

DATA BREACH SERVICES & EXPERIENCE

CLASS ACTION
BANKRUPTCY
MASS TORT
DATA BREACH

When a data breach occurs, events move at lightning speed. How you respond in the first 24 hours is crucial. Our primary goal is to ensure that our clients react rapidly and in full compliance, while keeping breach response costs – including direct expenditures and revenue loss due to customer dissatisfaction – under control.

PREVENTATIVE MEASURES - THINKING AHEAD

Partner with GCG to work closely with your team to prepare a strategy before a data breach arises by creating a customized and effective response plan. Our team can:

- Develop a data breach plan that identifies your organization's team, tasks, and operating procedures
- Test the plan to ensure employee understanding and compliance
- Train personnel to spot data breaches
- Provide advice and tactics on calming affected parties
- Develop processes to modify and evolve the plan according to lessons learned

NOTIFICATION AND DAMAGE MITIGATION

GCG is a first responder for all affected parties in a breach situation. We are ready at a moment's notice to help prevent further damage by providing a variety of services, including:

- Establishing a toll-free contact number within 45 minutes of the breach staffed by Customer Service Representatives specially trained to handle highly sensitive matters who will advise claimants on what they should be monitoring (i.e., bank statements, credit scores, etc.)
- Notifying all parties whose personal information has been compromised through email notice, letters, and case-specific websites
- Leveraging our partnerships with the media outlets to get the most accurate messaging to the public
- Coordinating with credit reporting bureaus to track the breach, help identify and rectify any potential damage, and assist with credit report corrections
- Employing cutting-edge technology to confirm and assure all parties that their information is not being appropriated by thieves to open new lines of credit
- Providing daily customized reporting on the status of the notification and damage mitigation plan

CASE STUDY: RETAIL DATA BREACH MATTER (CASE NAME CONFIDENTIAL)

CHALLENGE: The defendant's computer system was compromised after a malicious computer code was placed on its systems that targeted data in the magnetic stripe of payment cards, possibly exposing millions of class members to identity theft.

RESOLUTION: GCG established and maintained a dedicated settlement website providing pertinent case information, documents and deadlines, and a list of answers to frequently asked questions. GCG's secure online claims portal enabled class members to submit an electronic claim or download a paper copy. GCG also reviewed and processed the claim forms, which allowed class members to claim certain losses related to the lawsuit including ordinary expenses resulting from the security incident, certain benefits even if fraudulent charges were reimbursed, and extraordinary expenses above and beyond other available claims.

