possible question and provide consistency in the response so that customers hear the same message. FTI Cybersecurity assists the call center team through tailored script training, allowing the team to be prepared when receiving questions either over the phone or in an online chat system.

**Notifications:** FTI Cybersecurity provides notification services via email or letter, depending on your organization's needs. Email allows our experts to track how many people received the email, opened it, and clicked on the provided link, which helps estimate customer response volumes. Certain states (e.g. California and New York) require that breach notifications are sent via first class letter. FTI Cybersecurity can assist in meeting legal requirements by crafting and distributing notification letters to impacted customers.

### CASE STUDY: ONLINE FASHION RETAILER

#### THE CHALLENGE

A major online fashion retailer that ships to over 80 countries experienced a security breach that affected millions of customers. The sophisticated cyber attack on the company's computer network initially went undetected, allowing the attackers to move freely through their systems for over two months.

#### OUR INPUT

We were hired to provide intelligence services to identify whether any customer data from the breach was posted on the dark web and if so, what data was exposed. Using our proprietary dark web threat intelligence tool, the team was able to quickly identify that customer data was posted in two locations, auctioned for sale, and ultimately exchanged between criminal actors.

We also verified the exact number of affected customers and determined that the stolen information posted and sold on the dark web was limited to email addresses and encrypted passwords.

#### OUR IMPACT

Our team was able to minimize the distribution of the data that was posted on public and semi-public dark web forums, but the work did not stop there. Partnering with our Strategic Communications experts, we setup an in-bound call center in less than a week and developed scripts in multiple languages for servicing calls and online chats for affected customers.



## Why FTI Cybersecurity



### Multidisciplinary Expertise

Intelligence-led, expert-driven, strategic approach to cybersecurity challenges

Core team from intelligence agencies, law enforcement, and global private sector institutions



### Globally Positioned

Ability to respond anywhere in the world

Ability to staff the largest and most complex engagements and investigations

Relationships with the top global intelligence agencies, regulatory authorities, and private agencies



### Integrated & Comprehensive

No other firm in the space has a crisis communications practice

Integration of FTI Consulting's expertise across the platform

# 1982

Year Founded and \$4.9B equity market capitalization\*

# 9/10

Advisor to 9 of the world's Top 10 bank holding companies

# 6,700+

Employees

# NYSE:FCN

Publicly traded

# 98/100

Advisor to 98 of the world's top 100 law firms

# 59

59 of Fortune Global 100 corporations are clients

*\*Number of total shares outstanding as of February 17, 2022, times the closing share price as of February 24, 2022.*

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