

General Data Protection Regulation (GDPR)

Crisis Response and Reputation Management Services

Are you one of the 67% of organisations not prepared for a GDPR crisis?

With the GDPR now in force, companies have 72 hours to report a data breach, with potentially ruinous penalties should they fail to comply. Failure to demonstrate and document precautions taken, as well as the way a company responds to a breach, will define its future and that of the management team.

Companies may need to respond to GDPR crisis events such as:

- Data breach or cyber incident involving European personal data, such as;
 - employee theft
 - lost laptop
 - inappropriate sharing to a third party
- Data protection authority enforcement action or investigation
- Responding to data subject rights including right of access, rectification, erasure, portability

FTI has helped manage some of the most high-profile crises for clients across industries and geographies. We manage immediate crises and formulate rigorous contingency plans to deal with other developments.

GDPR in a crisis context



Liability for damages

Individuals have the right to compensation which may open the door for mass claims



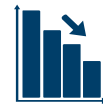
Penalties

Up to 4% of annual global turnover, or €20m



Mandatory breach reporting

High risk breaches need to be reported within 72 hours



Reputation

Privacy issues can result in erosion of trust and longer term implications on reputation and shareholder value

MANAGING A GDPR RELATED CRISIS EVENT



RESPOND

Take immediate actions when a potential breach has been identified.

- 'Red-button' team deployment
- Media strategy and management
- Internal communications strategy and management/tactical support
- Stakeholder outreach
- Coverage monitoring
- Determine the scope, potential impact and appropriate response
- Undertake incident response and containment activities



RESOLVE

Deploy the critical technical and communications elements to identify and contain the crisis.

- Analyse data and conduct investigations into root cause and impact.
- Review network defences and internal controls, and design and implement solutions to enhance resilience
- Correcting inaccurate media reports
- Data subject outreach
- Liaise with Data Protection Authorities and data subjects
- Ongoing stakeholder communications, investor relations, and media management
- Investor relations
- Ongoing internal communications and refreshing GDPR employee training



REBUILD

Develop and implement recovery plans to limit the lasting impact of the crisis, return to business as usual, and better prepare the business for the future.

- Reputation recovery
- Perform comprehensive GDPR risk assessment
- GDPR Technology & programme implementation
- Employee engagement, change communications and management
- Incorporate lessons learned in procedures, policies, and network defences and controls
- Rebuild trust
- Cybersecurity assessment and programme implementation

Preparing for GDPR compliance

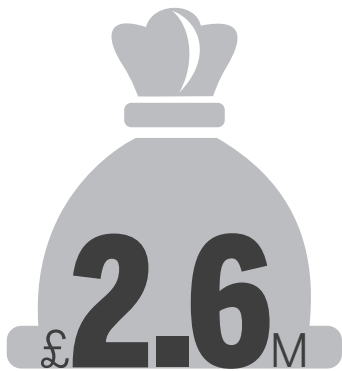
- Data mapping and remediation
- Policy and procedure development
- Privacy by design and default implementation
- Privacy Impact Assessment (PIA) and Data Protection Impact Assessment (DPIA) framework
- Flexible GDPR support services
- Data Subject Rights response services

Managing a GDPR crisis

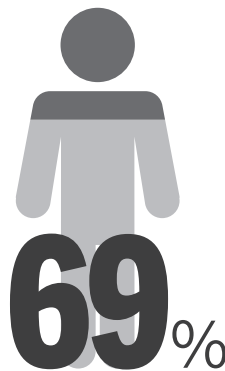
- Remediation planning and support
- Response audit
- Fortify crisis simulation and stress testing
- Playbook for responding to the crisis
- Stakeholder mapping and multi-channel training
- 24/7 multi-stakeholder communications support

Enhancing your IT and security

- IT assessment and implementation
- Analyse data and conduct investigations
- Audit of network defences
- Audit of IT and security suppliers
- Design and implement technical and organisational security controls
- Operational risk reviews and control design



Average cost of data breach



Greatest threat of data theft is internal



F500 GDPR spend

Unique and trusted global expertise with a focus on defensibility and results

FTI Consulting is an independent global business advisory firm dedicated to helping organisations manage change, mitigate risk and resolve disputes. Due to our unique mix of expertise, culture, breadth of services and industry experience, we have a tangible impact on our clients' most complex opportunities and challenges. We take an intelligence-led, strategic approach to global data protection and security challenges affecting your organisation – your clients, your operations, and your reputation.

www.fticonsulting.com/GDPR-Crisis



Sonia Cheng
 +44 (0)20 3727 1783
 sonia.cheng@fticonsulting.com



Charles Palmer
 +44 (0)20 3727 1400
 charles.palmer@fticonsulting.com



Paul Prior
 +353 (0)8796 65296
 paul.prior@fticonsulting.com

EXPERTS WITH IMPACT

About FTI Consulting

FTI Consulting is an independent global business advisory firm dedicated to helping organisations manage change, mitigate risk and resolve disputes: financial, legal, operational, political & regulatory, reputational and transactional. FTI Consulting professionals, located in all major business centres throughout the world, work closely with clients to anticipate, illuminate and overcome complex business challenges and opportunities.
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