



## BREACH RESPONSE STUDY: STATE GOVERNMENT AGENCY

### CHALLENGE

A state agency tasked with the responsibility of managing a substantial database discovered an employee had illegally accessed the system and stole data affecting more than 200,000 individuals. When apprehended, evidence proved the employee had breached the system multiple times in the past year. The compromised data included names, birth dates and Social Security numbers. This personal identifiable information is exactly what cyber-thieves need to steal an identity.

#### Responsive during a crisis

After discovering the internal nature of the data breach, and with no pre-negotiated or pre-planned response in place, the state agency was forced into a reactionary mode. They knew they needed a reputable, well-known service provider. But because of state budget constraints, they also required a solution with a sensitivity to cost. They found both offerings with LifeLock service. They appreciated the fact LifeLock was responsive and knowledgeable about how to handle their data breach. Plus LifeLock was also willing to customize a product offering to meet the unique needs of the state agency's affected population.

### SOLUTION

The data breach demonstrated to the state agency that the theft of sensitive information isn't always a result of sophisticated cyber-thieves. An employee with the right access and the wrong motives may be just as destructive. Because many of the people affected were at the poverty level, disabled or unemployed, the agency sought out an identity theft protection solution than was both strong and cost effective. After researching the industry, they chose LifeLock Defender™ to offer their population. A major reason was the strength and recognition of the LifeLock brand with consumers.

#### Supportive every day since

One of the top goals of the state agency in response to the data breach was reestablishing trust with the citizens they serve. They believed that aligning with the strength of LifeLock's industry reputation and LifeLock's consumer awareness would be a contributing factor in helping to meet that goal. They were also impressed with LifeLock's dedication to customer service and the streamlined processes in place to help quickly respond to and effectively support their affected population.

### RESULTS

**Simple administration:** LifeLock helped to streamline the process with unique codes enabling those affected to easily and quickly sign up for LifeLock protection. Applicants were able to sign up online or over the phone with the assistance of LifeLock's Member Services Team.

#### See how valuable LifeLock can be to your business

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