

FACT SHEET

Cyber Discovery for Data Breach Incident Responses

Post-Data Breach Discovery and Review Services from HaystackID®

HAYSTACK®



Background Summary

With 55% of C-Level responders (n=1,936) in a recent 2021 Global Cyber Risk and Insurance Survey¹ believing cyber insurance solutions should cover post-incident forensic services, HaystackID's ReviewRight Protect™ service has become the post-data breach discovery and review service of choice for cyber insurers and their law firm and corporate clients as they seek to address cyberattack risks.

A cyber discovery provider with an international reach and individualized touch, HaystackID combines the understanding, skills, and experience of both pureplay incident response vendors and leading legal discovery service providers to deliver the best balance of legal, technology, and post-data breach discovery and review incident response expertise, infrastructure, and experience available in the market today for cyber insurers and their clients.

From Preparation to Response: Dealing with Data Breaches

Any organization dependent on technology to operate its enterprise runs the risk of experiencing a data breach. From determining a known breach to complying with post-breach legal, regulatory, and business reporting and notification requirements, organizations must quickly implement and comprehensively execute incident response plans to reduce exposure and risk. A critical component of a data breach incident response plan includes how an organization discovers and reviews potentially compromised data to determine the scope of the breach, the volume of data at risk, and the specific or sensitive data requiring reporting or notification action. HaystackID can help with this critical component of response plans with our ReviewRight Protect service for post-data breach discovery and review.

ReviewRight Protect: Post Data Breach Discovery and Review

HaystackID can help cyber insurers, and their clients better understand and address data breach-associated cyber risks by using our cyber discovery experts, specialized services, and dedicated support during and after a cybersecurity incident. We have been managing data discovery and legal discovery efforts for many of the world's leading law firms and corporations for more than a decade. We now support the tremendous demand for highly targeted post-incident forensics, discovery, and review services from cyber insurers, law firms, and corporations with a multidisciplinary team of specialists and advanced technologies focused on cyber discovery through the lens of the following areas of expertise:

- Cyber Incident Response
- Data Forensics
- Data Science
- eDiscovery
- Legal Requirements
- Privacy Requirements
- Compliance Requirements
- Sensitive Data Management
- Machine Learning
- Artificial Intelligence

HaystackID's ReviewRight Protect service combines our team of specialists with technology-enabled models, protocols, and tools to deliver an unparalleled offering that streamlines and synchronizes an organization's ability to rapidly and accurately respond to discovery and review requirements after a data breach. ReviewRight Protect also helps all stakeholders as they seek to understand breach-specific risk transfer considerations and response requirements at the onset of a project, helping deliver on post-breach discovery and review tasks specifications in a consistent, objective, timely, and defensible manner.

ReviewRight Protect Attributes

- **Consistent:** Documented models and protocols implemented by task experts leveraging proven and familiar advanced technologies ensure that incident response efforts are considered mature.
- **Objective:** Discovery and review decisions based on legal, regulatory, and business expertise ensure data-driven decisions based on defined requirements and not situational sentiment.
- **Timely:** Proven experience supporting discovery and review efforts in complex data breach environments coupled with a professional understanding of legal, regulatory, and business obligations assures adherence to timelines and deadlines.
- **Defensible:** Defined approaches and documented efforts establish a formidable burden of proof for defending decisions.



Born in Legal. Bred in Technology. Expert in Cyber Discovery.

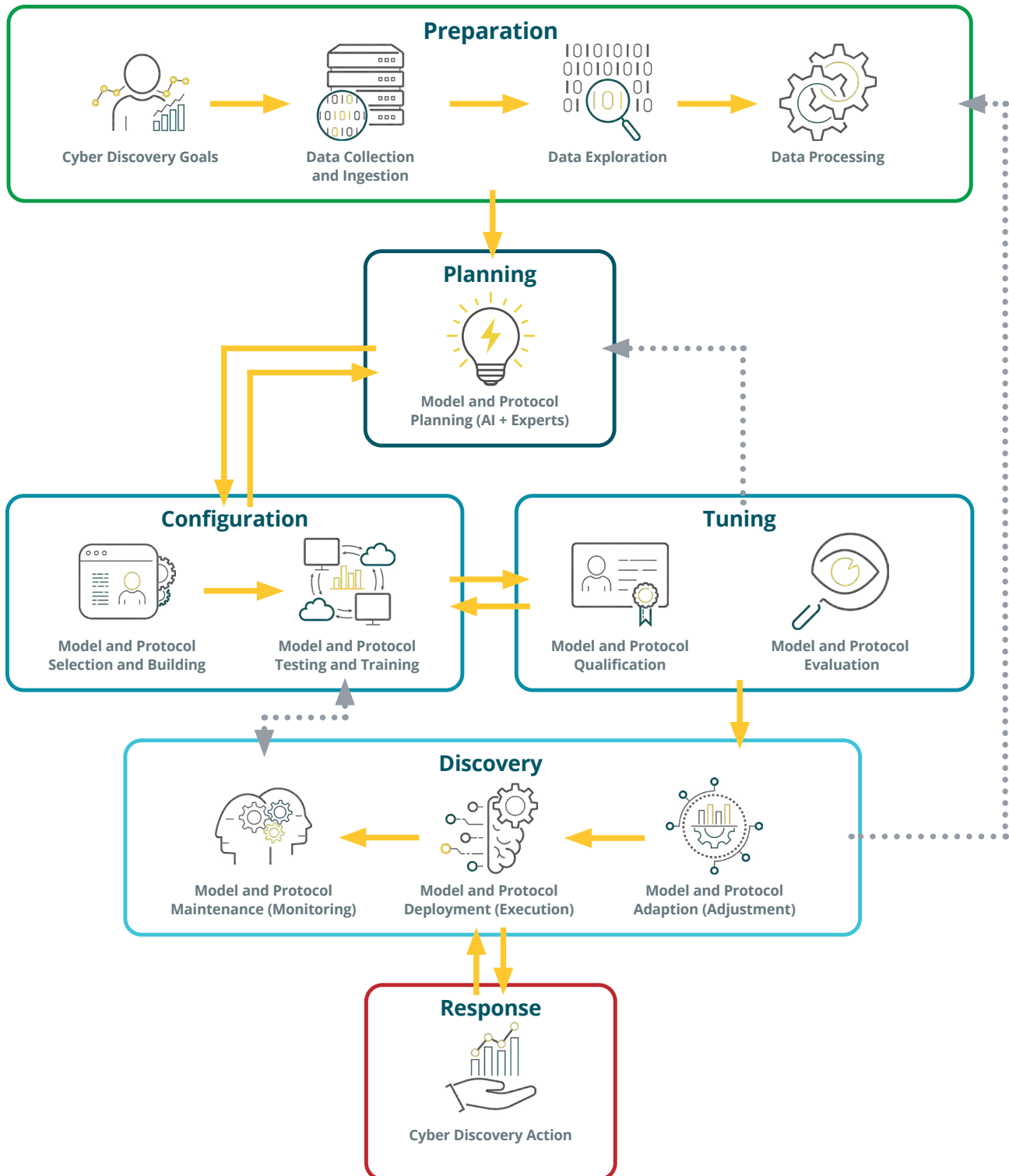
Cyber discovery, defined as a combination of data discovery and legal discovery approaches that uncover the insight and intelligence necessary to respond to cybersecurity challenges appropriately, is a critical component of all data breach incident responses. Cyber discovery includes the targeted discovery and comprehensive review of specific or sensitive information. As a proven pioneer in the emerging discipline of cyber discovery based on its international leadership in the field of legal discovery and its proven expertise in the application of advanced technologies to include artificial intelligence and machine learning, HaystackID is uniquely positioned to understand, serve and support cyber insurers and their law firm and corporate clients in dealing with accelerating cyber risks ranging from data breaches and ransomware to business email compromise.

HaystackID understands the uniqueness of cyber discovery needs that require a combination of incident response and legal discovery skills. Pureplay incident response vendors may have excellent expertise and experience in dealing with data. However, when introduced to high-risk, large volume, enterprise-class engagements, their knowledge of legal, regulatory, and privacy requirements, knowledge well known to legal discovery providers, may fall short and adversely impact decisions and timelines. Conversely, legal discovery providers may have proven experience in addressing traditional eDiscovery tasks. Still, they may lack experiential understanding and practical experience in core incident response efforts that include entity identification, extraction, deduplication, and linking to support reporting and notification obligations. This lack of experiential understanding may be magnified when legal discovery providers attempt to apply advanced technologies such as artificial intelligence and machine learning to tasks outside their envelope of experience. Born in legal and bred in technology, HaystackID is expert in its approach to cyber discovery requirements at the onset of a project, helping deliver on post-breach discovery and review task specifications in a consistent, objective, timely, and defensible manner.

A Model Approach to an Accelerating Challenge

As a leader in the understanding and conduct of cyber discovery, HaystackID's Cyber Discovery Framework^{2,3} guides the application and synchronization of our proprietary models, protocols, and tools by our multidisciplinary team of data, technology, and incident response experts.

Considering Cyber Discovery: From Preparation to Response



This framework integrates artificial intelligence (AI), machine learning, and multidisciplinary team expertise to enable the movement from cyber discovery goal establishment to required response reporting as accurately and expeditiously as possible.

Artificial Intelligence: A Proprietary Approach to Sensitive Information

While there are many components to a comprehensive cyber incident response plan, HaystackID's extensive post-data breach discovery and review solution can be employed immediately to help organizations begin to address four specific data breach challenges. Those challenges being:

- 1. How Much and How Bad:** Detection of sensitive data presence and scope.
- 2. Putting a Face on the Data:** Identification of breach or disclosure impact and options.
- 3. Details, Clarity and Decisions:** Review of identified sensitive data and documents.
- 4. You Have to Let Them Know:** Notification of individuals and entities of breach or disclosure.

Powered by applying proprietary AI models, protocols, and tools that massively streamline the identification and collation of sensitive data as defined by legal, regulatory, and business requirements, our innovative and holistic approach to cyber discovery is proven and battle-tested.

Employed at the start of the cyber discovery process, our AI-enabled approach augmented by our team of multidisciplinary experts accelerates an understanding of the sensitive data that may have been accessed or exfiltrated by a threat actor during the breach. This understanding is manifested in real-time via AI-enabled impact assessment reporting and can be used to quickly inform insurers and their clients about the potential exposure and impact of the data breach. Our innovative impact assessment reporting also informs the triggering of time-critical data mining processes, allowing organizations to meet legal, regulatory, and business notification obligations rapidly without losing time or requiring post-assessment reprocessing of data.

Our AI-enabled approach also ensures that privacy obligations and other data rights are comprehended and respected for any data used for testing, training, qualification, and evaluation of our AI-enabled methods. This layer of cybersecurity protection is essential because our multidisciplinary cyber discovery team initiates statistical sampling of unknown data types early in the process to remove them from the data mining universe. Our team also samples data to determine the prevalence and scope of data types that may need to be promoted for AI-enabled human review and extraction.



HaystackID's scientific workflow system, explicitly designed to compose and execute a series of computational or data manipulation steps, allows for the confident and comprehensive attestation and defense of decisions in front of legal, regulatory, and business entities ranging from governmental agencies to law enforcement organizations.

As our scientific workflow system enables our experts to arrive at an appropriate and actionable data set, we then engage our team of specialized attorneys, paralegals, and technologists to support the extraction and collation of sensitive data. This extraction and collation support is enabled by our innovative and proprietary custom tooling that integrates with legal review platforms that our law firm partners are familiar with and trained on for complex data and document reviews.

Unique. Innovative. Efficient.

Our custom tooling and review capability is unique, innovative, and efficient, offering many advantages over single-purpose cyber discovery platforms that typically are not designed and are only marginally adapted to support legal responses. With custom tooling that supports both cyber discovery and legal discovery workflows, HaystackID's cyber discovery support moves beyond the basic and rudimentary notification list capability of typical single-purpose cyber discovery platforms.

Our custom tooling empowers insurers and their clients to manage legal and reputational issues with the full power of an internationally proven legal review platform. At the same time, our custom tooling allows clients to deal with the nuances of cyber discovery with the same precision and accuracy as single-purpose cyber discovery platforms.

Additionally, HaystackID is uniquely positioned among cyber discovery providers as we are the legal industry leader and most experienced provider in delivering secure remote review services for sensitive document reviews. Our first-to-market secure remote review infrastructure has been leveraged by AmLaw 100 and Fortune 500 clients for more than seven years, with more than 1,000 projects completed to date. With approximately 20,000 qualified reviewers, including contract attorneys and paralegals, available to support secure document reviews, we have one of the largest databases globally of vetted candidates with specific subject matter experience and domain experience to support our cyber discovery services.

Our unparalleled access to qualified, trained, and certified reviewers, coupled with our proven expertise in successfully delivering quality during massive remote document reviews, allows HaystackID to securely provide expert and scalable cyber discovery teams at the lowest possible cost and the highest available quality. This combination of uniqueness, innovation, and efficiency from HaystackID is critical when time responses are short, and the margins for error are non-existent.

Starting with the End in Mind: A Final Notification List

The focus of HaystackID's ReviewRight Protect service is the documented and defensible delivery of a final notification list of deduplicated entities extracted from within compromised data sets as quickly as possible to meet client legal, regulatory, and business obligations. Translating this focus into execution is achieved by supplementing our AI-enabled processes and multidisciplinary team of experts with a best-in-class team of dedicated data scientists and proprietary technology. This augmentation allows us to deliver high levels of entity deduplication with low rates of error. Our approach provides high levels of concision and normalization of similar entities, levels that most cyber discovery providers do not or cannot capture or deliver. In large-scale breaches, our proprietary entity deduplication technology can also drastically reduce the number of entities that may need to be notified or counted towards a breach. This proprietary entity deduplication provides exponential benefits for clients when viewed through the lens of logistics, reputation management, and cost control at the end of the post-breach response cycle and at the point when notification letters start being prepared and delivered.

Cyber Discovery Communication, Coordination, and Control

Fully qualified to support post-data breach discovery and review efforts ranging from straightforward low-volume breaches to complicated, large-volume breaches, HaystackID has deep experience working with both internal and external stakeholders ranging from enterprise law-firm breach coaches to existing cyber insurer vendor panels of domain experts and organizations. This cyber discovery experience is bolstered by a background of successfully supporting some of the largest and most complex audit, investigation, and litigation requirements in the history of legal discovery. Our communication, coordination, and control expertise in delivering a portfolio of offerings ranging from computer forensics and collection services to the most secure remote legal review infrastructure and sourcing capability available has allowed HaystackID to be highlighted as a leader in the areas of legal discovery and review by leading technology and legal research organizations. The company was recently named a worldwide leader in eDiscovery services by IDC MarketScape, included as a representative provider in Gartner's Market Guide for E-Discovery Solutions, and is regularly rated as an eDiscovery litigation support leader by Chambers and Partners. HaystackID approaches the discipline of cyber discovery with the same vigor and rigor as we have applied for more than a decade in the areas of data and legal discovery, a vigor and rigor that has translated into client success and industry acknowledgment.



Learn More. Today.

[Contact us today](#) to learn more about HaystackID's unparalleled combination of expertise and experience supporting post-data breach discovery and review requirements for cyber insurers and their law firm and corporate clients with our ReviewRight Protect service. Born in legal and bred in technology, HaystackID is expertly qualified to support your cyber discovery needs.

About HaystackID®

[HaystackID](#) is a specialized eDiscovery services firm that supports law firms and corporate legal departments and has increased its offerings and expanded with five acquisitions since 2018. Its core offerings now include Global Advisory, Discovery Intelligence, HaystackID Core™, and artificial intelligence-enhanced Global Managed Review services powered by ReviewRight®. The company has achieved ISO 27001 compliance and completed a SOC 2 Type 2 audit for all five trust principles for the second year in a row. Repeatedly recognized as a trusted service provider by prestigious publishers such as Chambers, Gartner, IDC, and The National Law Journal, HaystackID implements innovative cyber discovery services, enterprise solutions, and legal discovery offerings to leading companies across North America and Europe, all while providing best-in-class customer service and prioritizing security, privacy, and integrity. For more information about its suite of services, including programs and solutions for unique legal enterprise needs, please visit [HaystackID.com](#).

References:

- (1) Munich RE, 2021. Cyber Insurance: Risks and Trends 2021. [online] Munich RE. Available at: <https://www.munichre.com/topics-online/en/digitalisation/cyber/cyber-insurance-risks-and-trends-2021.html> [Accessed 30 May 2021].
- (2) European Union Agency for Cybersecurity, 2020. Artificial Intelligence Cybersecurity Challenges. [online] European Union Agency for Cybersecurity. Available at: <https://digital-strategy.ec.europa.eu/en/library/report-artificial-intelligence-cybersecurity-challenges> [Accessed 2 May 2021].
- (3) EDRM: Empowering the Global Leaders of eDiscovery. 2021. EDRM. [online] Available at: <https://edrm.net/>. [Accessed 2 May 2021]

