

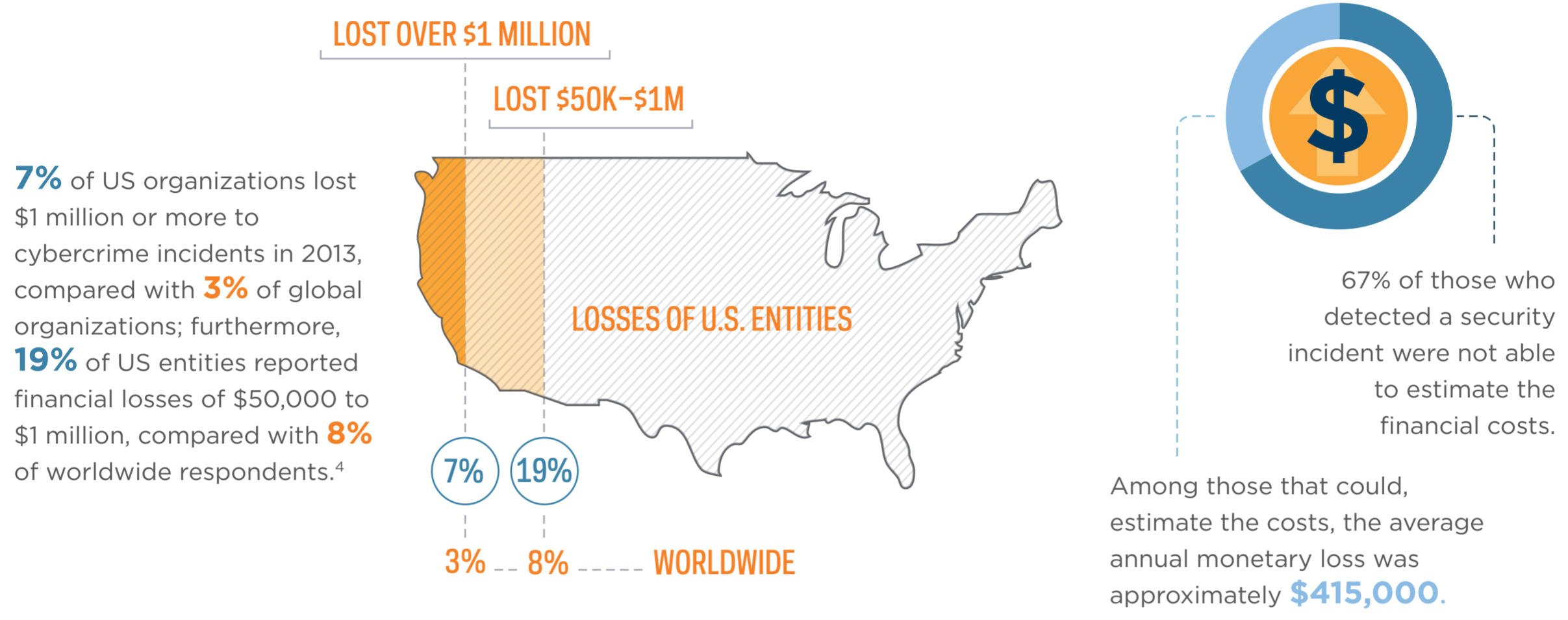
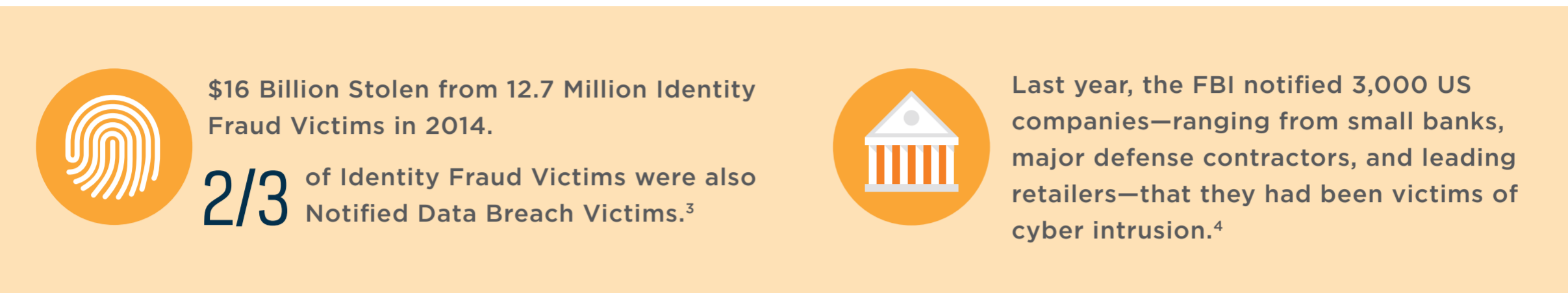
BE CAREFUL OUT THERE

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

REFERENCES

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