Are you Ready to Handle a Security Emergency?

Interactive Discussion with our Panelists

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The Scenario

www.surveymonkey.com/r/D66P9WS

Click on the “Open Surveymonkey.com in Safari” message box to begin survey.

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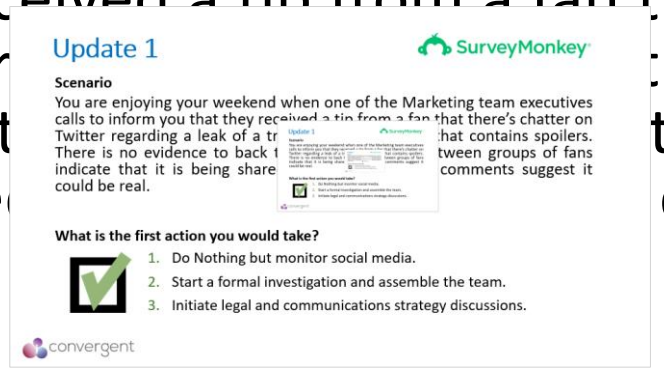
Update 1

Scenario

You are enjoying your weekend when one of the Marketing team executives calls to inform you that they received a tip from a fan that there's chatter on Twitter regarding a leak of a tr hat contains spoilers. There is no evidence to back t tween groups of fans indicate that it is being share comments suggest it could be real.



What is the first action you would take?

1. Do Nothing but monitor social media.
2. Start a formal investigation and assemble the team.
3. Initiate legal and communications strategy discussions.

Update 2

Scenario

The leak is confirmed as real. One of the fans decides to post the 2-minute trailer on YouTube and it quickly starts to spread across all social media outlets. The trailer contains a big spoiler about a returning character which has been kept a secret. Total views so far are past 50k and increasing fast as the world wakes up. Your phone is red-hot with emails, calls and texts from various people, including the production company and the head of Corporate Communications/Public Relations.

What are your immediate priorities in terms of managing this incident?

1. Wait until the content protection team has more information before returning calls.
2. Start a formal investigation based on the contingency plan.
3. Implement the legal and communications strategy.

Update 3

Scenario

Your investigation is now focused on the theory that the leaked trailer came from the server of a localization vendor in Eastern Europe. This is based on chatter online coming from a Reddit group which has been translated. You think you have also identified the original uploader of the content.

What are the options in terms of validating this theory, protecting all other content and giving assurance to stakeholders?

1. Focus incident response activities on gathering information from localization partners to determine root cause.
2. Using a fake Reddit account, pressure members to reveal the identity of the server in question.
3. Initiate discussions to pursue possible legal action of the suspected uploader.

Summary

How to prepare and manage risk for the next security incident

1. Conduct **security reviews** of all vendors.
2. Provide **security briefing** to all vendors prior to the release of assets.
3. Implement an **Incident Response Plan** that accurately reflects existing workflows and current contact information of internal and external stakeholders.
4. Establish a **communications strategy** for:
   - Outreach to key stakeholders; and
   - Interacting with the Press.
5. Develop a **Social Media Strategy** that covers the following:
   - Continual monitoring and enforcement;
   - Detailed takedown strategy;
   - How to respond or interact with fans on social media; and
   - Corporate messaging on social media sites.
6. Establish a process with Counsel for the **legal and enforcement strategy**.

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Questions?

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