

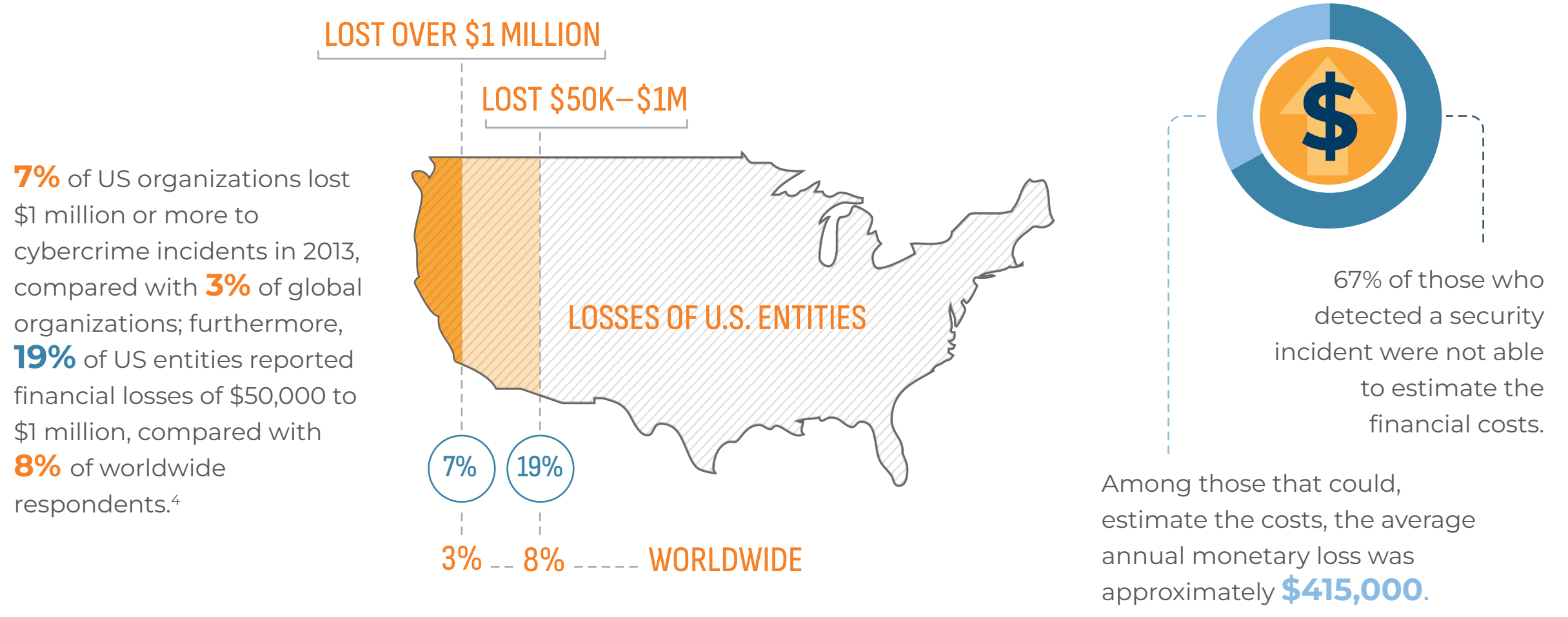
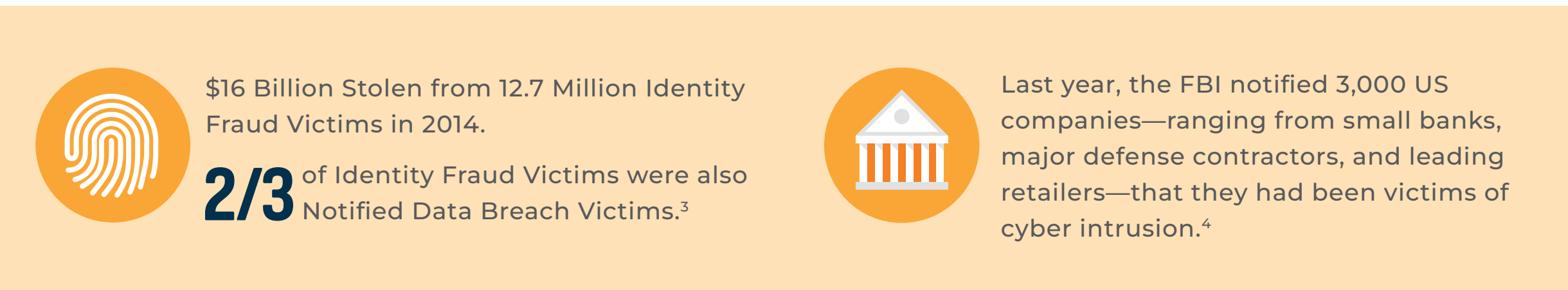
BE CAREFUL OUT THERE

It's a compliance and security minefield.

The game has changed for the customer experience industry, and providing superior service isn't enough. Cyber-attacks, regulatory oversight, fraud and constant legal threats require a dedicated compliance focus to protect your brand and your customers.

CYBER ATTACKS. HACKING. FRAUD.

How big is the threat?



WHAT'S ON THE HORIZON? What do you need to plan for?

- 1** Relentless threats of cyber campaigns, cyberwarfare, cyberterrorism
- 2** External individual terrorist threats
- 3** External government threats
- 4** Malicious hackers looking to disrupt corporate or governmental processes
- 5** Internal corporate compromise intended to defraud
- 6** Rapidly evolving and stringent regulatory and compliance requirements
- 7** Increased management of company reputational risk
- 8** Data security in a world of data proliferation

HOW DO I PROTECT MY BRAND AND MY CUSTOMERS?

Embrace a corporation-wide data security culture. This should include:

Data security policy, procedure and training, including: Security Awareness Training, Penetration Testing, Payment Card Industry (PCI) data security standards if applicable to your business.

Establish a Compliance Management System (CMS) to include:



OFFER SAFETY TIPS FOR YOUR CUSTOMERS, OFFERED BY JAVELIN RESEARCH⁶:

- Secure mobile devices.
- Exercise good password habits.
- Take advantage of EMV chip cards and mobile payments.
- Sign up for account alerts.
- After a data breach, make sure that any "free monitoring services" fit the crime.
- Seek help as soon as fraud is detected. Notify financial institutions, credit card issuers, wireless carriers or other service providers. Also, contact credit report agencies.

WHAT ELSE SHOULD I KEEP IN MIND?

- Are you appropriately prepared to address data security and compliance risks?
- Are you keeping up with technology?
- Are you learning from others?
- Are you properly assessing risks and rewards, as they relate to your cyber risks?

FIND OUT MORE AT alorica.com

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