DATA BREACH REPORTING ROADMAP

October is National Cybersecurity Awareness Month and the Salt Lake Chamber is partnering with the STOP. THINK. CONNECT.™ Campaign, a national public awareness effort to guide the nation to a higher level of internet safety by challenging Utahns to be more vigilant about practicing safer online habits.

Cybersecurity is a complex issue. Lack of preparation can result in anything from your website being shut down to valuable customer data being compromised. Understanding these threats is key to creating a comprehensive business plan to address cyber risks to your company. While many companies face a number of threats, the most widely reported and likely costly type of attack is a data breach.

WHAT IS A DATA BREACH?
A data breach is an unauthorized acquisition of computerized data maintained by a person that compromises the security, confidentiality, or integrity of personal information.

REPORTING LAWS MADE EASY
If you’ve suffered a data breach contact your local law enforcement and report the incident at ic3.gov. Utah has enacted laws concerning the event of a data breach that compromises personal information of a customer.

WHO DOES THE LAW APPLY TO?
The law applies to any person or business who owns or licenses computerized data that includes personal information about a Utah resident. The law also applies to anyone or any business who maintains computerized data for someone else.

WHAT IS CONSIDERED PERSONAL INFORMATION?
Personal information is defined as a person’s first name or first initial and last name, combined with any of the following:

- Social Security Number
- Financial account number or credit or debit card number
- Any required security code, access code, or password that would permit access to the person’s account
- Driver license number or state identification card number

REACTING TO A DATA BREACH
When you become aware of a potential data breach you must first conduct a prompt, good-faith investigation to determine whether personal information has been disclosed or could be misused for identity theft or fraud purposes. If the investigation indicates a reasonably likelyhood of the misuse of personal information, then you must provide notification to each affected Utah resident.

HOW TO NOTIFY
A person required to notify under the breach notification law, must notify in the most expedient time possible without unreasonable delay.

Methods of Notification include:

- By Mail: Written notice is permitted if sent in first-class mail to the most recent address you have for the resident
- By Phone: Phone notice is permitted including the use of automatic dialing technology not prohibited by other law.
- By E-mail: Electronic notice is permitted if that is the primary method of communicating with the affected individual.
- By Publishing Notice: Publishing a notice is permitted in a newspaper of general circulation.