

## CYBER INCIDENT COMMUNICATIONS SERVICES

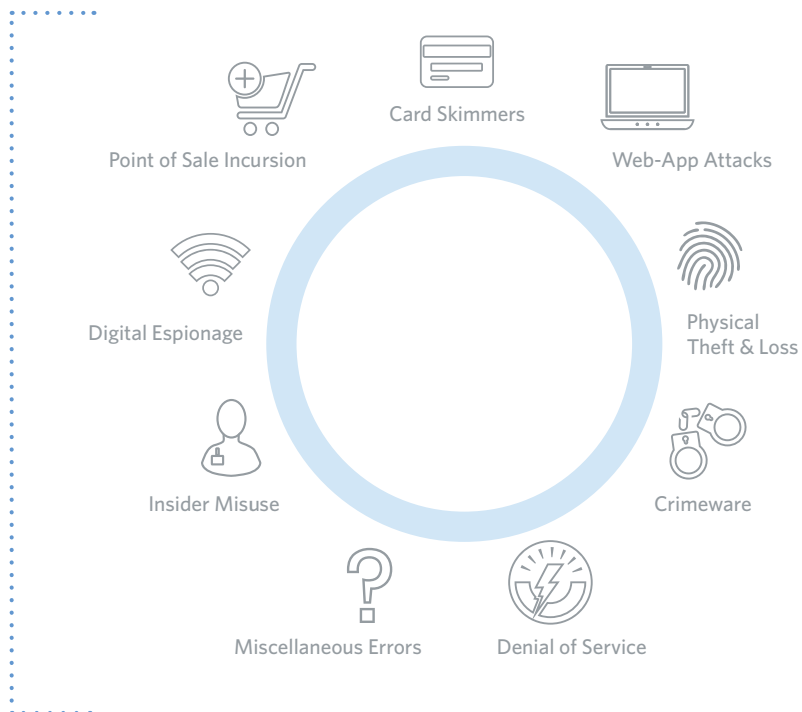
*Cyber security incidents are increasingly common, and many organizations now understand that it's not "if" but "when." Fully integrated preparedness is the only way to minimize both financial damage and a loss of trust.*

Cyber threats exist today for any organization that manages data of any kind, especially financial, health and contact information. As attacks by cyber criminals become more frequent and audacious, organizations are being held to ever-increasing standards for a response and leadership after a breach.

In addition, while the forensics work necessary after a breach is getting more and more complex, the need for communications is getting more urgent, and it often must satisfy a range of regulations about notifying those who were affected.

FleishmanHillard provides the unique combination of expertise and experience to help companies bridge that gap. Before a breach, we work with organizations to ensure full integration on the response team, codifying as much of the decision-making and messaging as possible in advance. After a breach, we work closely with legal counsel, communications, IT and forensics to identify response strategies that best protect the organization and reassure stakeholders.

### MOST COMMON TYPES OF CYBER ATTACKS



Our lifecycle approach to cyber crisis communications balances the technical and reputation management services at each of the three critical stages of the cyber incident:

**1** *Breach Threat Reduction  
(Pre-Event Preparation)*

- Cyber communications risk assessment
- Establishment of monitoring systems
- Cyber breach response planning
  - Team and roles
  - Process and protocols
  - Resources and systems
  - Action plan mapping
  - Template communications materials
- Crisis response training/media training
- Cyber event response simulations

**2** *Incident Response*

- Rapid response team support
  - Message and FAQ development
  - Notification planning/writing
  - Media relations counsel
  - Online resource development
- Communications action plan development/activation
- Real-time media/social media monitoring
- Advocate mobilization
- Spokesperson preparation
- Crisis management counsel

**3** *Reputation Restoration  
(Post-Event)*

- After-action communications reports and plan adjustments
- Reputation audit and repair plan
  - Monitoring and response
  - Stakeholder relations
  - Ongoing customer security and recovery communications
- Litigation communications



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For more information about FleishmanHillard's crisis expertise, please visit [fleishmanhillard.com/crisis-management](https://fleishmanhillard.com/crisis-management).