

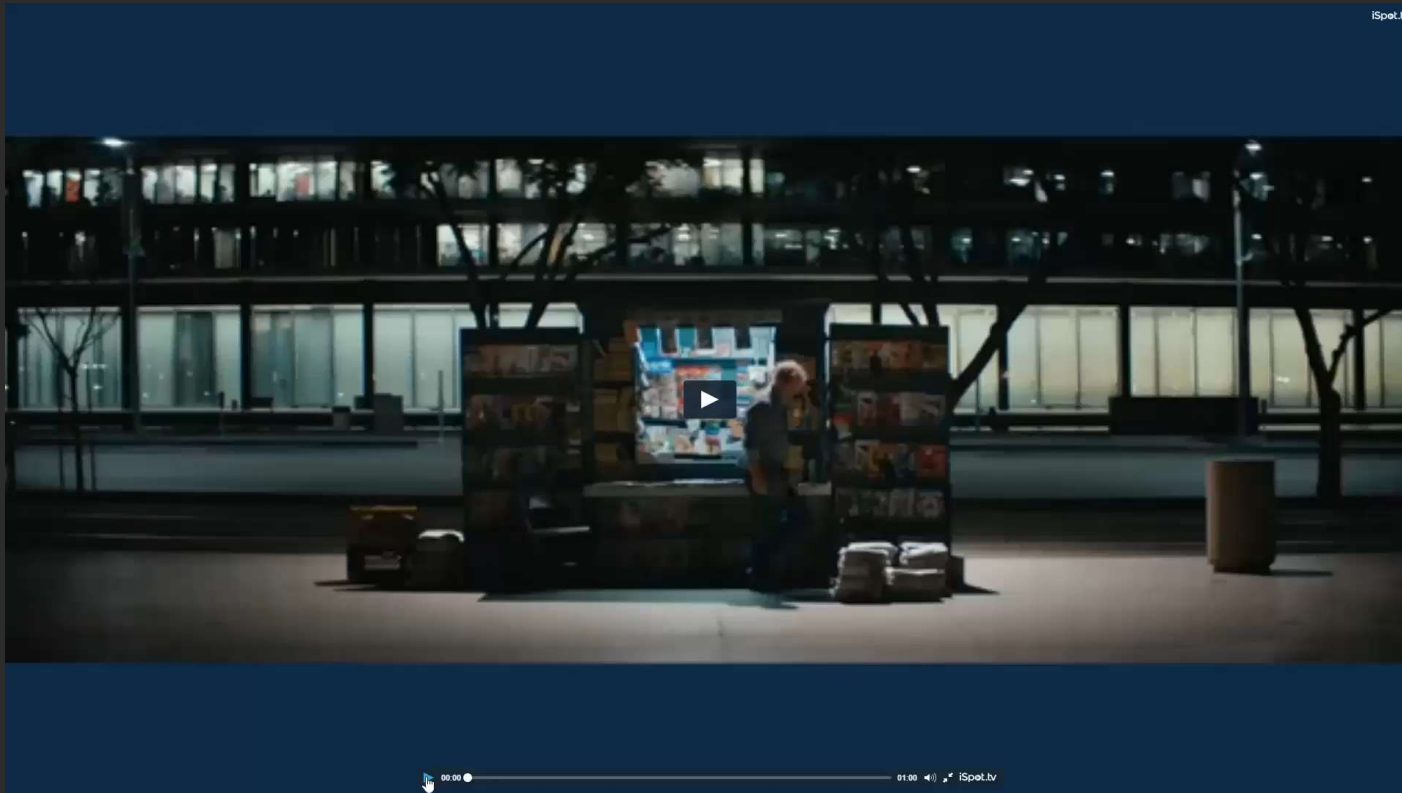


IABC WORLD CONFERENCE, 2017

THE PAIR TO PREPARE

COMMUNICATION & CYBERSECURITY

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GROUND RULES

THERE ARE NO RULES



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McAfeeTM
Together is power.

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NO INDUSTRY UNTOUCHED

HIGH-VALUE TARGETS

1

.....

FINANCE

2

.....

HEALTHCARE

3

.....

RETAIL

Source: Verizon DBIR, 2017

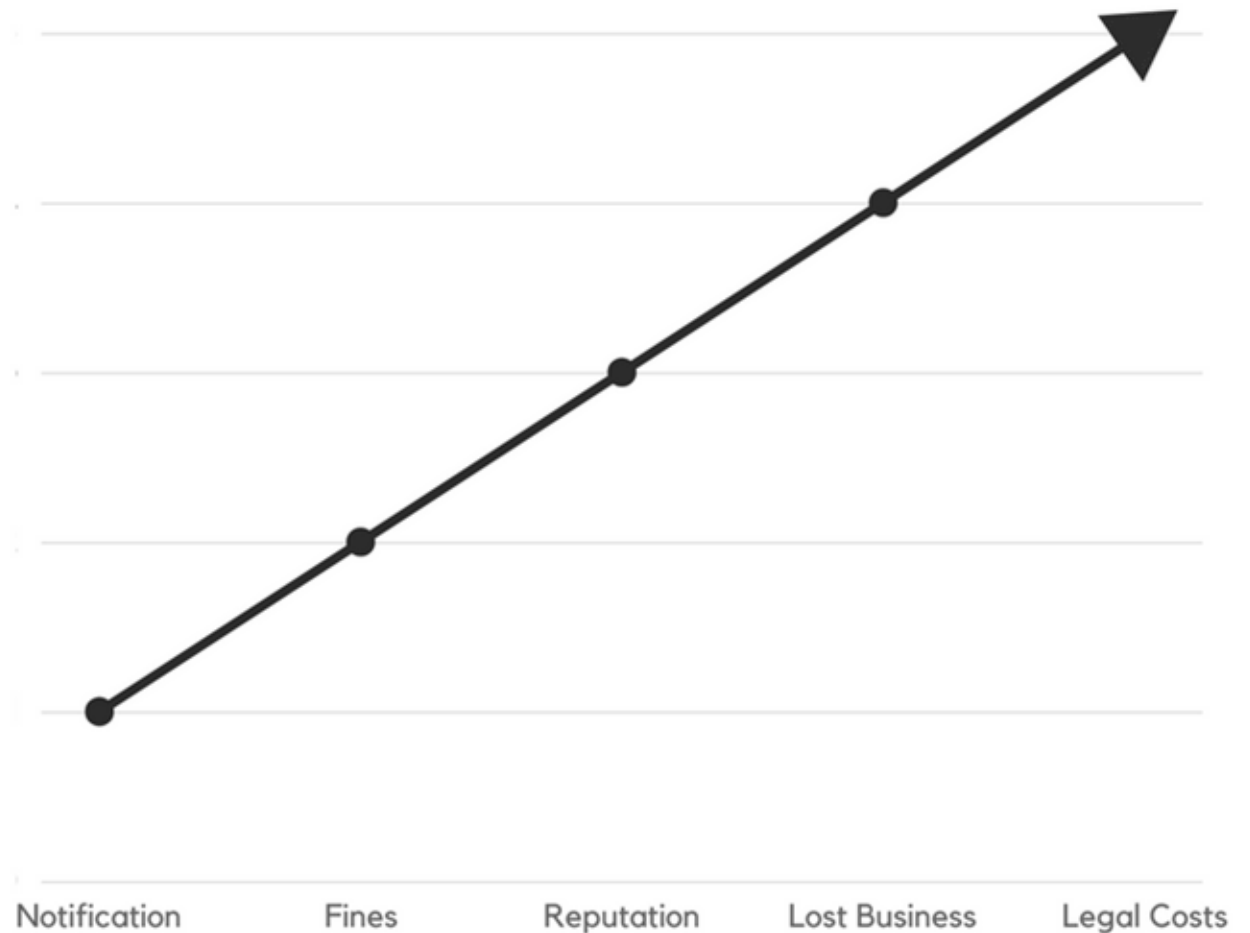
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NOTIFICATION • FINES • LEGAL
COSTS • LOST BUSINESS •
DAMAGED REPUTATION •
BRAND • IDENTITY THEFT
PROTECTION • CREDIT
MONITORING • LOST TIME •
REMEDATION

STOLEN DATA

ONLY THE BEGINNING



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CRISIS COMMS

BEST PRACTICES

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PLANNING

IT'S NON-NEGOTIABLE



- Incident Response
- Communication Plan
- Response Playbooks
- Practice

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The image features a dark gray background with white and red geometric patterns in the corners. In the top-left corner, there is a series of concentric white lines forming a square-like shape, with a red diagonal line intersecting it. In the bottom-right corner, there is a similar series of concentric white lines, also intersected by a red diagonal line.

THE SCENARIO

YUM-O FOOD CO.

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YOUR RESPONSE

THE FIRST CALL



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CUSTOMERS

YOUR FIRST PRIORITY

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EMPLOYEES

YOUR WEAKEST LINK



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';--have i been pwned?

Check if you have an account that has been compromised in a data breach

brandieclaborn@yahoo.com

pwned?

217

pwned websites

3,796,408,123

pwned accounts

50,252

pastes

47,760,530

paste accounts

Top 10 breaches



593,427,119 Exploit.In accounts ?



457,962,538 Anti Public Combo List accounts ?



393,430,309 River City Media Spam List accounts



359,420,698 MySpace accounts



234,842,089 NetEase accounts ?




164,611,595 LinkedIn accounts

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Oh no — pwned!

Pwned on 3 [breached sites](#) and found no [pastes](#) ([subscribe](#) to search sensitive breaches)

 [Notify me when I get pwned](#)

 [Donate](#)



Breaches you were pwned in

A "breach" is an incident where a site's data has been illegally accessed by hackers and then released publicly. Review the types of data that were compromised (email addresses, passwords, credit cards etc.) and take appropriate action, such as changing passwords.



Anti Public Combo List ([unverified](#)): In December 2016, a huge list of email address and password pairs appeared in a "combo list" referred to as "Anti Public". The list contained 458 million unique email addresses, many with multiple different passwords hacked from various online systems. The list was broadly circulated and used for "credential stuffing", that is attackers employ it in an attempt to identify other online systems where the account owner had reused their password. For detailed background on this incident, read [Password reuse, credential stuffing and another billion records in Have I been pwned](#).

Compromised data: Email addresses, Passwords



Exploit.In ([unverified](#)): In late 2016, a huge list of email address and password pairs appeared in a "combo list" referred to as "Exploit.In". The list contained 593 million unique email addresses, many with multiple different passwords hacked from various online systems. The list was broadly circulated and used for "credential stuffing", that is attackers employ it in an attempt to identify other online systems where the account owner had reused their password. For detailed background on this incident, read [Password reuse, credential stuffing and another billion records in Have I been pwned](#).

Compromised data: Email addresses, Passwords



LinkedIn: In May 2016, LinkedIn had 164 million email addresses and passwords exposed. Originally hacked in 2012, the data remained out of sight until being offered for sale on a dark market site 4 years later. The passwords in the breach were stored as SHA1 hashes without salt, the vast majority of which were quickly cracked in the days following the release of the data.

Compromised data: Email addresses, Passwords

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MEDIA

YOUR FRIEND OR FOE

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TOP TAKEAWAYS

REMEMBER THIS

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Communications chief @McAfee. #Cybersecurity advocate.
#FosterYouth supporter. Contributor @HuffingtonPost, @Forbes.
#Dogs are my happy.

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