

# IDENTITY THEFT HITS HOME FOR 146M CONSUMERS



## Largest Breach Ever at a Credit Reporting Company

# BILLIONS

of SENSITIVE RECORDS on Americans' financial lives **ESCAPED, UNNOTICED**

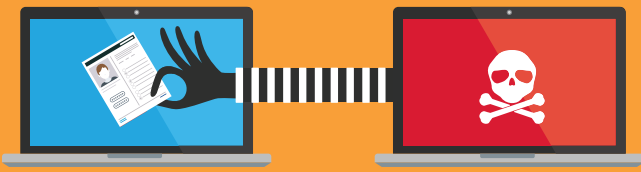
- NAMES
- ADDRESSES
- BIRTH DATES
- SS#
- PHONE NUMBERS
- DRIVER'S LICENSE NUMBERS
- CREDIT CARD NUMBERS



### HOW EQUIFAX BLEW IT

"Lone Employee's Error," says Former Equifax CEO, Richard Smith

- ⚠️ CERTS notification on Apache Struts flaw goes unheeded
- ⚠️ IT team fails to deploy patch and scan for lingering vulnerabilities
- ⚠️ Compromised data was not encrypted



### THE PLOT THICKENS...

Ongoing investigations reveal:

- ☠️ Intruders use techniques linked to nation-state hackers
- ☠️ Apache Struts alert shows up on Metasploit, a popular free hacking tool
- ☠️ Hackers scan Internet for vulnerable systems; attack Equifax server in Atlanta
- ☠️ Hackers may have had help from Equifax insider



### HACK 4+ MONTHS UNDETECTED

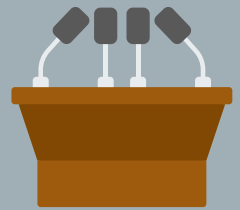


**March 10**  
Cyber thieves infiltrate Equifax network



**July 28**  
Equifax notices security breach

**Sept 7**  
Equifax publicly discloses breach



### PR NIGHTMARE UNFOLDS

#### Biggest Blunders

- 👎 Consumers notified 6 weeks after discovering breach
- 👎 3 Equifax executives sell shares days after hack discovered internally
- 👎 Equifax support website reported as "useless"
- 👎 Offers free credit monitoring, but requires enrollees to waive rights to sue the company

#### Biggest Pains

- ⚡ Millions of angry consumers jam websites, phones
- ⚡ Mistrust of entire credit reporting industry grows
- ⚡ Equifax CEO and Chief Security Officer resign
- ⚡ FTC, federal agencies launch probes
- ⚡ Lawsuits commence; settlements predicted to be in billions
- ⚡ Consumers spend \$4.1 billion in rush to freeze credit reports
- ⚡ Stock plunges 35%; traders continue to bet against Equifax

WHEN IT COMES TO SECURITY, THERE'S ONLY ONE WAY TO DO IT ... RIGHT.

**Security Program Accelerator:** Looking to improve your security? Our experts are ready to discuss your organization's current state, security concerns and goals. Using the NIST Cybersecurity Framework (CSF), we'll cover both technology and business processes and provide you with a tangible NIST CSF score, recommended strategies to develop, and a list of tactical actions to execute immediately.



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