

CYBERSECURITY IS FOR ALL OF US

**Presenter: Rocher Cyrus CPA, CGMA
Managing Director
Global International Management, LLC**



How should organizations respond to a catastrophic Cyber Attack?

Data Breach Crisis Simulation

Purpose:

- New York AICPA & CIMA Cybersecurity U.S. event
 - Specific CEO responses
 - Visualize threats
 - Specific challenges
 - Role of everyone
 - AICPA CRMP



Go to [slido.com](https://www.slido.com)
event number **#A602**
to answer questions



Question 1: How well are we prepared?



Level 1
Initial

Ad hoc,
Undocumented,
uncontrolled



Level 2
Repeatable

Documented but discipline is
unlikely to be rigorous



Level 3
Defined

Standards are
established



Level 4
Managed

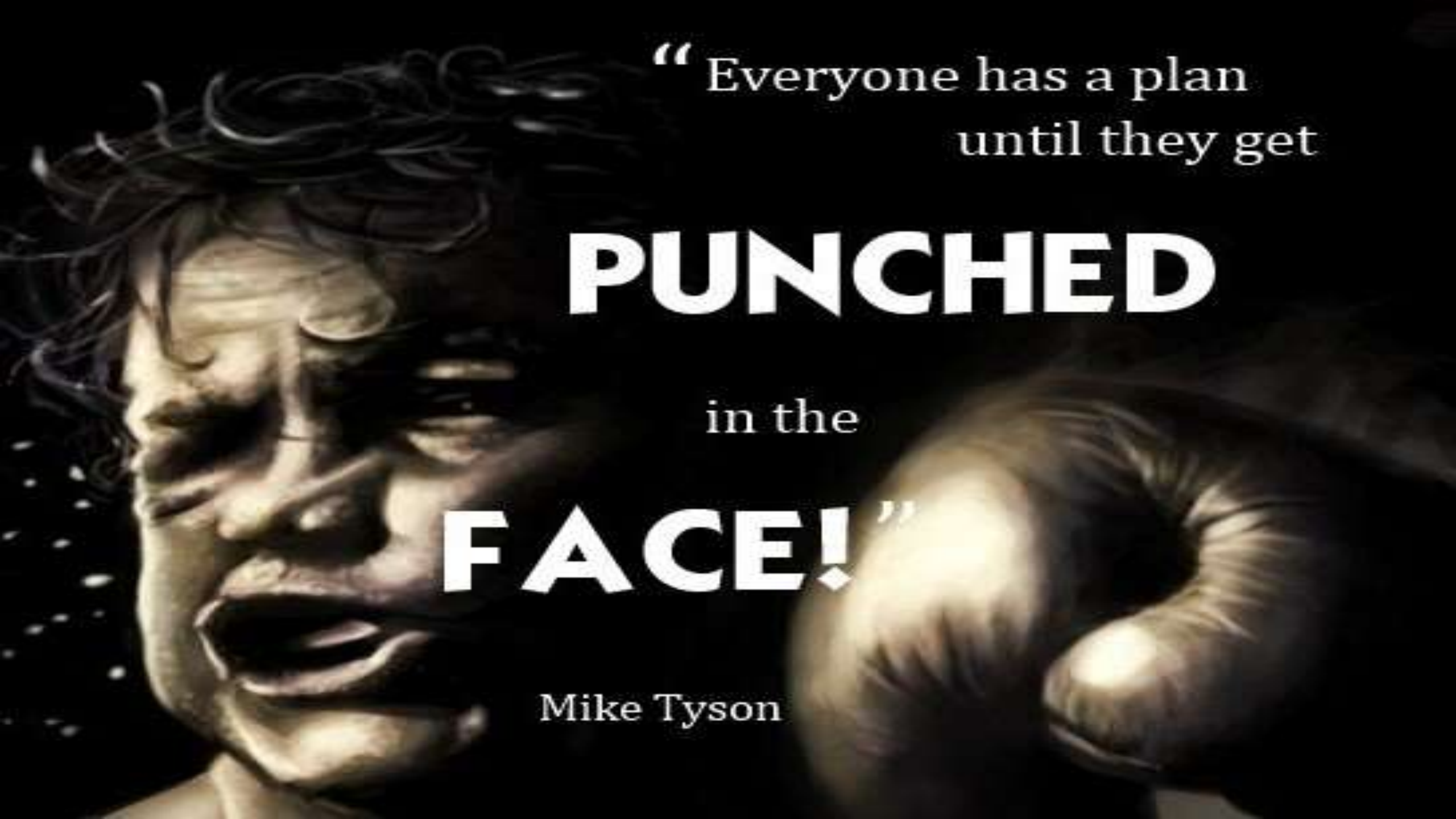
Using process metrics,
management can
effectively steer &
control



Level 5
Optimizing

Continuous improvement





“Everyone has a plan
until they get

PUNCHED

in the

FACE!”

Mike Tyson



Amy Pascal:
Former CEO of
Sony: *“There was
this horrible
moment where I
realized there
was absolutely
nothing at all that
I could do”.*



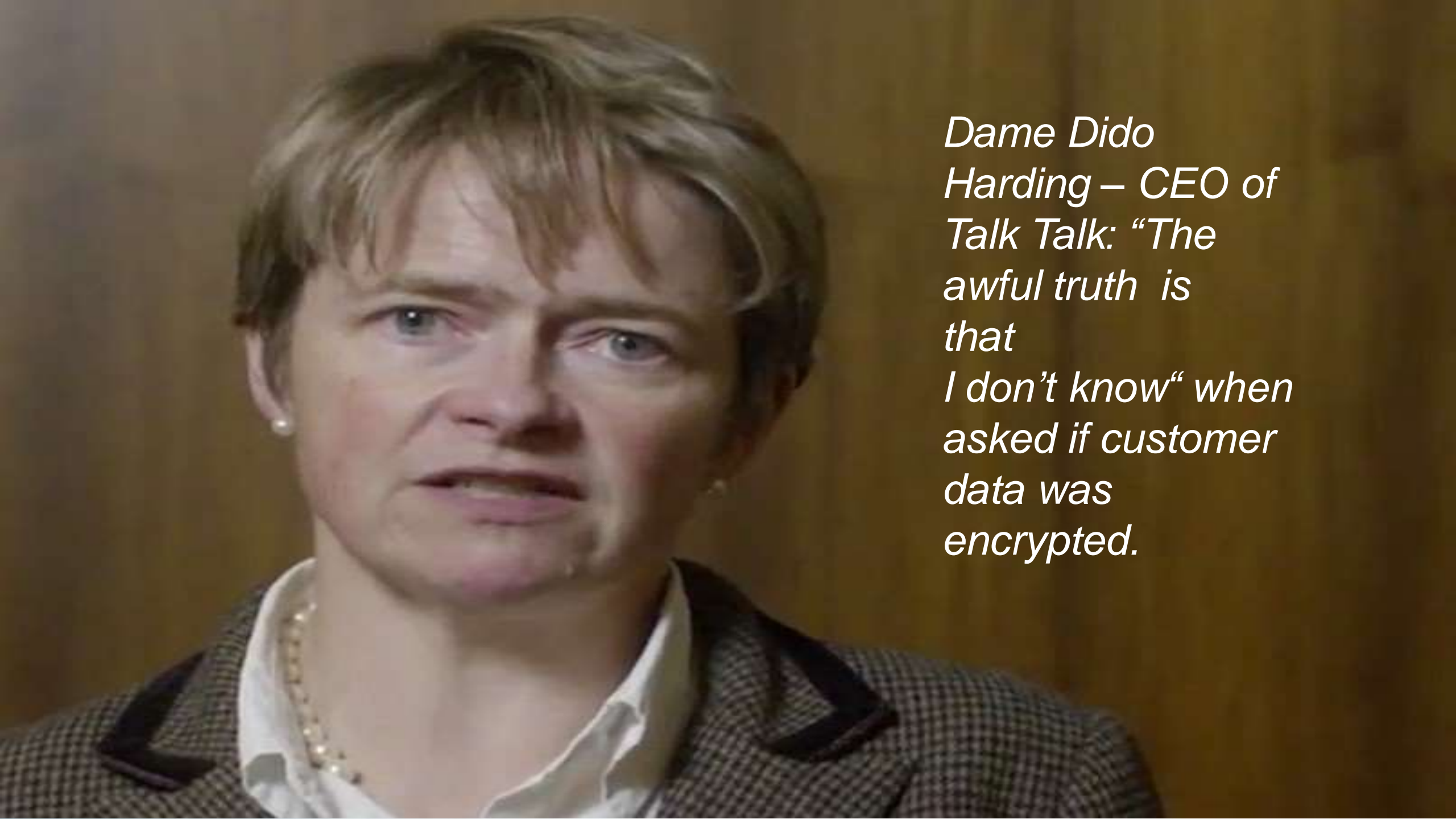
Robert Pera – CEO of Ubiquiti: *“I’ve been through stages of denial, disbelief, frustration”. (lost \$46.7m staff did not told him about)*

*John Legere –
CEO T-Mobile
USA: “I am
incredibly
angry about
this data
breach”.*





*Ramon Fonseca –
Panama Papers: “The
only crime that has
been proven is the
hack”. That is the story.*



*Dame Dido
Harding – CEO of
Talk Talk: “The
awful truth is
that
I don’t know” when
asked if customer
data was
encrypted.*

**Congratulations: You are now on the board of
ACME!!**



ACME company profile

- **Yearly Revenues: USD 50 million**
- **Customer base: Primarily international (mainly from Europe) & some local**
- **PLAN: Focus more on the U.S. thus we started a campaign last week called: “Customers trust us as we care!”.**



PRINT THIS



We are Attack Collective of Korea.

We paste your secrets if you not pay one
Bitcoin to wowsmith123456@posteo.net

Price to stop go up 1 bitcoin every day.

Question 2: Who do you inform first?

1. **Nobody** – this doesn't look real
2. **CEO** – the boss needs to know
3. **IT / MSP** – were we breached?
4. **DPO** – tell Data Privacy Officer
5. **Procurement** – 3rd party breach
6. **Police** – maybe they can help
7. **Other** – Insurance or security...

A 2nd message “from Korea”



**Proof
you don't care**



**Info on
187 Customers**

A screenshot of a spreadsheet showing a list of customer information. The columns include names, phone numbers, and addresses. The text is mostly blurred for privacy.

Name	Phone	Address
John Doe	123-456-7890	123 Main St, New York, NY
Jane Smith	987-654-3210	456 Elm St, Los Angeles, CA
Bob Johnson	555-111-2222	789 Oak St, Chicago, IL
Alice Brown	333-444-5555	101 Pine St, San Francisco, CA
Charlie White	222-333-4444	321 Birch St, Houston, TX
Diana Green	111-222-3333	654 Cedar St, Phoenix, AZ
Frank Black	999-888-7777	987 Maple St, Philadelphia, PA
Grace King	888-777-6666	210 Spruce St, San Diego, CA
Henry Lee	777-666-5555	543 Willow St, Dallas, TX
Ivy Hill	666-555-4444	876 Ash St, San Jose, CA
Jack Adams	555-444-3333	109 Hickory St, Austin, TX
Karen Baker	444-333-2222	321 Sycamore St, Jacksonville, FL
Liam Clark	333-222-1111	654 Dogwood St, Fort Worth, TX
Mia Evans	222-111-0000	987 Redwood St, Columbus, OH
Noah Foster	111-000-9999	210 Magnolia St, Indianapolis, IN
Olivia Gibson	000-999-8888	543 Cypress St, Charlotte, NC
Peter Hall	999-888-7777	876 Juniper St, San Antonio, TX
Quinn Ives	888-777-6666	109 Fir St, San Luis Obispo, CA
Rachel Kelly	777-666-5555	321 Palm St, Sacramento, CA
Samuel King	666-555-4444	654 Cedar St, Kansas City, MO
Tina Lewis	555-444-3333	987 Birch St, Denver, CO
Uma Miller	444-333-2222	210 Spruce St, Portland, ME
Victor Nelson	333-222-1111	543 Willow St, Little Rock, AR
Wendy Owen	222-111-0000	876 Ash St, Oklahoma City, OK
Xavier Perry	111-000-9999	109 Hickory St, Tulsa, OK
Yara Quinn	000-999-8888	321 Sycamore St, Wichita, KS
Zoe Reed	999-888-7777	654 Dogwood St, Lincoln, NE
Adam Scott	888-777-6666	987 Redwood St, Des Moines, IA
Bella Torres	777-666-5555	210 Magnolia St, Omaha, NE
Caleb Vance	666-555-4444	543 Cypress St, St. Louis, MO
Dora West	555-444-3333	876 Juniper St, St. Paul, MN
Ethan York	444-333-2222	109 Fir St, Minneapolis, MN
Fiona Zane	333-222-1111	321 Palm St, St. Cloud, MN
Gavin Bell	222-111-0000	654 Cedar St, Duluth, MN
Hannah Boyd	111-000-9999	987 Birch St, Brainerd, MN
Ian Chase	000-999-8888	210 Spruce St, Bemidji, MN
Jessica Cross	999-888-7777	543 Willow St, Cloquet, MN
Kyle Davidson	888-777-6666	876 Ash St, Hibbing, MN
Laura Edwards	777-666-5555	109 Hickory St, Grand Rapids, MI
Maxwell Fisher	666-555-4444	321 Sycamore St, East Lansing, MI
Nora Grant	555-444-3333	654 Dogwood St, Farmington, MI
Oscar Hart	444-333-2222	987 Redwood St, Jackson, MI
Pamela Irwin	333-222-1111	210 Magnolia St, Kalamazoo, MI
Quinn Jones	222-111-0000	543 Cypress St, East Troy, MI
Rachel King	111-000-9999	876 Juniper St, Spring Lake, MI
Samuel Lee	000-999-8888	109 Fir St, Spring Lake Heights, MI
Tina Miller	999-888-7777	321 Palm St, Spring Lake, MI
Uma Nelson	888-777-6666	654 Cedar St, Spring Lake, MI
Victor Owen	777-666-5555	987 Birch St, Spring Lake, MI
Wendy Perry	666-555-4444	210 Spruce St, Spring Lake, MI
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Question 3: When to tell customers?

1. Immediately
2. In 24 hours
3. In 48 hours
4. In 72 hours
5. Don't inform. Keep quit.

Communication complexities

- GDPR, 72 hours after you became aware of a **data breach**
- No or inaccurate reporting can lead to GDPR fines
- Getting out your message too quickly can lead to inaccurate communication

Meanwhile: Update from IT department

The Koreans are probably still in our systems.

If only you had invested in GoldBullet Security.

We can stop the hackers by disconnect for 5 days.



Question 4: What executive action to take?

1. Disconnect systems from internet
2. Forensics – what has happened?
3. Remediation – close the breach
4. Ask Insurer to confirm covered
5. Brief the Board and set Budget
6. Submit report to Regulators
7. Implement Cybersecurity Risk Management Plan

Cybersecurity Risk Management Program

Your CRMP would include (amongst others):

1. Compliance/evaluation of third party vendors
2. Cyber risk assessment
3. Inventory of sensitive data & physical environment
4. and so forth...



Review of supplier results

End-of-Life Product

An end-of-life product has been detected on the network.

IP ADDRESS	END OF LIFE DATE	MANUFACTURER	PRODUCT NAME	MANUFACTURER STATEMENT
164.10.47.50	1/13/2015	Microsoft	Internet Information Services 7.5	https://support.microsoft.com/en-us/lifecycle?p1=14134
164.10.45.70	1/13/2015	Microsoft	Internet Information Services 7.5	https://support.microsoft.com/en-us/lifecycle?p1=14134

RECOMMENDATION

Assure that the product vendor has an extended support contract that includes security patches. Review the manufacturers statement about end of life guidelines for replacement products and upgrade to a new product line or manufacturer.

ABOUT THIS ISSUE

A product that has been declared by the manufacturer as end-of-life (or EOL) has been detected. A product declared EOL means that the manufacturer has ceased marketing, selling, or supplying upgrades of the the product. Products at this stage of the product life cycle are more likely to have vulnerabilities that needs to be patched.



Rumors are starting to circulate on social media!!!



Angry Customer
@angrycustomeruk

I'm so hot - Call the fire brigade as I'm On fire !!

united kingdom

lifetree.world.wordpress.com


Joined December 2011

[Tweet to Angry Customer](#)

Photos and videos

Angry Customer
@angrycustomeruk

Acme does not care about my safety AT ALL!!!!




Acme Ltd (Greece)

Because we care
On Friday, Acme launched a great new service to show customers how we care

9:00 PM - 22 May 2016

Reply to @angrycustomeruk



Who to follow · Refresh · View all

- Accenture Analytics** @i...
Followed by James Castro-E...
[Follow](#) [Promoted](#)
- FFA UK** @FFAUK
[Follow](#)
- Brian Honan** @BrianHonan
[Follow](#)

Find friends







“Door stepped” by Journalists

Do you care about customers?

What are you doing to help them?

What data did the Russians steal?

What did celebrity Jandino say?

How do you train your staff and help suppliers keep data safe?

Did you invest in GoldenBullet?

Where you negligent?

Question 5: What communications are needed?

1. **Stop other comms**, such as ad campaign
2. **Create web site** with Q&A about breach
3. **Customer advice**, eg how to prevent fraud
4. **Provide script** (Call Centre & Social)
5. **Pre-brief employees** about situation
6. **Identify advocates** to speak for company
7. **Customer Compensation** to go with apology



How much time will you give it?

- 1. Stop other comms**
- 2. Create web site**
- 3. Customer advice**
- 4. Provide script**
- 5. Pre-brief employees**
- 6. Identify advocates**
- 7. Customer Compensation**



Now the phone starts ringing and ringing!



Example call from a Client

I got your email.

I just want to ask about your instruction to reset my password.

Why do you need my maiden name and ID number?



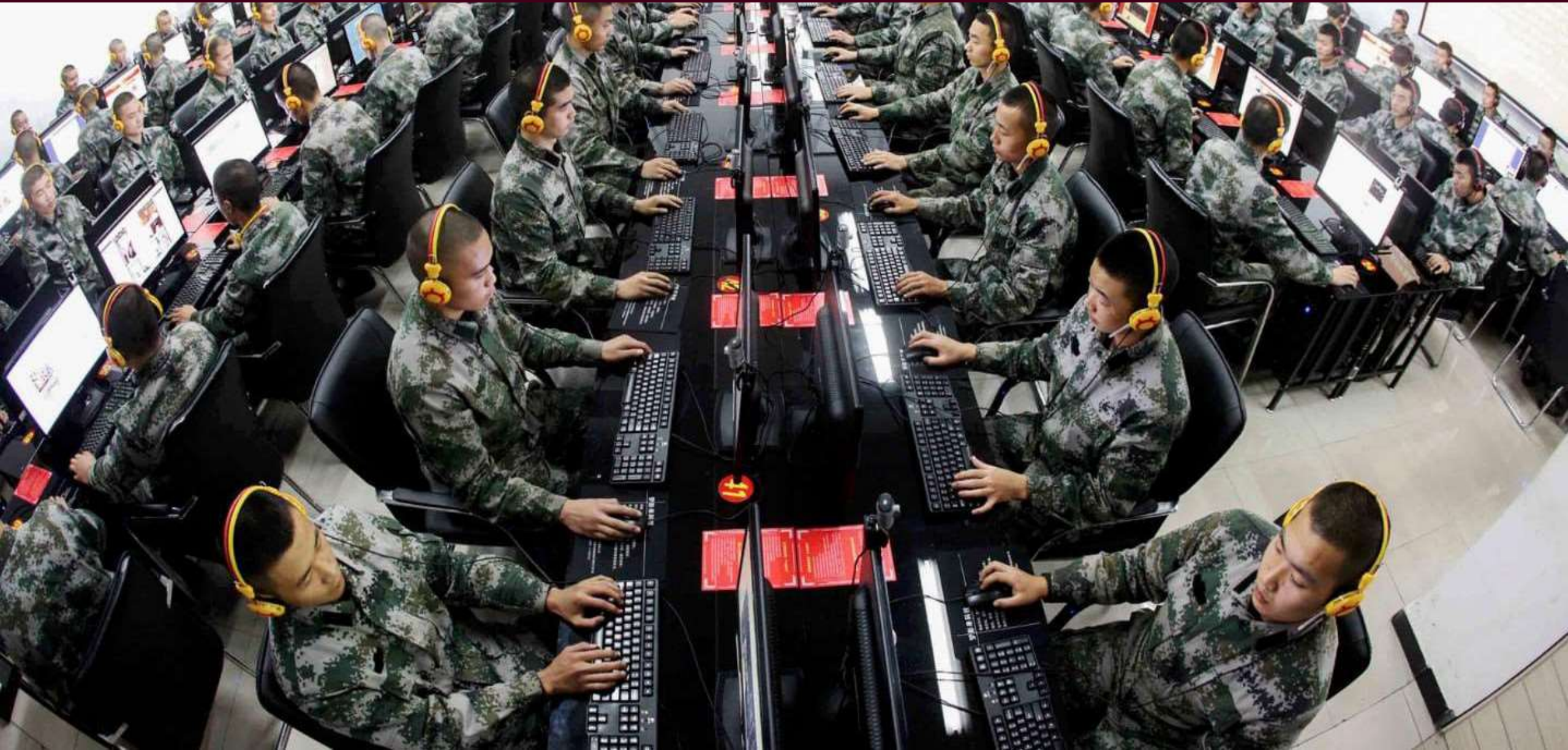
Finally, some very good news!

“The breach is at your partner!”

- Your data was stolen from a supplier.
- The breach happened three months ago.
- Data was then posted on a forum, two weeks ago.
- A fifteen year old was trying to blackmail you.
- Your systems were never compromised.



You were not attacked by a Nation



Your call centre survived, somehow...



GLOBAL INTERNATIONAL
MANAGEMENT

Your communications stayed on...

ATTENTION - ALL
EMPLOYEES -

All network services
are down, Do
NOT turn on your
computers! Please
remove all laptops from
docking stations & keep
turned off.



You weren't sued (yet)...



GLOBAL INTERNATIONAL
MANAGEMENT

You insurance wasn't disputed (if you had one)



GLOBAL INTERNATIONAL
MANAGEMENT

Say GDPR – one more time!



GLOBAL INTERNATIONAL
MANAGEMENT

GIM Cybersecurity Risk Management Program

- 1. Holistic approach involving all disciplines but especially executives!**
- 2. Based on the AICPA CRMP (NIST, COBIT, ISO amongst others)**
- 3. Proactive approach against cyber attacks**
- 4. Guide in creating and evaluating Cyber Security programs**
- 5. Assess controls, Identify gaps & develop a response plan**
- 6. Provide assurance on your Cyber Security program so you can provide confidence to your stakeholders & investors**
- 7. Report on Cybersecurity in the financial statements**

Questions? Need Help?

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