

# A Tale of Two Ransomware Attacks

When GDPR finally goes into effect on May 25, 2018, personal data breaches will be so financially and procedurally painful for businesses and service providers that they'll do whatever it takes to avoid them—at least, that's the goal.

Don't learn the hard way—see how a little extra protection can go a long way in protecting your business from huge GDPR compliance violation fines.

COMPANY

## HIGH RISK, HIGH REGRETS

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While working to meet GDPR compliance requirements, many companies overlook one of the most common and fastest-growing security breaches of personal data: ransomware attacks.

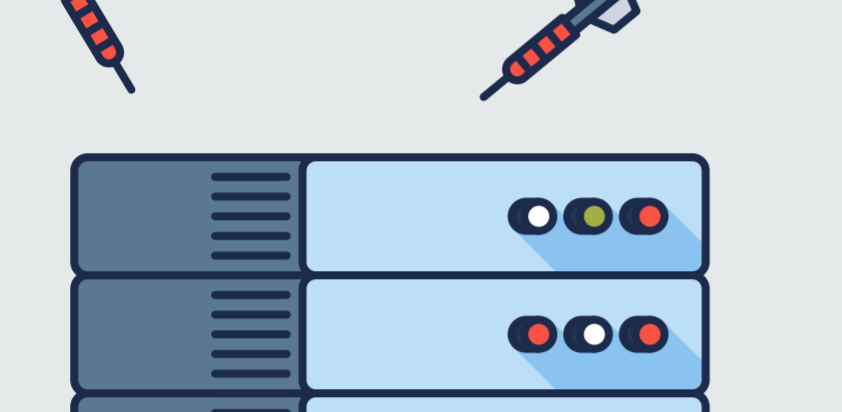
Here's the current process in case of attack:

### IGNORE RANSOMWARE PROTECTION



### RANSOMWARE ATTACK HITS

Many servers, desktops, and laptops are affected.



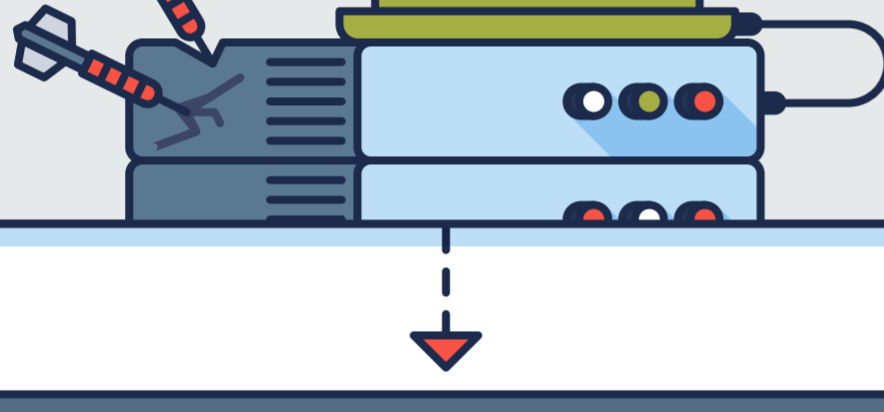
### I.T. DETECTS ATTACK

Critical production apps are paralyzed.



### I.T. WORKS TO CONTAIN OUTBREAK. BEGINS GDPR 72-HOUR NOTIFICATION COUNTDOWN

The scramble begins to diagnose what personal data has been breached. No pressure!



### COMPANY CONTINUES ATTACK MITIGATION AND ANALYSIS

Everyone—from legal to engineering—works to stop the damage.



### I.T. BEGINS RECOVERY OF ENCRYPTED FILES FROM BACKUP

I.T. begins restoring damaged files using the most recent backup.



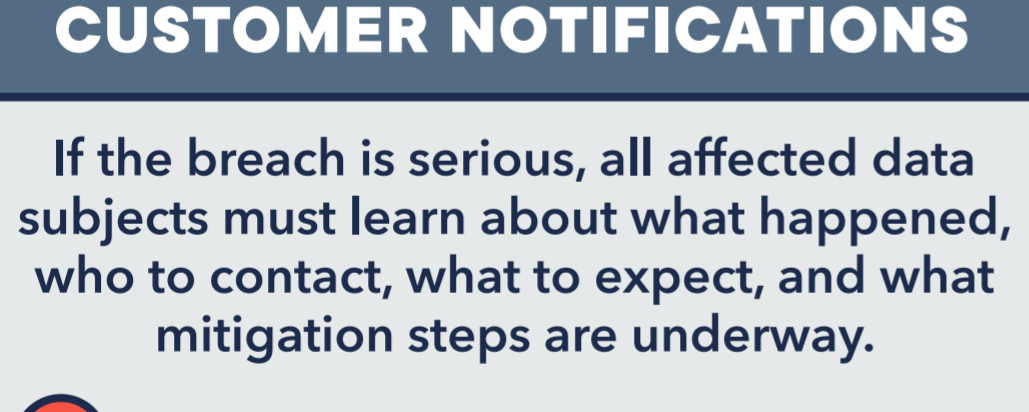
### DPO NOTIFIES THE LOCAL GDPR SUPERVISORY AUTHORITY

The Data Protection Officer informs the local SA about the breach: the type of attack, how much personal data was affected, and what's being done to recover.



### COMPANY BEGINS CUSTOMER NOTIFICATIONS

If the breach is serious, all affected data subjects must learn about what happened, who to contact, what to expect, and what mitigation steps are underway.



### COMPANY PAYS NON-COMPLIANCE FINES

Now it may be time to pay GDPR non-compliance fines of 2%-4% of annual revenue, or 10M-20M euros, whichever is greater.



### COMPANY RINSES, REPEATS

Without improved anti-ransomware defenses, this cycle will inevitably repeat with the next ransomware attack!



COMPANY

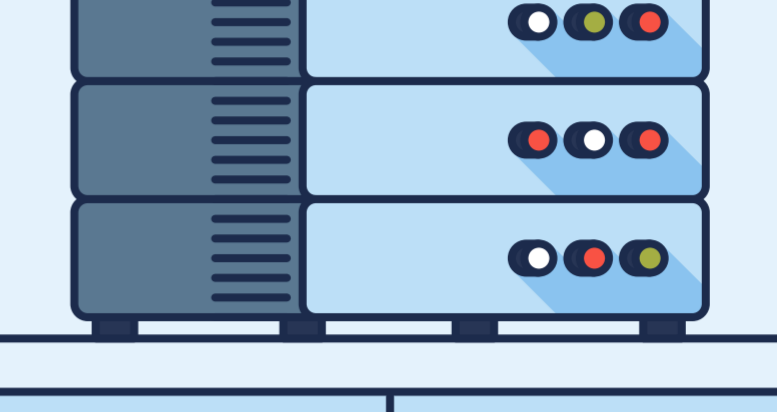
## NO BREACH, NO PROBLEMS

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Companies that look at the entire GDPR picture recognize that ransomware is a serious compliance threat and take steps to head it off before breaches occur.

See their process:

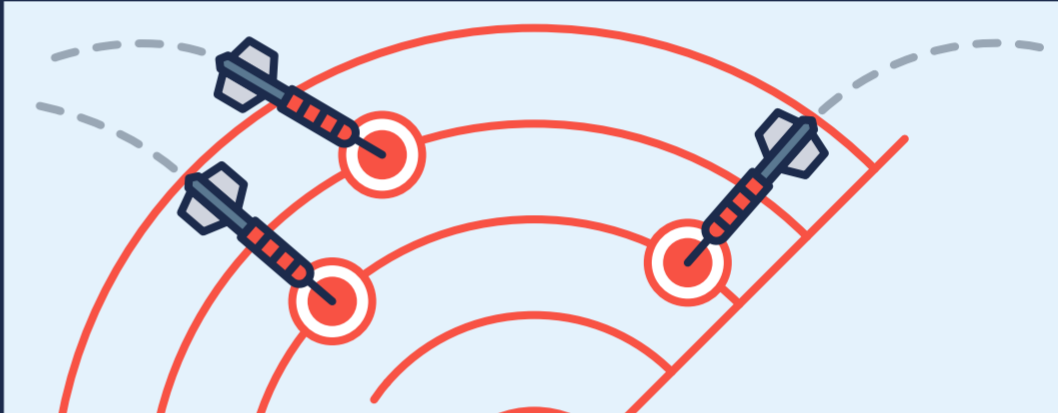
### COMPANY INSTALLS ACRONIS BACKUP WITH ACTIVE PROTECTION TO PREVENT RANSOMWARE ATTACKS



### RANSOMWARE ATTACK HITS



### ACRONIS ACTIVE PROTECTION AUTOMATICALLY DETECTS AND HALTS THIS PROCESS



### COMPANY AVOIDS NEED FOR GDPR SECURITY BREACH NOTIFICATION

(Big sigh of relief.)



## STAY GDPR-COMPLIANT WITH ACTIVE PROTECTION

Navigating the complexities of GDPR compliance is a challenge, but you can take one huge threat off the table by building an effective defense against ransomware. Get Acronis Backup and Acronis Backup Cloud with Active Protection and stop worrying about the fastest-growing cause of GDPR security breaches.

Download a Free Trial

