



# Breach+Gard<sup>®</sup>

CRISIS COMMUNICATION SERVICES

**Mail-Gard is pleased to introduce you to a unique business tool designed to manage the notifications required in the event of a security breach or other crisis at your company.**

Breach-Gard is an on-line, client interactive, crisis notification tool for any size organization that will minimize client activity and resource requirements while maximizing responsiveness and compliance.

Streamline your crisis communications process with Breach-Gard.

## Facts

- Data Security Breaches Happen Every Day  
*What varies is the size and nature of the breach*
- Today's Companies Face a Variety of Crisis Situations and Must Respond Accordingly  
*The speed and message of response is critical*
- Virtually All Financial and Healthcare Related Businesses Have A Crisis Notification Policy  
*The question is, "Can you execute it, and at what cost?"*
- There Are Significant Legal Requirements To Notify Affected Parties In The Event Of A Breach  
*Financial and reputational penalties may be severe!*

## Key Elements

### Data Environment

- Centralized database
- Aggregate data from multiple sources into database
- Store communications content/assets

### Business Rules

- Message formats
- Communication channels
- Timing and frequency
- Production specifications

### Message Delivery

- Trigger appropriate message based on business rules
- Deliver messages or series of messages
- Capture post-delivery disposition
- Identify next communication rule

Mail-Gard's crisis communication service provides a single tool to manage notifications, regardless of channel:

- Mail
- E-mail
- Web
- Text

***Makes crisis communications happen faster, with better security, more control, greater flexibility, and lower cost.***

**Mail+Gard<sup>®</sup>**  
PRINT-TO-MAIL RECOVERY SERVICES

**Call Mail-Gard today to learn if Breach-Gard is right for your company.**

**267-960-3100**

[www.mailgard.com](http://www.mailgard.com)