



Kaspersky Industrial
Cybersecurity
Conference 2019

September 18-20, 2019, Sochi, Russia

kaspersky

Kaspersky Incident Communications

How to disclose a cyber incident?

Anzhelika Rizaeva

“

**By failing to prepare,
you are preparing to fail**

— Benjamin Franklin

\$1.23 million for enterprise

The average financial impact of a data breach in 2018,
an increase of 24% on 2017

Base: (1,062 SMBs and 863 Enterprises) All Respondents from businesses with 50+ employees who experienced any data breaches

What Type of Data is Stolen from Enterprises?

40%



32%



30%



22%



Customer personally identifiable information

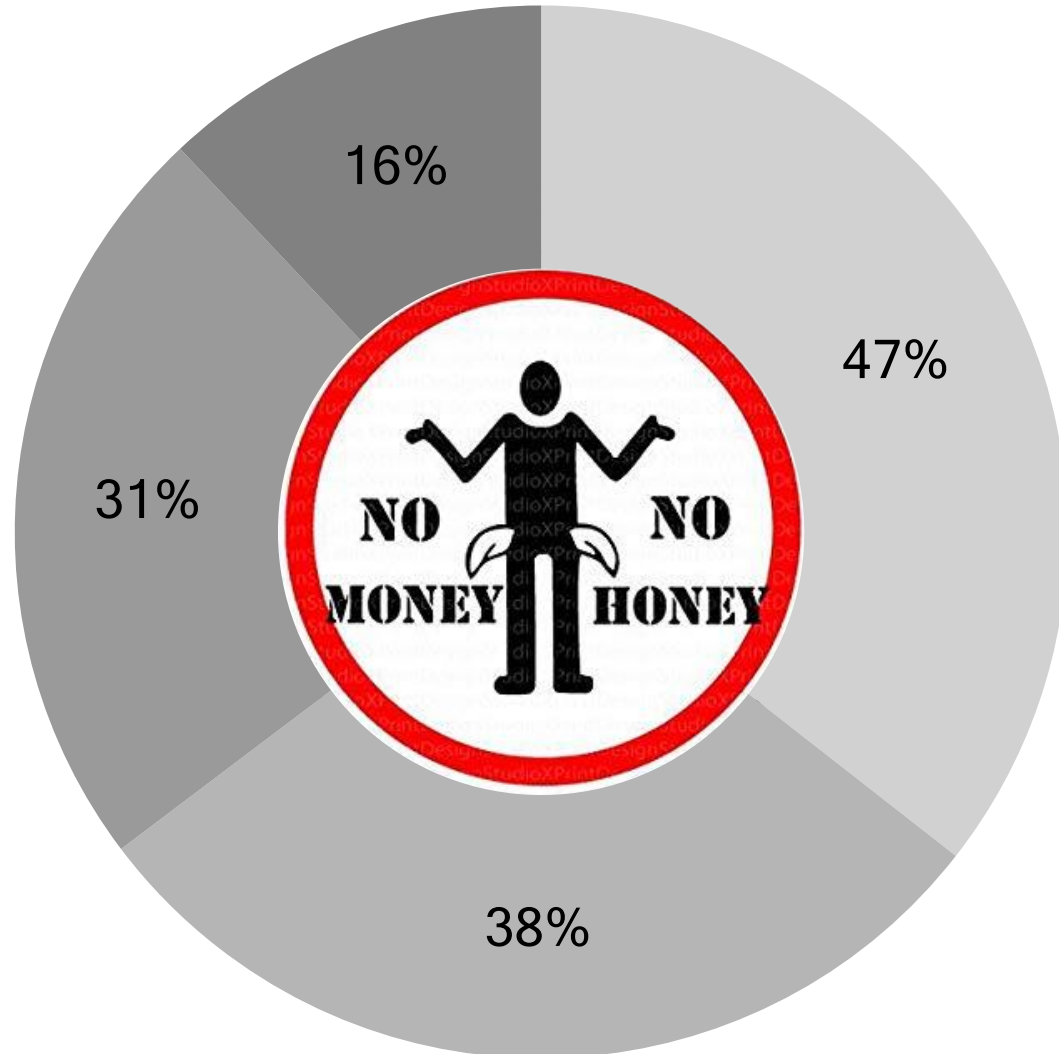
Customer payment / credit card data

Authentication credentials

Corporate Intellectual property

Base: (863 Enterprises) All Respondents from businesses with 50+ employees who experienced any data breaches

Cost of a data breach



- Compensation paid to clients or customers
- Problems with attracting new customers
- Penalties or fines
- Lost business partners



**Why the cost
of a data
breach
is that high?**

The Terminology & Knowledge Divide: Top management, CISO & CCO Communications



In case of a data breach...

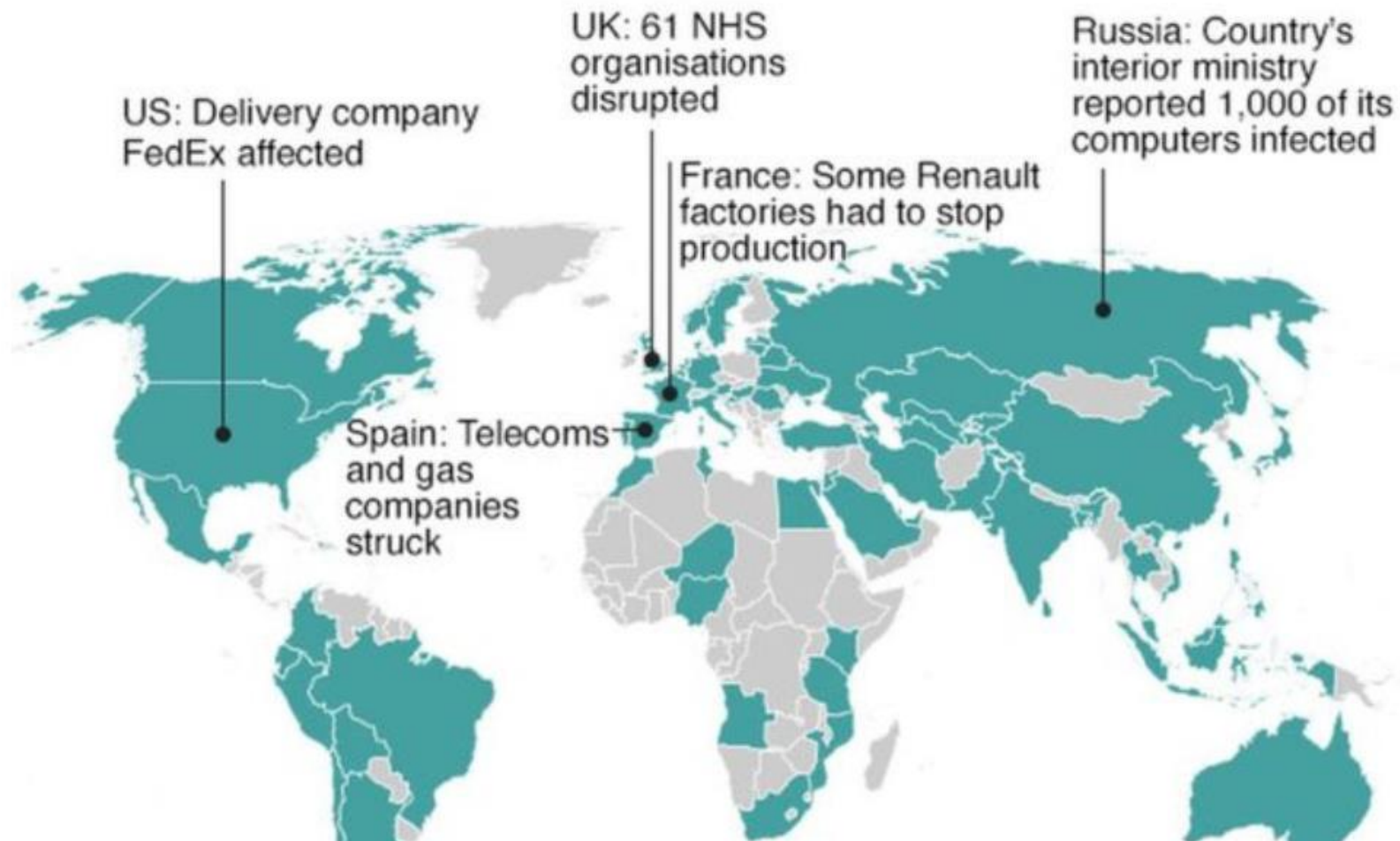
The way your company is getting prepared to disclose it directly impact on how fast your business will recover



Ransomware cyber-attack: Who has been hardest hit?

🕒 15 May 2017

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	RUB 19,621
	RUB 11,364 (was RUB 18,939)

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Ransomware: The key lesson Maersk learned from battling the NotPetya attack

Protection is important - but it's equally as important to ensure your recovery process is strong, says head of cybersecurity compliance at the shipping giant.



By [Danny Palmer](#) | April 29, 2019 -- 10:37 GMT (03:37 PDT) | Topic: [Security](#)

Norsk Hydro cyber attack could cost up to \$75m

March 2019 ransomware attack could cost Norwegian aluminium giant up to \$75m in the first half of the year, according to latest estimates



Warwick Ashford
Senior analyst

Published: 23 Jul 2019 12:23

The financial impact of [Norsk Hydro's ransomware attack](#) is estimated at \$28.8m-\$34.6m for the second quarter, according to the company's latest [financial report](#).

Once again, the largest impact is expected in the company's Extruded Solutions division, accounting for \$17.3m-\$23m of the estimated overall impact for the quarter.

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Equifax to pay up to \$700 million in US data breach settlement

PUBLISHED MON, JUL 22 2019 • 7:03 AM EDT | UPDATED MON, JUL 22 2019 • 12:16 PM EDT

 REUTERS

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KEY POINTS

- Equifax will pay at least \$575 million, and potentially as much as \$700 million, to settle allegations over its massive 2017 data breach, U.S. regulators said in a statement.
- The largest-ever settlement for a data breach draws to a close multiple probes into Equifax by the Federal Trade Commission, the Consumer Financial Protection Board, and nearly all state attorneys general.

Back in 2015 Kaspersky experienced

Advanced Persistence Threat (APT)

– Duqu 2.0

A cyber security vendor is a victim of a cyber incident

23,899 views | Jun 10, 2015, 08:18am

Why Hacking Kaspersky Lab Was A Silly Thing To Do

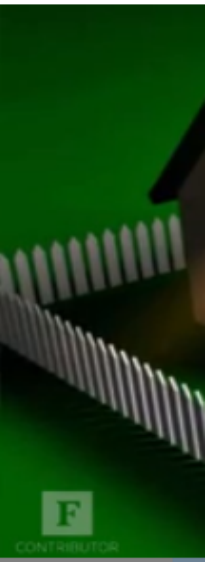


Eugene Kaspersky Former Contributor ⓘ
[Cybersecurity](#)

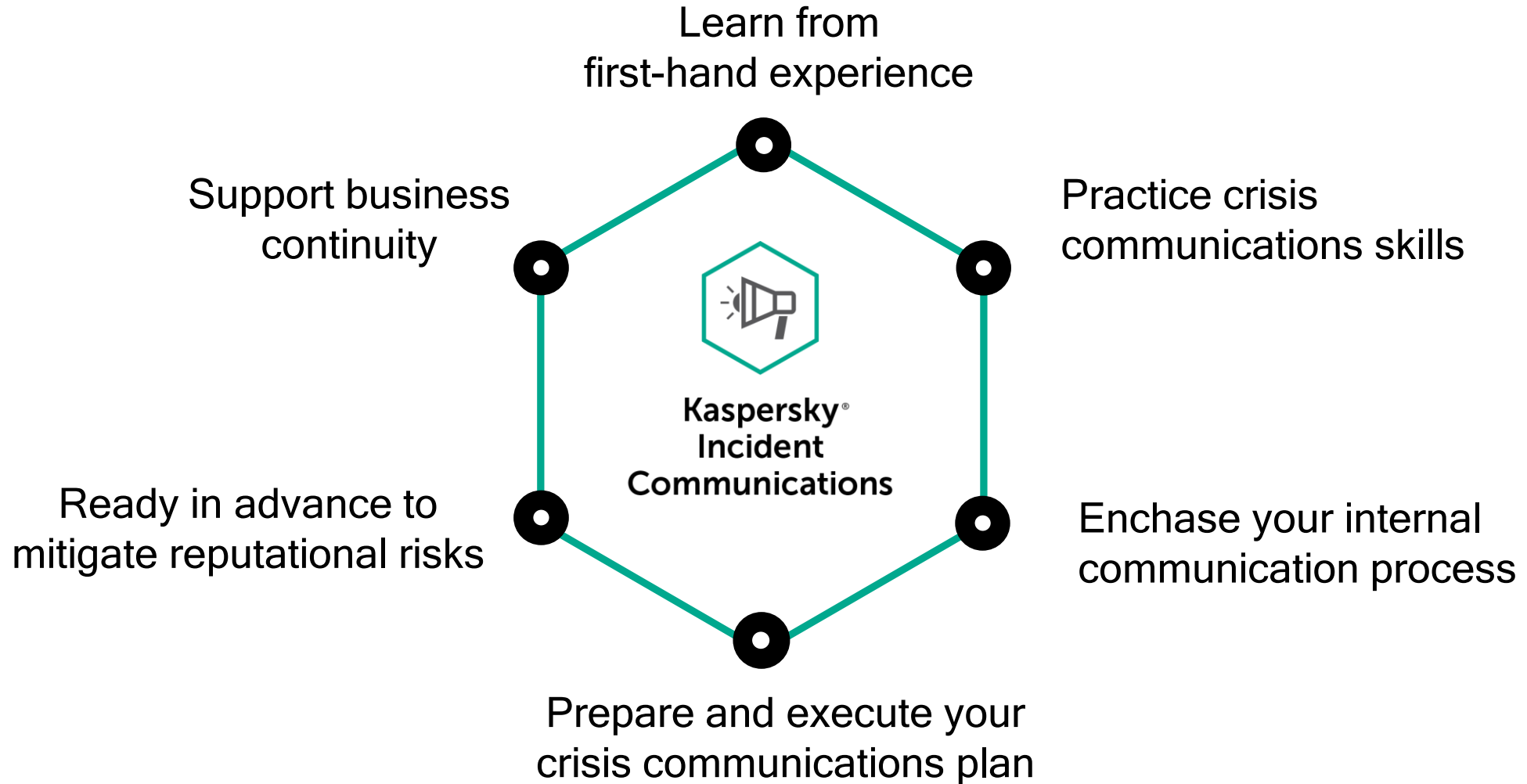
f You may have heard about it already: Kaspersky Lab recently detected and neutralized a sophisticated, very well-planned attack on our [networks](#), most

t probably carried out by a government-backed group. While the attack managed to get access to data related to my global cybersecurity

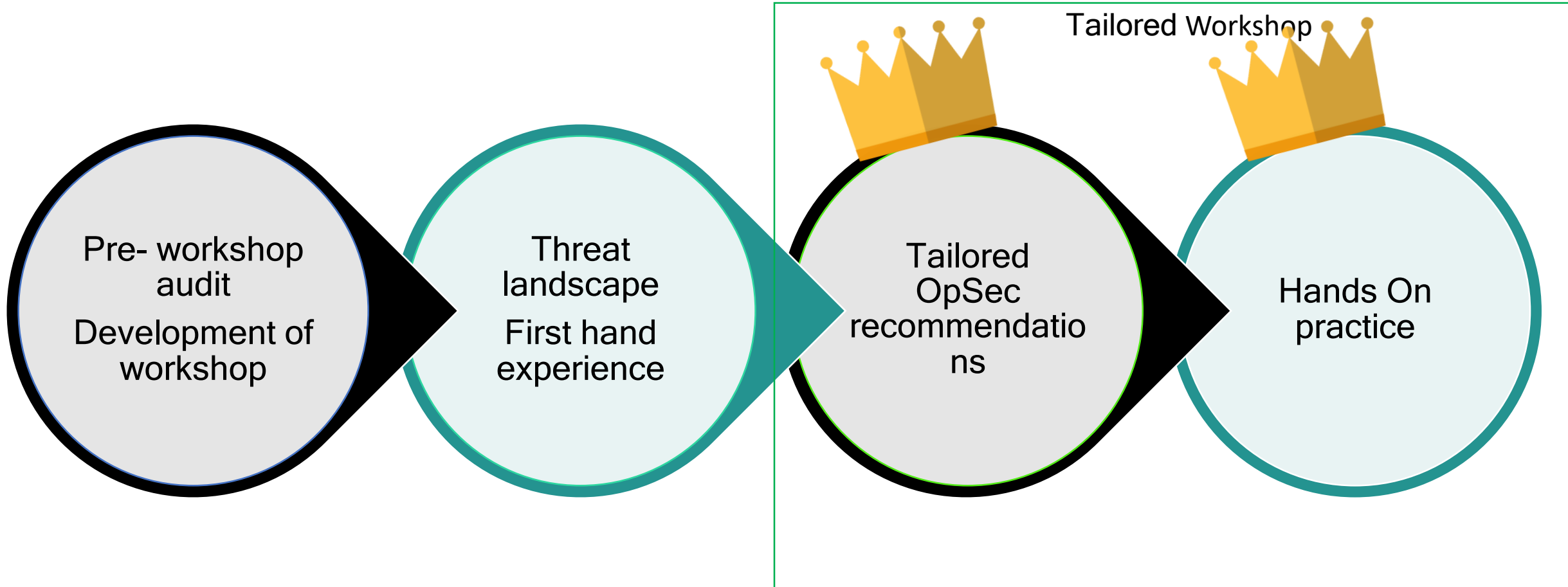
in company's R&D and new technologies, there's been no disruption to the



What is the value of Kaspersky Incident Communications?



The process of the tailored workshop by Kaspersky





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Thank you!

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