

# Experian Data Breach Readiness Service: Guaranteed Reserved Response

Helping businesses to prepare to notify individuals and reserve essential response resources in readiness for a live incident

## Why is it important to reserve essential resources in advance of a live data breach incident?

Once an organisation has created, assessed and finalised their data breach response plan, they will have a clearer indication of resources and experts they will need during an incident.

One of the challenges during the initial stages of a response is finding and managing additional resources, and successfully putting them into play, quickly and efficiently with the right control mechanisms. Pre-empting and guaranteeing the availability of additional resources can also put the organisation in a strong position to respond confidently and in good time, whilst helping to keep the day-to-day business priorities running.

Knowing you have the right resources and expertise at your fingertips really can support the organisation to take the heat out of the situation. What we have seen repeatedly when supporting clients through a data breach is the time it takes to line up internal or external experts during the early stages of the incident. Those who have invested to guarantee external resources do undoubtedly feel less pressure, are better prepared and more in control of the situation.

Jim Steven, Head of Data Breach Response, Experian Consumer Services.

## What is included in the Guaranteed Reserved Response service?

Experian's Reserved Response service provides your business with the ability to reserve, in advance the resources you need to deliver all components of your customer-facing notification response plan.

With over a decade of experience and over 30,000 data breaches handled globally we can bring an experienced team of experts who specialise in data breach responses.

### Key elements of response resources include:

- A dedicated Senior Data Breach Response Manager who will be a first point of contact. They will work through the full response plan to ensure all the necessary resources have been allocated and reserved.
- Notification and Contact Centre resources will be allocated in line with the response requirements of your organisation and customer needs. We will provide assurance of specific language speakers, freephone or local rate lines with customised greetings and messaging for differing brands or entities. This means a multi-jurisdictional incident has a tailored response to your customers and employees.
- Sharing of best practice notification letter/email templates, as well as support enabling you to prepare your branding and core messages for each of your audience types. These are stored away ready for when an incident occurs.
- The ability to ramp up plans for both Notification and Contact Centres resources will be agreed along with Management Information Reports so you can effectively communicate progress to key stakeholders.
- Experienced Identity Protection Support Specialists will be available to answer Frequently Asked Questions by phone/email from affected individuals who have concerns relating to the loss of their personal information/identity.

## Experian Data Breach Readiness Service

### What happens after signing up?

When you commit to Experian's Reserved Response service, we make the investments required to fully prepare your business for when a data breach hits, to ensure we are ready to take action.



Commence the completion of our detailed data breach workbook so all key documentation is completed to ensure you are ready for a live incident response.



Build out notification letters/email communications templates and agree SLAs to ensure you can quickly go live when you need too.



Run one full face-face simulation (per annum) to help everyone understand the important components of the data breach recovery process and ensure all key stakeholders are engaged.



Completion of two face-to-face scenario workshops (per annum) to test the resilience of the plan making updates to documentation and resource requirements as appropriate.



### Additional services:

- Data breach response notification templates
- Dedicated client manager
- Data quality health check
- Comprehensive printing and fulfilment
- Frequently Asked Questions library
- Management Information Reporting
- Multi-lingual Call Centre support
- (Top 7 languages include: English,

German, Italian, Spanish, Portuguese, Polish and French, as well as access to a further 28 languages)

### For more information

Please contact [breachresponse@experian.com](mailto:breachresponse@experian.com)  
[www.experian.co.uk/databreach](http://www.experian.co.uk/databreach)

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