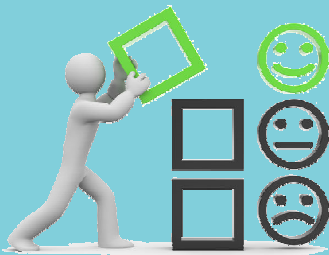




## RESTORE CONFIDENCE



### ASSESS THE EXTENT OF THE BREACH.

The first step is to understand what data has been compromised. We will help you to identify the extent of the data loss and determine who is impacted.

### STOP IT FROM RECURRING

The next priority is to limit the damage. We will help you to deal with the issue that caused the data breach to ensure no further data is compromised.

### GET A COMMUNICATION PLAN IN PLACE.

Notifying data subjects is the most painful part of the process. We help manage your pain by getting a robust communication plan in place and we coach your staff as they work through customer contacts.

## RESTORING CONTROL TO YOUR BUSINESS AFTER A DATA BREACH

The real measure of a business is how well it handles bad situations. In fact, customers who see businesses handling difficult situations well often become even more loyal to the business.

It's human nature to ignore something you don't know how to handle in the hope that it will go away. Expert data protection studies have shown that ignoring data breaches is a major contribution to aggravating the damage caused to data subjects - and to businesses.

It requires skill to manage a data breach and restore control to your business. That skill can be difficult to develop when you are already under pressure.

Safe Data Matters offers standard data breach handling practices and coaching to help you get through the process and move on with your business.

We help you to assess the scale of the breach and pull together a plan. We help develop a customer communication plan and train your staff to carry it out. We identify the escalation points and get those in place. We offer an optional contact service to make those contacts on your behalf.

We offer practical guidance through the stressful process of managing a data breach to restore customer confidence in your business.

