Above and Beyond the Law

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“Don’t play what’s there, play what’s not there.”

– Miles Davis

• The challenges of executing a global communication plan

• Being Practical during a crisis

• Nuanced approach to regulators, legal liability and customs and meeting local expectations

• Tapping into experts to understand the legal, privacy and political environments in real-time
Planning Everything, Everywhere

Coordinating an international breach response involves a complex matrix:

- multivariate laws
- diverse experts
- different languages
- cultures
- commercial sensitivities
Global Comms

• Which part of the organization runs point?

• Which vendor leads and where?

• Coordination best practices

• Delivering the message on the ground to various stakeholders, and aligned with local customs
Be Practical

To plan or not to plan
• Can you plan for the soft stuff?

IR Vendors
• Do they exist everywhere?
• Do they look different in certain places?

Cultural expectations and finding vendors
• Press releases, emails and letters
• Call centers v. websites
Below the Surface

**Nuance Is Key**

- Liaising with multiple regulators
- Class actions v. apology payments
- How can you be consistent?
- Models to follow and thought leadership
Let’s get real

- Tapping into global forensics, legal and communication networks
- Connecting the dots with insurance
- Tension between business plans and IR
- The shifting global conversation on data and evolving privacy landscape
- Nation states and politics
Questions