TOPICS

- Reflections & Learnings
  - Security & Risk
  - Crisis Management
  - External Support
  - Communications
- Summary & Takeaways
• Equifax is a commercial and consumer data and information solutions company
• Listed on the New York Stock Exchange
• 120 years old
• Employing more than 11,000 people
• Headquarters in Atlanta, Georgia
• Present in 24 countries
REFLECTIONS & LEARNINGS
SECURITY & RISK

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

Stress test organization
Empower decision makers
Don’t forget the small things
EXTERNAL SUPPORT

- Identify critical vendors
- Negotiate contracts and plan for logistics
- Consider burst capacity
COMMUNICATIONS

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 and make them impactful for the business.

- 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.

- Be transparent, but be calculated and accurate in your communications.