



DATA SECURITY INCIDENT RESPONSE

CREATING A CAMPUS DATA BREACH RESPONSE STRATEGY

AN APPLIED LEARNING PROJECT

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WHY THE FOCUS ON DATA SECURITY?

- Data Breaches can happen to anybody
 - Equifax, eBay, Facebook, Google, Marriot, LinkedIn
 - Small Businesses: 28% of Data Breaches in 2020 involved Small Business
 - Source: Verizon Business 2020 Data Breach Investigations Report
 - Higher Education is increasingly becoming a target due the large amount of financial data they hold
 - Impact: Some 30% of consumers surveyed said they would never again use a small business that suffered a data breach, according to a new report from Bank of America Merchant Services.
- Data Breaches can happen at any time
 - And usually when you least expect it
- Not a question of if, but when

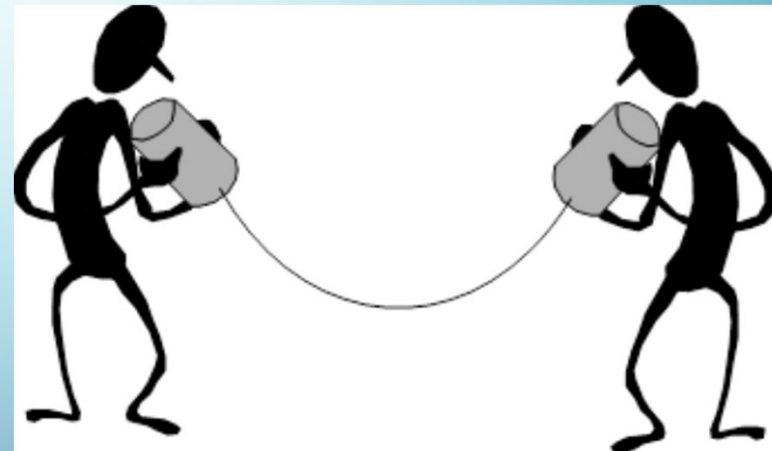
WHY THE FOCUS ON RESPONSE STRATEGY?

- Two Data Security Incidences on campus demanded immediate attention
 - Front Rush – Athletic Recruitment
 - Blackbaud – Fundraising Support
- Promotes better response coordination and shortens incident response time
 - Eliminates / Reduced need to “Make it up as you go”
 - Helps to mitigate negative consequences for individuals whose data was compromised
 - Helps reduce organizational liability
 - No strategy indicates lack of management forethought or planning
 - Helps to establish trust

WHAT ARE WE TRYING TO ACCOMPLISH?

- Project Outcomes:
 - Short-Term: Response to Data Breaches impacting Alfred State College
 - Ultimate Goal: Develop a Data Breach Response Plan
- What we are not trying to accomplish:
 - An analysis / understanding of our ability to protect against the risk of having a data breach.

DEVELOPING AND WORKING AS A TEAM:



RESOLVING CONFLICT



- Ensure Mutual Respect and Purpose are established
- Learn to Listen
- Examine the Facts
- Agree upon a decision making process

WHAT WOULD YOU DO DIFFERENTLY?

- Provide a description of what the project is not from the outset of the project
 - It's very easy for Scope Creep to occur
- Set the decision making process up front
- Have more frequent and shorter check-in meetings to keep the project moving
 - Remember “People are busy” and have a lot of other things pulling for their attention

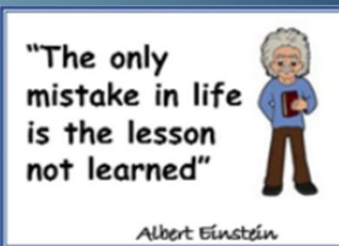


NEXT STEPS

- Finalize the Data Response Strategy and get approval at PC
- Identify and assign Roles & Responsibilities to Key individuals
- Provide Training to Data Response Team
- Establish Cadence for review to ensure process remains relevant

LESSONS LEARNED?

- To Leverage my Strengths rather than focus on my weaknesses
- That communication is more important than I thought
- The process is as important as the result
- The response is more important than the failure
- Growth is often accompanied by pain and to lead one needs to be willing to bear pain





THANK YOU!