

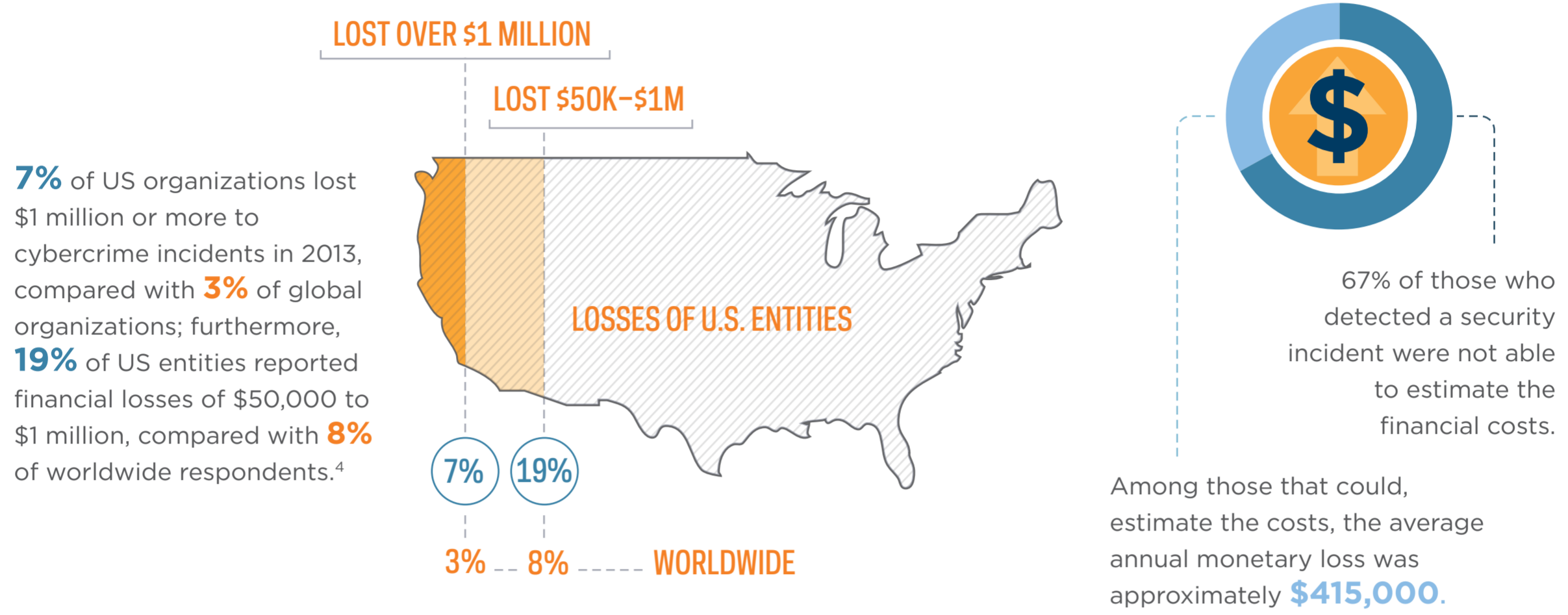
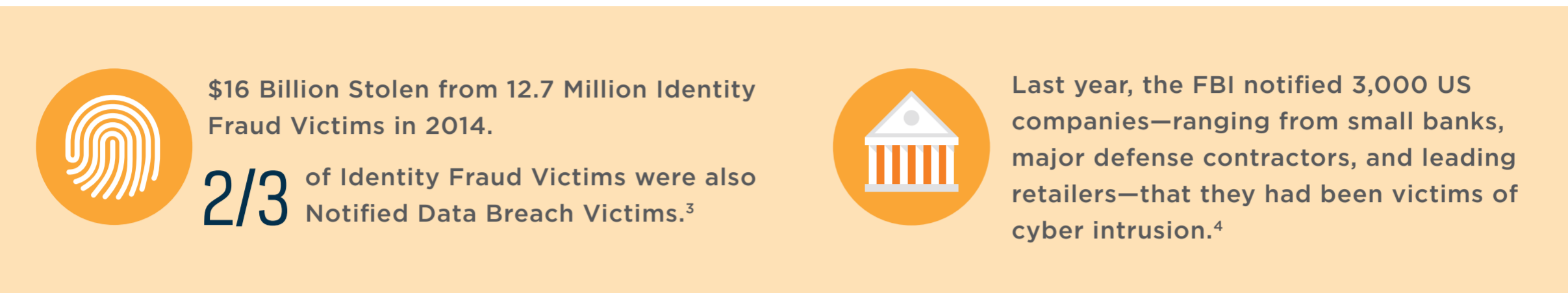
BE CAREFUL OUT THERE

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?

- Relentless threats of cyber campaigns, cyberwarfare, cyberterrorism
- External individual terrorist threats
- External government threats
- Malicious hackers looking to disrupt corporate or governmental processes
- Internal corporate compromise intended to defraud
- Rapidly evolving and stringent regulatory and compliance requirements
- Increased management of company reputational risk
- 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

- McAfee 2014 Report - Net Losses: Estimating the Global Cost of Crime, June 2014.
- <http://www.gallup.com/poll/178856/hacking-tops-list-crimes-americans-worry.aspx?ncid=txtlnkusaolp00000618>
- <http://www.reuters.com/article/2015/03/03/ca-javelin-strategy-idUSnBw035247a+100+BSW20150303>
- <http://www.pwc/cybersecurity>, June 2014
- <http://dev.webrecon.com/debt-collection-litigation-cfpb-complaint-statistics-december-2014-and-year-in-review/>
- <http://javelin.com>