

Skeletons in the Closet: Navigating Privacy Issues for Better Data Protection and Brand Success in the Future

GOLD MEDAL: HAVE A PLAYBOOK. It is no longer a matter of if, but a matter of when a cyberattack or security breach will occur. Every organization needs a playbook of plays and processes it will utilize in the event of a cyberattack. Responding to a cyberattack includes: Detection, Containment, Eradication, Recovery, Rebuild, and Lessons Learn. Having a playbook with ways to initiate and execute the foregoing six steps is crucial to business preservation during a cyberattack.

SILVER MEDAL: PRACTICE MAKES PERFECT. Once you create the perfect playbook, it is time for practice. Run drills with your team and familiarize yourself with the plays and processes in the playbook. Incident response planning should become second nature and a regular activity within your organization.

BRONZE MEDAL: THE BEST DEFENSE IS A STRONG OFFENSE. Response readiness does not stop with a strong defense. Instead, your organization must build a strong offense to guard against and mitigate cyberattacks before they occur. Plan ahead by building firewalls and adding security controls to protect your work environment and data. Make encryption your secret weapon. In the event there is a cyberattack, your organization's defense will have to work less to combat the attack and will be able to recover with ease.

HONORABLE MENTION: PUT IN THE WORK. Like most good things in life, you must put in the work to reap the benefits. Train your employees to be cybersecurity warriors for your organization. Educate your staff on good cyber hygiene and best practices for reducing threats and maintaining a secure work environment.

HONORABLE MENTION: BUILD YOUR PRIVACY TEAM. Put together a team of professionals and experts to help your organization combat a cyberattack. Privacy teams come in all shapes and sizes, but often include information technology security experts, privacy or cybersecurity legal counsel, insurance providers, and other professionals or coworkers knowledgeable about your organization's legal and contractual obligations. A solid privacy team will be ready to deploy in the event of a cyberattack and save your organization valuable time, money, and resources.

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