Privacy. Security. Risk. 2015

#PSR15
LIFE AFTER A BREACH

Brad Arkin
VP and Chief Security Officer

Adobe
Adobe is a global leader in digital media and marketing solutions.

- Approximately 12,500 employees in 41 countries
- 33 years of revolutionizing industries
- $4.15 B FY14 Revenue
- Approximately 3,000 patents*
- 70% employee workspaces are LEED certified
- 1%+ pre-tax profits given to the community

* As of March 2015
Manage all aspects of *technical security risks* facing the company across Adobe’s *products, services, and engineering operations* as well as lead Adobe’s interactions on security topics with *external stakeholders* including media, customers, and governments.
AGENDA

• Security Incident
• Lessons Learned
• Changes Since the Incident
SECURITY INCIDENT
Before the Incident
And by October 25
LOTS OF MOVING PIECES

Comms

Investigation

Engineering

Legal

Media

Comms
TECHNICAL CONSIDERATIONS
LESSONS LEARNED
MEDIA CONSIDERATIONS

How to check if you were hacked

Adobe Hack Victim Count Skyrockets to 38M

"We often become numb to the numbers when discussing breaches, but 38 million is a vastly different scale of breach -- it's massive," explained Tim Erlin, director of IT risk and security strategy with Tripwire. "It surpasses last year's 24 million record Zappos breach and will undoubtedly cost Adobe tens of millions of dollars."
PR

- Centralized team
- Be prepared
- Have spokesperson assigned
- Focus on customer
- Manage the story, don’t let it just happen
OTHER CONSIDERATIONS

• Legal considerations
OTHER CONSIDERATIONS

• People
  • Rotate people, if possible
  • Provide support
  • Limit distractions and reduce other responsibilities
  • Sleep
WHAT’S CHANGED
SHORT TERM
ADDITIONAL CHANGES
SUMMARY
RESOURCES

Security Portal
http://adobe.com/security

Security@Adobe Blog
http://blogs.adobe.com/security/

Advisories and updates
http://www.adobe.com/support/security

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