

Notification & Crisis Communication

Efficient, compliant communications

Handling notification and calls for hundreds or thousands of victims — and state and federal agencies — can quickly become a project management nightmare.

Using an outside vendor such as ID Experts can reduce the cost of a data breach 20%. We can take the headache and hassle out of notification and reporting with:

- Customized notification letters
- Call-center services
- Reporting to state and federal agencies
- Tracking and legal presentment of breach communications
- Coordinating public relations efforts

Customized Notification

Every data breach has a unique set of notification requirements based upon the needs of the affected population, the nature of the breach and characteristics of the breached organization. However, all breach notifications must comply with applicable federal and state laws. Knowing the requirements and understanding the intricacies of the breach determine a successful response. We carefully craft notification letters to the affected individuals that meet all regulatory mandates. We also provide an informative website and call-center services to answer questions and resolve concerns.

Incident Specific Call Center

We set up call-center services dedicated to your particular situation, including support for more than 200 languages and unique populations, such as non-English speakers, deceased or disabled.

We provide a dedicated toll-free number and easy access to experienced live agents, not just a recorded message. Our call center can process up to 28,000 calls per day, ensuring that we can quickly resolve concerns for data breaches of any size.

Employee time, loss of goodwill, and customer churn made up 66% of total U.S. breach resolution costs in 2016.

— 2016 Cost of Data Breach Study: United States
Ponemon Institute, June 2016

Regulatory and Attorney General Reporting

ID Experts works with federal and state regulatory agencies on behalf of our clients, so you can be assured of a compliant response. In addition, we provide legally compliant notification to state Attorneys General where the breach population resides.

Legal Presentment and Notification Tracking

ID Experts digitally captures every interaction with the affected population and maintains records of these interactions for seven years, including phone calls and notification letters. The U.S. Postal Service's NCOA service helps find current mailing addresses, and LexisNexis searches can help locate hard-to-find addresses. We use a barcode tracking system to track each letter to its proper destination.

Crisis Communications

Proper communication with the media is vital to a successful data breach response. ID Experts offers public relations support to ensure a consistent message across all communications outlets — TV, newspapers, the Internet and social media.

Learn more at:

www.IDExpertsCorp.com

Notification & Reporting: Components and Benefits

Customized Patient Notification	We tailor our notification letters, call-center services and a unique website to ensure all regulatory requirements are met.
Incident-Specific Call Center	ID Experts offers incident-specific call-center services with support for more than 200 languages, communication with unique populations and the ability to process 28,000 calls per day.
Regulatory & Attorney General Reporting	We communicate with federal and state agencies, as well as state Attorneys General on your behalf.
Investigation Response	ID Experts can help organizations gather the required information, document the breach notification response and provide recommendations on necessary remediation efforts.
Legal and Notification Tracking	We maintain a record of every interaction (written and verbal) with the affected population for 7 years. We ensure correct delivery of notification letters using barcode tracking technology, USPS' NCOA service and LexisNexis address verification.
Crisis Communications	ID Experts helps coordinate PR efforts to ensure a consistent message across all communications outlets.

Customizable Services

We are committed to meeting your breach needs in the way that best supports you. To fulfill on that commitment, we offer both full-service and custom options. Our full-service option utilizes our unique breach response process, YourResponse, proven to significantly reduce post-data breach risks, such as lost business or class action lawsuits. While our custom option lets you pick and choose the services that fit your unique requirements.

Talk to an Expert

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About ID Experts

At ID Experts, we provide innovative software and services that simplify the complexities and reduce the risks of managing data incident response. Since 2003, we have served many of the largest healthcare, financial services, retail, and government organizations in the U.S.