

Is your corporate information **SAFE?**

Deloitte

Information Protection Service

Cyber threat is becoming more serious

With the rapid development of the new technologies and applications on the Internet, the situation of cyber security nowadays has been much more complicated and severe, where clients' personal information becomes the target of hackers. In recent years, the incidents of hackers' attack is increasing and the **financial sector, which stores large amount of personal data, remains as one of the main target of the cyber-attack.**

In March 2013, **Korea suffered the largest hackers' attack.** The main targets of the attack were major banks and broadcasters in Korea, which **brought down the internal operations** of the enterprises and the **business activities were completely paralyzed.** Besides, the hackers also launched a phishing attack on individual users leading to the **leakage of large amount of users' personal information** by disguising themselves to be the bank and guiding the users to download malicious program.

Apart from enterprises, **many government websites in China** have become victims of the cyber-attacks. According to a network security report in China ("**2012 年中国互联网网络安全态势报告**"), the number of websites that were tampered reached 16,388, in which 1,802 of them are government websites, which has **increased by 21.4% compared to 2011.**

Moreover, the network security issues occur very frequently:

- Multiple users' passwords in Community network "*Tianya Community*" were stolen by hackers, leading to the **leakage of around 40 million users' personal data**
- Famous software developers "*CSDN*" was attacked by hackers, causing the **leakage of more than 6 million users' accounts and passwords**
- Online store "*Jingdong Shangcheng*" suffered cyber-attack, **leaking large amount of user information**
- The world's leading e-commerce company "*Amazon*" was attacked by hackers, **240,000 of customers' data was stolen.**



As seen from the above news, **the development of hackers group has become more mature and organized, where cyber-attacks provide huge business opportunities** by different means such as selling the stolen trade secrets and customers' sensitive data, getting rewards by other companies to attack their competitors or even blackmailing enterprises by giving them a large amount of money with threat of disclosing companies' trade secrets or customers' sensitive data, etc.

Nowadays, **the network security risks** have already become an **imperative problem that all enterprises should aware**. Companies should understand the different types of cyber threats (including monitoring, password cracking, vulnerability, scanning, malicious code, blocking, etc.) and increase their awareness towards network security protection.

The Importance of Data Protection

What is the potential loss to company if it lacks information protection?

- Loss of **sensitive trade secrets**
- Loss of **sensitive information** of **high-value customers** (e.g. transaction data, contracts or contact method), leading to the loss of the opportunities to cooperate with them and the business opportunities may be taken away by competitors
- Service interruption, affecting company's **goodwill, profit, share price**, etc.

What enterprises have to consider on data protection?

- Can enterprises ensure the data is **available when needed**?
- Can enterprises control the data so that it is **only accessible by appropriate personnel**?
- Can enterprises report **alerts of hackers to decision maker timely**?
- Can enterprises **protect the data from internal/external threats**?
- Can enterprises **manage customer data accordingly to legal requirement** (e.g. privacy law)?
- Can enterprises **protect their infrastructure of information custodian**?
- Can enterprises **ride on emerging technologies** (e.g. cloud and mobile computing)?

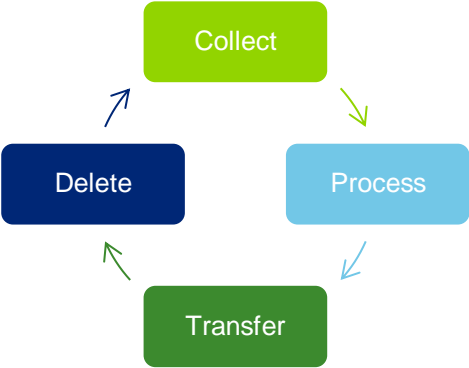
The target of cyber criminals is usually the **information that can be easily and quickly converted into cash**, such as information related to personal identity, bank account, credit card information, etc. Cyber-attack leading to data leakage may bring companies both direct and indirect financial loss, business interruption and even the loss of market value, etc. Therefore, enterprises should **understand the importance of data protection and its best practice**.

Recently, China has published the first national standard for personal information protection ("**Guideline for personal information protection within information system for public and commercial services**"). The standard was effective from 1 February, 2013. The most notable features of the standard are as follows:

1. Defined the difference between "**personal general information**" and "**personal sensitive information**", and put forward the concept of acquiescence and expressed consent
2. Eight principles for personal data protection:

I. Clear purpose	II. Adequate	III. Publicly informed	IV. Personal Consent
V. Quality Assurance	VI. Security Protection	VII. Integrity	VIII. Clear responsibility

3. Clearly Defined 4 types of roles and their responsibilities
 - The right of **personal information owner**
 - The responsibility of the **party who manage the personal information**
 - The responsibility to delete the data of the **party who receive the data**
 - The responsibility of evaluation, supervision and guidance of the **third-party evaluation organization**
4. Clearly Defined the **life cycle of information processing** and divide the **data handling process** into **4 main areas** and suggested **concrete requirement** on those 4 areas



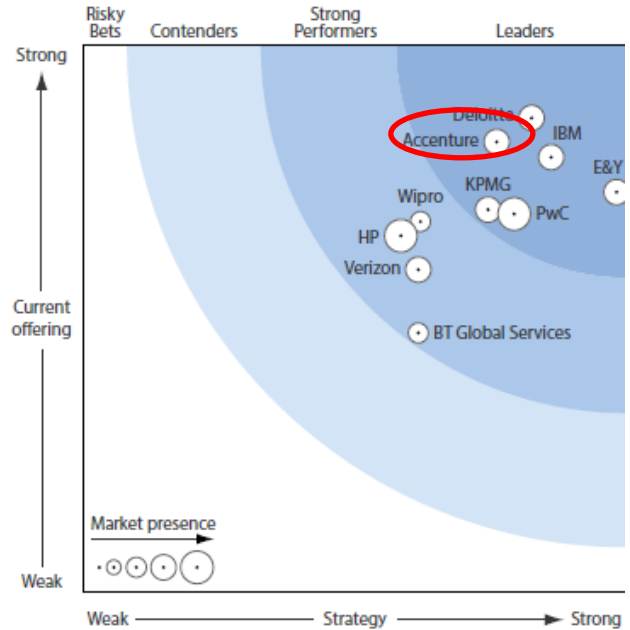
In recent years, many enterprises have adopted **monitoring system** to identify confidential data and prevent loss of data in data transmission and exchange process. However, there are some **possible vulnerabilities** which companies should carefully consider, such as the inability to detect company confidential information or the inability to encrypt all the sensitive information, etc. In order to help enterprises to **establish a long-term information technology governance mechanism** and **strengthen the preventive security technology**, we strongly believe **Deloitte will be the best partner for your enterprises.**

Why Deloitte?

The Superiority of Deloitte

Deloitte has been the **leader of information security consulting services**. Our security, privacy and risk management services are recognized as the **world's leader** by **independent jury**. In the <Forrester Wave: Information Security Consulting Services, Q1 2013>, Deloitte was highly appreciated with the following comment:

“Deloitte maintained its position in the Leaders category thanks to exceptional client feedback and comprehensive, sophisticated, and mature service offerings, with notable strengths in BC/DR and network strategy and design.”



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Our services

Deloitte has well-defined **enterprise risk management framework** which can provide companies the solutions for corporate governance, governance automation and information security governance. In between, the data protection service can help to **review the data protection systems of the different subsidiaries of your enterprise**, preventing the loss of customers' sensitive data or the data theft by hackers.

The scope of our information protection service:

- Information protection
- Prevention of data loss
- Standardization of data (e.g. Format)
- Data management design and implementation
- Instant alert and analysis of unusual transaction data

Deloitte has huge and global professionals which can **provide the financial sector with the best solutions and professional advices**. We have clients from all over the world including many famous financial institutions in China and globally. With our wealthy experience in serving clients from financial sectors and enterprise risk management, we are confident that we can provide the best solution for you.

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