



# Making your mark and protecting your brand online in Canada

## Part two – Mitigating branding risks in the era of social media and eCommerce

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**In short:**  
Organizations face increasing risks to their brand as a result of cyber incidents. Preventative measures and a proactive breach response strategy will greatly assist in minimizing potential damage to an organization's brand as a result of a cyber incident.

### **Title: Managing cyber incidents and data breaches**

#### **Key takeaways**

- The cyber-threat landscape is rapidly evolving resulting in increased risks associated with:
  - COVID pandemic-related vulnerabilities such as COVID-themed phishing attacks
  - evolution of ransomware strains to include data exfiltration capability
  - increasingly interventionist approach from global data-privacy regulators
- Proactive, preventative measures are critical in preventing cyber-attacks as well as stemming potential damage arising from a cyber attack.
- Cyber-incident response plans play a critical role in helping organizations to quickly respond to cyber incidents quickly in a coordinated manner.
- Claims of privilege over breach investigations and related reports and communications are being increasingly scrutinized by courts and data-protection regulators. Organizations must take steps to maintain privilege over all aspects of a cyber breach investigation as part of an effective breach response.
- Important to establish clear internal and external communication protocols in the event of a breach incident.

#### **Key contacts**



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