PCI Security Standards Council

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PAYMENT CARD INDUSTRY ISSUES NEW GUIDANCE TO HELP ORGANIZATIONS RESPOND TO DATA BREACHES

Global Cybersecurity, Payment Technology and Data Forensic Experts Convene in Vancouver at the PCI North America Community Meeting to Discuss Latest Threats and Best Practices for Protecting Consumer Payment Information from Criminals

VANCOUVER, 29 September 2015 — For any organization connected to the internet, it is not a question of if but when their business will be under attack, according to a recent cybersecurity report from Symantec, which found Canada ranked No. 4 worldwide in terms of ransomware and social media attacks last year. These increasing attacks put customer information, and especially payment data at risk for compromise. When breaches do occur, response time continues to be a challenge. In more than one quarter of all breaches investigated worldwide in 2014 by Verizon, it took victim organization weeks, or even months, to contain the breaches. It is against this backdrop that global cybersecurity, payment technology and data forensics experts are gathering in Vancouver for the annual PCI North America Community Meeting to address the ongoing challenge of protecting consumer payment information from criminals, and new best practices on how organizations can best prepare for responding to a data breach.

A data breach now costs organizations an average total of $3.8 million. However, research shows that having an incident response team in place can create significant savings. Developed in collaboration with the Payment Card Industry (PCI) Forensic Investigators (PFI) community, *Responding to a Data Breach: A How-to Guide for Incident Management* provides merchants and service providers with key recommendations for being prepared to react quickly if a breach is suspected, and specifically what to do contain damage, and facilitate an effective investigation.

"The silver lining to high profile breaches that have occurred is that there is a new sense of urgency that is translating into security vigilance from the top down, forcing businesses to prioritize and make data security business-as-usual," said PCI SSC General Manager Stephen W. Orfei. "Prevention, detection and response are always going to be the three legs of data protection. Better detection will certainly improve response time and the ability to mitigate attacks, but managing the impact and damage of compromise comes down to preparation, having a plan in place and the right investments in technology, training and partnerships to support it."

"This guidance is especially important given that in over 95% of breaches it is an external party that informs the compromised organization of the breach," added PCI SSC International Director Jeremy King. "Knowing what to do, who to contact and how to manage the early stages of the breach is critical."

At its annual North America Community Meeting in Vancouver this week, the PCI Security Standards Council will discuss these best practices in the context of today's threat and breach landscape, along with other standards and resources the industry is developing to help businesses protect their customer payment data. Keynote speaker cybersecurity blogger Brian Krebs will provide insights into the latest attacks and breaches, while PCI Forensic Investigators and authors of the Verizon Data Breach Investigation Report and PCI Compliance Report, will present key findings from their work with breached entities globally. Canadian organizations including City of Calgary, Interac and Rogers will share regional perspectives on implementing payment security technologies and best practices.

Download a copy of *Responding to a Data Breach: A How-to Guide for Incident Management* at: https://www.pcisecuritystandards.org/documents/PCI_SSC_PFI_Guidance.pdf

For more information on the North America Community Meeting in Vancouver, visit: http://events.pcisecuritystandards.org/2015/vancouver

About the PCI Security Standards Council

The PCI Security Standards Council is a global forum that is responsible for the development, management, education, and awareness of the PCI Data Security Standard (PCI DSS) and other standards that increase payment data security.

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