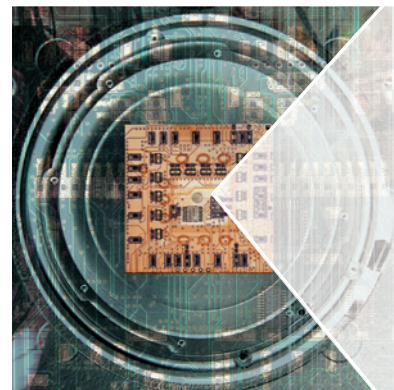


Data Breach: What You Don't Know Can Hurt You

Every year, misconceptions about the risks of a data breach cost organizations millions of dollars in recovery expenses and lost business. Kroll's Fraud Solutions, a global leader in preventing and recovering from breaches, has identified some common myths, as well as the facts that will help your organization minimize risk.



MYTH:

Organizations with strong security measures in place don't need to worry about contingency plans for a data breach.

FACT:

You store and use sensitive data in thousands of ways. Identity thieves only need to exploit one of them to create a devastating data breach. Every organization should have a comprehensive contingency plan that includes personal notification and recovery efforts designed to protect your customers, your employees, and your reputation.

MYTH:

Once a data breach has occurred, the incident is over.

FACT:

Data breaches usually occur in a series of attacks that only stop following a complete system review. It can also take years to realize the full extent of a single breach. Therefore, you must quickly determine the how and why behind an attack and launch a concentrated notification plan for those affected.

MYTH:

Monitoring credit reports will help protect your customers from identity theft.

FACT:

Industry trends indicate that about 20% of identity theft can be discovered by reviewing a credit report. That's why it's critical that you offer a full-scale recovery and remediation plan following a breach of any size.



MYTH:

Data security is the IT department's responsibility.

FACT:

Your organization's data security is everyone's responsibility, from general counsel to human resources, and beyond. Comprehensive safeguards are rooted in integrated plans that clearly outline each department's role in protecting data.

MYTH:

Secure servers equal secure data.

FACT:

Data thieves don't need to break into your network to pillage sensitive personal data. Laptops and file folders offer the same results. Full protection demands that you have a complete plan for both digital and hard copy data.

MYTH:

All fraud solution companies offer the same basic services.

FACT:

With unparalleled resources and experience, **Kroll is the only data security and breach recovery solutions provider** that offers you and your organization:

- Over 30 years of experience handling the world's most complex security and risk challenges;
- Certified investigators with thousands of hours of experience;
- Comprehensive start-to-finish protection and recovery services, provided by a multi-faceted team of experts in IT, global security, and investigation.

Use the Facts to Your Favor

Now that you know the truth about safeguarding your organization's vital data, it's time to put the protection in place.

Contact Kroll's Fraud Solutions today.

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