

DATA BREACH RESPONSE SERVICES

PROTECTING YOUR CLIENTS



SAFEGUARDING YOUR WORLD

WHEN YOUR CLIENTS NEED TO RESPOND

QUICKLY, COMPLIANTLY & EFFECTIVELY...



THE SOLUTION IS FIRST WATCH.

WE HELP YOU HELP YOUR CLIENTS.





Data Breach Response Turnkey Solution

When a data breach occurs, companies need to respond with a fast, effective and compliant solution. First Watch saves you and your clients time and money by managing key parts of their data breach response so they won't have to make multiple phone calls and deal with a variety of companies. First Watch's turnkey solution features are:

- Notification: print and email
- NCOA Enhancement Service
- Call Center
- Identity Theft Protection

Cost-Effective

With years of experience, our Data Breach Response Division makes our solution the most cost-effective in the marketplace. To make it easy on you and your clients, costs are based on the number of affected individuals – with **no hidden fees**.

Responsive

Quick response to a data breach is essential. Within hours of being engaged to handle your client's breach response, First Watch provides a dedicated, unique toll-free number for each specific breach incident. First Watch is ready to handle inbound calls within 24 to 72 hours from the receipt of your client's scripted Frequently Asked Questions.

For smaller breaches of up to 1.2 million notifications, First Watch will print and mail letters within one to two business days after receiving final proof approval. For larger and more complex breaches, First Watch will work with your client and their legal counsel to satisfy the necessary notification timeline requirements.

Scalable

First Watch has the scalability to service any size business – small, medium and enterprise companies. We can handle breaches for as few as 10 individuals or multi-millions. Our SLA makes data breach response manageable for everyone.

Flexible

Clients come in all sizes with varying needs. First Watch provides flexible solutions to fit any budget:

- Our Call Center active period is based on the needs of your client and determined at their request – 30, 60, 90 days or longer.
- When ID Theft Protection is needed, First Watch offers two standard plan options to meet your client's budget and goals.

FIRST WATCH DATA BREACH RESPONSE SERVICES.

Notification Letters

Our notification services assist with data collection, reporting, mailing and translation services (if necessary). Some of our features are:

- Secure FTP site assigned to insured for transferring data and sensitive documents.
- NCOA.
- De-duping names and/or addresses.
- Mail room – inserting, addressing, and mailing.
- USPS 1st class pre-sort postage.
- Return mail processing and imaging/reporting
- Searchable reports for all letters sent with activation codes

NCOA Enhancement Service

Some companies find addresses. First Watch finds people.

Your clients have likely experienced that despite using National Change of Address (NCOA) many letters are returned as undeliverable. Several states take the position that valid notification requires that notice is provided, consistent with measures necessary to determine sufficient contact information.

To address these laws, and potentially minimize the need for media notification, First Watch goes beyond just using NCOA.

By applying First Watch's NCOA Enhancement Service beforehand, we increase the probability that the affected population will receive the notification letters. Your clients also have the option of using this service only for notification letters that are returned.

Call Center — U.S. Based

At our PCI compliant Call Center, breach notification calls are answered in a timely and professional manner by our experienced U.S.-based customer service representatives (CSR). Some of our Call Center services are:

- A dedicated, unique toll-free number for each client's incident for all inbound calls.
- Bi-Lingual CSR's (English/Spanish). Other languages and translation scripting are available.
- Established procedure for escalating calls to client.
- Weekly reports on number of inbound calls received and identity theft enrollments.

Identity Theft Protection

First Watch helps protect the identity of individuals compromised in a data breach. Depending on your clients' needs and budget, we offer a choice of:

- First Watch ID: Our proprietary identity monitoring and identity risk scoring solution (most cost-effective).
- Credit Monitoring through TransUnion® with select First Watch ID features.



FIRST WATCH. SCALABLE. EFFECTIVE. FLEXIBLE.

FIRST WATCH DATA BREACH RESPONSE SERVICES

SCALABLE. EFFECTIVE. FLEXIBLE. COMPLIANT.

YOU CAN RELY ON FIRST WATCH.

First Watch is a solutions company dedicated to creating services to help companies protect their assets from the devastating effects of a data breach. We pioneered ID Risk Scoring and ID Monitoring 15 years ago. Over 10 years ago, we began offering data breach response services to carriers that write cyber liability insurance policies and to law firms with a specialty practice in data security and breach notification.

We are committed to innovation and higher standards for the ever-changing world of data theft, identity theft and fraud protection. We offer comprehensive solutions for businesses and organizations of all sizes. Whether it is your business, your brand, or your identity, First Watch exists to safeguard your world.

For more information call **888-635-3587** or email sales@firstwatchcorp.com.
Or visit us at firstwatchcorp.com/db.

