Two Truths and a Lie
Data Breaches

Jeff Louie
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SANS Institute

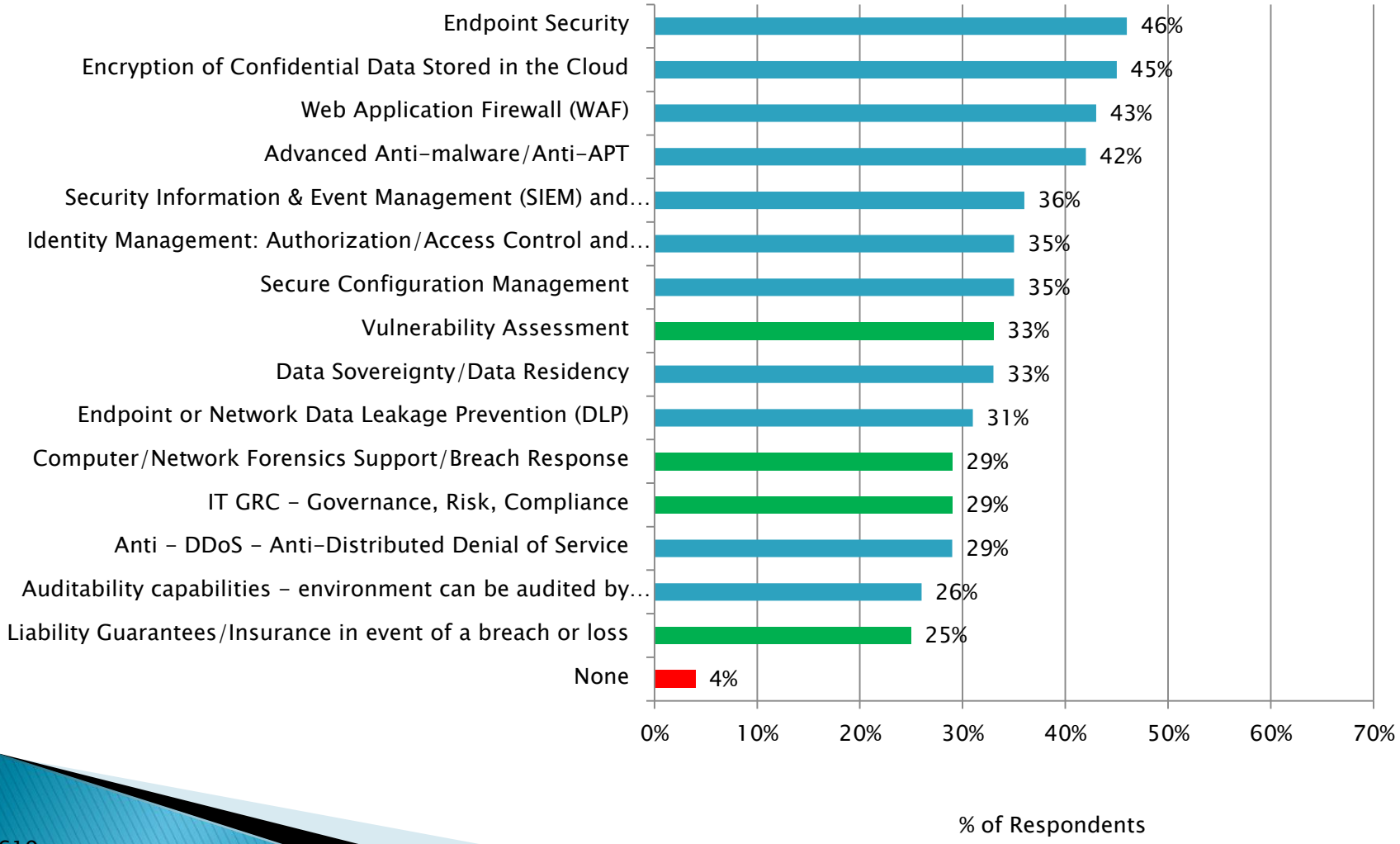
Two Truths and a Lie

- U.S. and China represent over 50% of malicious activity by source geography
- Cost per breach is rising per incident and per record
- Zero day vulnerabilities are rising

Overview

- Security Snapshot: Spending Patterns
- Crisis Management
  - Manage risk
  - Lessen severity
- Crisis Communication
  - Protecting your reputation/brand

Spending Patterns



N = 1,619

Source: 451 Research

Preparation

- Identify stakeholders expectations
  - More than IT
  - Strategy
- Establish CIRT
  - Roles and Responsibilities
  - Priorities
  - Procedures
- Develop breach response plan
- Annual training including dry run
- Update your scenarios

Crisis Communication (Your Deliverables)

1. Do we have a representative set of planning scenarios?
2. Do we have a flexible set of response modules?
3. Do we have an established matching of response modules to scenarios?
4. Do we have preset signals for activating the crisis response?
5. Do we have a clear chain of command?
6. Do we have a command post and backup?
7. Do we have the right communication channels?
8. Have we put in place the right backup resources?
9. Do we conduct regular rehearsals?
10. Do we do disciplined post-crisis reviews?

Data Tips

- Keep only what you need
- Safeguard data
- Destroy before disposal
- Update procedures
- Train employees
- Control use of computers
- Secure all computers
- Keep security software up to date
- Manage use of portable media