

Breach Response – Preparing for the Threat, Controlling the Chaos

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Today's Moderators



Chad Hemenway
Managing Editor
Advisen Ltd.

Today's Panelists



Bo Holland
Founder & CEO
AllClear ID



Chris Keegan
Senior Managing Director, Cyber & Technology
Practice Leader
Beecher Carlson

Today's Panelists



Melissa Ventrone

Partner, Chair of the Data Security & Cyber Liability Practice

Wilson Elser Moskowitz Edelman & Dicker LLP



Matt Prevost

Vice President, Professional Risk
ACE USA

Today's Panelists



Bo Holland is a veteran entrepreneur who has been delivering innovative technology solutions to financial institutions for over twenty years. In 2004, Holland founded AllClear ID, formerly Debix, and currently serves as CEO. Holland holds the patent for Instant Authorization technology, the basis for the exclusive AllClear Credit Monitoring (U.S. Patent No. 7,983,979).

Holland was previously founder and CEO of Works, Inc., which was acquired by Bank of America in 2005. Holland invented the patent-pending technology that enables large organizations to approve and control payments for operating expenses via credit cards.

Prior to Works, Holland served as Director Product and Marketing for Pervasive Software. He was instrumental in turning the company around and taking it public in September 1997. Prior to Pervasive, Holland joined Citrix Systems as employee 32 and was the key figure in developing the product strategy and distribution that laid the foundation for the company revenue growth to over \$750 million in 2004.

Today's Panelists



Christopher Keegan is Cyber and Technology National Practice Leader at Beecher Carlson. As part of the Executive Liability Practice he is responsible for expanding the capabilities of Beecher Carlson in the growth of Cyber Liability and Technology Risk products and analytics, advising clients on cyber, technology and media risks and negotiating the most up-to-date Cyber risk transfer solutions.

Prior to joining Beecher, Christopher was a National Resource at Willis for Errors and Omissions insurance coverage focusing on placements and advice on media, technology, network and privacy risks.

Christopher also led the Information Risk Advisory Practice at Marsh focusing on Privacy, Technology, Media, Network Intellectual Property and Professional Liability insurance products. He was involved in the creation, marketing, and sales strategy for products covering Network and Privacy exposures and involved with the development of new Technology Risk products while at Zurich Re.

Christopher graduated from Long Island University with a B.A. in English and a J.D. from Saint John's University School of Law. He has been a lawyer in private practice for 15 years, licensed in New York, New Zealand and England.

Today's Panelists



Melissa Ventrone, chair of the firm's Data Privacy and Cyber Liability practice, focuses her practice on class action privacy litigation, privacy breach response (pre- and post-event), payment card industry (PCI) standards and investigation, and advising clients in identifying, evaluating, and managing first- and third-party data privacy and security risks. Melissa has represented numerous clients in litigation and arbitration, including in disputes related to privacy, invasion of privacy, contracts, consumer fraud, statutory claims and other matters, using her strong organizational and advocacy skills to obtain the best results for her clients.

Melissa frequently advises clients on compliance with regulations and state, federal and international law. She serves as one of the leaders of Wilson Elser's breach response team, quickly bringing lawyers, clients, and forensic and breach response vendors together to enhance response time and effectiveness. Melissa has handled numerous breaches for small and large corporations, including merchants, financial institutions, medical providers and educational institutions, successfully reducing public and regulatory scrutiny and protecting her clients' reputations.

Today's Panelists



Matt Prevost, RPLU, joined ACE in July 2014 and is responsible for cyber product management for ACE USA. Previously, he was an Assistant Vice President at Philadelphia Insurance/Tokio Marine Group, where he was responsible for the Management and Professional Liability division (admitted and non-admitted paper production and product) for the Western United States. Prior to that role, Mr. Prevost oversaw Philadelphia's Cyber and MPL portfolio for the United States. He is a certified CE instructor in over 36 states and regularly speaks on the topics of D&O, E&O, Cyber and Privacy liability. He is a graduate of Lafayette College with a degree in International Economics and Commerce and also studied at Ecole Supérieure de Commerce de Dijon in France.

In writing our report on data breach preparedness, lawyers we interviewed were unanimous in attributing recent high profile breaches with raising awareness of the need to be prepared for a breach. Why were these breaches so impactful, and what were the lessons learned as concerns preparedness?



Chad Hemenway



Bo Holland



Chris Keegan



Melissa Ventrone



Matt Prevost

How does being well-prepared influence the outcome of a breach response? What does being prepared mean?



Chad Hemenway



Bo Holland



Chris Keegan



Melissa Ventrone



Matt Prevost

What are the elements of a breach response plan?



Chad Hemenway



Bo Holland



Chris Keegan



Melissa Ventrone



Matt Prevost

What are the various roles represented on a breach response team? Does it depend on the breach?



Chad Hemenway



Bo Holland



Chris Keegan



Melissa Ventrone



Matt Prevost

Who should lead the breach response team? Are there two leaders? What are the qualifications for that role?



Chad Hemenway



Bo Holland



Chris Keegan



Melissa Ventrone



Matt Prevost

How important is senior management involvement?



Chad Hemenway



Bo Holland



Chris Keegan



Melissa Ventrone



Matt Prevost

What is the role of cyber insurance in breach response and in preparing for a breach?



Chad Hemenway



Bo Holland



Chris Keegan



Melissa Ventrone



Matt Prevost

What are the advantages and disadvantages of relying on breach response experts under contract to an insurer as opposed to individually selecting and contracting with service providers?



Chad Hemenway



Bo Holland



Chris Keegan



Melissa Ventrone



Matt Prevost

How important is it to rehearse various possible breach scenarios? What is a table top exercise, and how is it conducted?



Chad Hemenway



Bo Holland



Chris Keegan



Melissa Ventrone



Matt Prevost

How does a company start planning for a breach? What is your advice for our audience members who recognize the need to be prepared but aren't sure where to begin?



Chad Hemenway



Bo Holland



Chris Keegan



Melissa Ventrone



Matt Prevost

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