Reflections & Learnings
- Security & Risk
- Crisis Management
- External Support
- Communications

Summary & Takeaways
• Equifax is a commercial and consumer data and information solutions company
• Listed on the New York Stock Exchange
• 120 years old
• Employing more than 11,000 people
• Headquarters in Atlanta, Georgia
• Present in 24 countries
REFLECTIONS & LEARNINGS
SECURITY & RISK

- Create data asset inventory
- Delete data you don’t need
- Segment databases
- Encrypt or tokenize data
- Strengthen detection and response
- Drive cultural change
CRISIS MANAGEMENT

Stress test organization
Empower decision makers
Don’t forget the small things
EXTERNAL SUPPORT

- Identify critical vendors
- Negotiate contracts and plan for logistics
- Consider burst capacity
COMMUNICATIONS

Be transparent and accurate
Staff war room with decision makers
Identify stakeholder audiences
Arm employees to be brand ambassadors
Remember other geographies
TAKEAWAYS

- Identify your crisis decision makers and provide them with the resources and training they will need for the future.
- Schedule your stress tests and make them impactful for the business.
- Select and connect with all necessary 3rd party providers you will need to engage and work out contracts and key logistics.
- Plan for burst capacity and develop a backup plan.
- Be transparent, but be calculated and accurate in your communications.