

EQUIFAX

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



A photograph showing two people shaking hands over a wooden desk. On the desk, there are two silver laptops, a blue notebook, and a row of four white electrical outlets. The person on the right is wearing a grey sweater and a watch with a green and blue strap. The person on the left is wearing a light-colored shirt. The background is a plain white wall.

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.