

So You've Got A Data Breach. Now What?

In the age when technology is at the core of everything, data can be simultaneously stronger in its importance to a business's success, and more vulnerable as hackers continue to innovate their ways to take it. Protections for data evolve constantly, but the threats shortly follow suit. Data breaches are a common issue for organizations, and if it happens to yours, you must react quickly. Here's a guide to formulating a plan to secure your organization and client loyalty.

First, let's talk about the nature of breaches. According to an article by [Tapwire.com](#), 62% of breaches involve hacking. Additionally, 81% involved either stolen and/or weak passwords, 51% involve malware, and 43% of breaches were social attacks. Risks are everywhere, so make sure your business has a plan to manage it.

When a breach occurs, time management is essential. Conduct a data inventory and find out where the breach occurred. Businesses legally have 72 hours to react and notify their customers of a breach, and must do so in a way that keeps customers loyal, despite the circumstances. This is mandated by the [General Data Protection Regulation](#) (GDPR), and anyone who interacts with data within a company should be familiar with it.

According to [Experian](#), there are a few things you can do here. "Empathize with your customer to maintain trust and loyalty, and assure your customers they are being protected. An additional risk to mitigate regarding breaches is loss of a relationship with your consumer. Keep them informed and up to date. If the breach occurred at your institution, consider including an apology in the notification to breach victims, as well as information and tips to protect against identity fraud. More importantly, let your customers know what steps are being taken to protect them."

As soon as possible, make sure all necessary marks are checked on your end. Make sure you're [assessing all compliance requirements and legal risks](#). Update your existing plan to reflect what went wrong and detail action steps to prevent the situation in the future. Be sure to communicate this information to your consumers in a timely fashion.

Breaches are can be potentially devastating for both consumers and providers alike, but with preparation and a solid crisis communication plan, you can save your business from additional pain points. Interested in learning more? [Enquire here to chat](#).