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# ***EQUIIFAX***

## **TOPICS**

- Regulatory Update
- Reflections & Learnings
  - Security & Risk
  - Crisis Management
  - External Support
  - Communications
- Q&A

# REGULATORY UPDATE



# REFLECTIONS & LEARNINGS







# SECURITY & RISK

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Create data asset inventory

Delete data you don't need

Segment databases

Encrypt or tokenize data

Strengthen detection and response

Drive cultural change



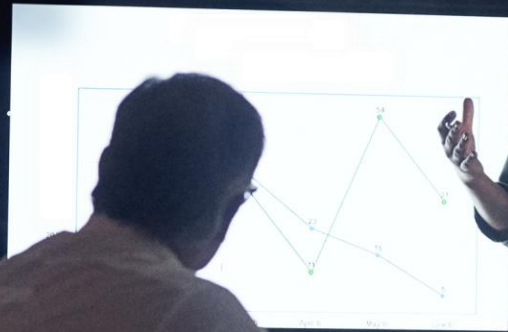
# CRISIS MANAGEMENT

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Stress test organization

Empower decision makers

Don't forget the small things





A photograph showing two people shaking hands over a wooden desk. In the background, there are two silver laptops, a blue notebook, and a small potted cactus. The scene is brightly lit, suggesting an office or meeting environment. A semi-transparent white circle is overlaid on the bottom left of the image, containing text.

## EXTERNAL SUPPORT

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Identify critical vendors

Negotiate contracts and plan for logistics

Consider burst capacity



# COMMUNICATIONS

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Be transparent and accurate

Staff war room with decision makers

Identify stakeholder audiences

Arm employees to be brand ambassadors

Remember other geographies





# TAKEAWAYS

- Identify your crisis decision makers and provide them with the resources and training they will need for the future.
- Schedule your stress tests.
- Select and connect with all necessary 3rd party providers you will need to engage and work out contracts and key logistics.
- Plan for burst capacity and develop a backup plan.
- Proactively review and strengthen your risk management structure by establishing checks and balances to make sure each line of defense is functioning properly.

***EQUIFAX***

**Thank you.**