

Pre-Breach Data Readiness

Gain valuable insight into the quality and integrity of your data

Receive a comprehensive Data Integrity Report detailing areas of improvement based on your own data and your ability to meet a data breach incident, should one occur

The importance of data quality

21% of UK businesses have suffered a data breach in the past two years¹. Increasingly we hear businesses acknowledging that it's not a matter of if, but when a data breach will occur. Yet, businesses don't have effective processes in place to ready themselves for an incident. One key element of breach readiness is ensuring a high standard of data quality.

In the event of a data breach, 51% of customers expect to be contacted in under 12 hours¹ and, as per Article 34 in the EU General Data Protection Regulation (GDPR). Businesses have a legal obligation to communicate any breach of personal data to the data subject without undue delay, where it is likely to result in the risk to the rights and freedoms of individuals.

By ensuring your organisation maintains accurate data, you can contact individuals effectively and in a timely manner, keeping in line with regulatory requirements.

Our approach

The Pre-Breach Data Readiness service includes processing contact data using our suite of Data Quality Solutions, providing analysis and conclusions based on data processing results, documenting current data quality observations and making recommendations for future improvements.

From this, your data quality consultant will create a Data Integrity Report just for you. The primary Experian solutions utilised to produce the Data Integrity Report are:

- International Address Validation
- UK Contact Suppression flagging
- Email Validation
- Mobile Validation
- Contact De-duplication
- Data Profiling and Analysis

Understand your current position

By evaluating the accuracy and integrity of your data you will benefit from:

Clear steps to data quality improvement

We provide short, medium and long-term recommendations to achieve higher levels of data quality across the personal data you hold.

Ability to meet customer expectations

Should a breach occur, your data subjects expect to be notified promptly. By proactively maintaining the quality of your data you are able to communicate with data subjects efficiently in the event of a data breach. This helps to reduce the overall impact of a data breach and financial and reputational damage.

Ability to meet legal requirements

As a data controller or data processor, you have an obligation to communicate any breaches of personal data to the data subjects without undue delay under the EU GDPR. Having a readiness plan that maintains the quality of your contact data is critical to achieve this.

Improved business intelligence

Aside from meeting consumer expectations, and regulation, having accurate data can have several other business benefits including improving overall intelligence, decision making and customer service.

How does it work?

Your dedicated data quality consultant will require you to provide:

- One or more data files in an agreed format
- A contact person who can answer any queries on the data

Work will commence once an agreed Statement of Work has been signed off.

With cyber-attacks on the rise and growing in sophistication, data breaches are becoming almost inevitable.

Could new data laws end up bankrupting your company?

— Matthew Wall Technology of Business editor, BBC

Pre-Breach Data Readiness

Experian's Data Breach Readiness service

Whilst a key element of Data Breach Readiness is ensuring a high standard of data quality, you may also need help to create a comprehensive readiness plan and when required, rapidly deliver crucial components of the plan during a live data breach incident.

Working with Experian we can also offer you a Data Breach Readiness Plan:



Know: Our proven business consultants will work with you to determine the right approach tailored to the type of personal data loss, the volume and the demographics of affected individuals. This can include a data audit or personal data held, a financial impact assessment and a view on where your organisational vulnerabilities exist.



Prepare: We will align the right resources tailored to your business scenario and create pre-determined communications which are stored ready for a live incident.



Recover: When a live incident occurs, we work with you to finalise and activate the notification fulfilment, call centre support and web/credit monitoring services to affected individuals.

Find out more at: www.experian.co.uk/databreach

Business readiness for a data breach

Be acutely aware of your risk of a data breach and how to mitigate these risks (Article 32) with support from Experian:

- Understand your ability to contact customers - Poorly maintained contact data will result in increased costs after a data breach and potential delays in ability to notify those affected
- Know your risks - Assess financial impact, analyse threats and vulnerabilities, and measure how contactable your customers are in the event of a breach
- Prepare your response - Experian will assist in preparing your organisation so that your response is swift, uses clear and concise templates and FAQ's, and provides your customers the right incentives to maintain their trust – such as credit report services
- Recover with confidence - Fulfil notifications to individuals with ease. Minimise business disruption and put data subjects at ease using Experian's dedicated service management

For more information contact us:

Telephone: 0800 197 7920 | Email: dataquality@experian.com

Information notice:

It is important to note that whilst we can support businesses with their data management preparations for the GDPR, we cannot offer legal counsel or compliance advice.