

From: Amy Duffy <aduffy@scprt.com>
To: Veldran, KatherineKatherineVeldran@gov.sc.gov
Date: 11/29/2012 1:08:41 PM
Subject: FW: Cabinet Meeting follow up re: DOR breach
Attachments: Identity Theft Protection Policy 702.7.pdf

KV – as I mentioned, a copy of our policy.

Thanks
AD

Amy Duffy
Chief of Staff
SCPRT

From: Amy Duffy
Sent: Wednesday, November 28, 2012 11:35 AM
To: Ted Pitts (tedpitts@gov.sc.gov)
Cc: Duane Parrish
Subject: RE: Cabinet Meeting follow up re: DOR breach

Ted,

It dawned on me that we have an agency policy “Identify Theft Protection Policy”. We are currently reviewing, as this dates back a few years, but was not sure if this might be something you would want each Cabinet agency to consider putting in place.

I have attached a copy for your reference.

Thanks!
Amy

Amy Duffy
Chief of Staff
SCPRT

From: Amy Duffy
Sent: Tuesday, November 06, 2012 11:25 AM
To: Ted Pitts (tedpitts@gov.sc.gov)
Subject: Cabinet Meeting follow up re: DOR breach

Ted,

As a follow up to the cabinet meeting. Please let me know if you need additional information.

- Push out general messages periodically about the breach and notifying consumers they need to act to protect their identity....(Message schedule: say one a week for the first two months, then every other week for two months, then monthly for the next six months) on SCPRT’s Facebook channels (Discover South Carolina and South Carolina State parks) that link to information on the SC Department of Revenue and/or SC.gov website that informs consumers (159,000 fans on Discover; 26,700 on SC Parks)
- Include as a reminder in SCPRT agency e-newsletter to industry partners.....NOT a lead story, but a constant reminder in multiple issue of the newsletter.
- At all the state parks and welcome centers (frankly, every state office that has public interaction could have the exact same signage/message) produce low-cost (right off the printer) signage to put in the small plastic stand-up sign holders for placement at front desks and in reception areas. Again, with message alerting SC taxpayers of breach, promote web address where they can learn more (web address would be for a SC

Department of Revenue and/or SC.gov landing page). Our signage could also use a QR code that would link to mobile version of the same landing page.

- Include messaging as part of email signature to include link to information on the SC Department of Revenue and/or SC.gov website that informs consumers.

Signage message could be as simple as:

IMPORTANT CONSUMER ALERT

Have you paid taxes in South Carolina in the past XX years? If so, take time to learn about a critical data breach that occurred in October 2012, and important steps you should take to protect your identity. For information on line, visit the following web addresss xxxxxxxxx.

Amy D. Duffy

Chief of Staff

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