

# DATA SECURITY PROGRAM

[ MINIMIZE RISK. MAXIMIZE TRUST. ]

**WESTERN**  
Equipment Dealers Association





A comprehensive program to  
help you protect the privacy of  
dealer data, customer information,  
and data gathered from machinery

DEVELOPED BY

***WESTERN EQUIPMENT  
DEALERS ASSOCIATION***

# ARE YOU AT RISK

# FOR A DATA BREACH?

## If you think that hackers are only targeting large companies—think again.

According to the National Cyber Security Alliance, one in five small businesses is the victim of cybercrime each year. And of those, 60 percent go 'belly up' within six months after an attack.

### **But what about you?**

According to a recent Farm Bureau survey, nearly 87 percent of farmers said they were unsure of what to do if a security breach occurred at a company holding their data. What's more, only about one in 20 said that companies managing their information had outlined a security-breach plan.

Equipment dealers of all types have access to more sensitive customer data than ever before—from financial records and customer transaction information to downloaded data from machinery. And as an executive from a leading farm equipment manufacturer stated, "People around the world are waking up every day figuring out how to get into this data."

*"Manufacturers are expecting dealers to address data security and properly protect themselves and the brand"*



## How Does Data Get Stolen?

You've heard about the high profile examples of customer data being stolen from companies such as Home Depot and Target, but beyond computer hacking, a much more common occurrence that puts your dealership at risk is data that walks out your front door every day. Here are just a few examples that many dealers don't consider when evaluating risks:

- Outdated anti-virus software and firewall protection
- Sharing data with third parties
- Old hard drives and CDs
- Staff access to files, and more:



LAPTOPS



SMART  
PHONES



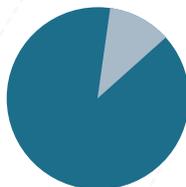
USB MEMORY  
STICKS



PAPER  
DOCUMENTS

*"People around the world are waking up every day figuring out how to get into this data."*

*—Senior Vice President, Leading Farm Equipment Manufacturer*



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## Loss of Data, Money and Trust

The consequences of a data breach have short- and long-term effects. Initial costs to dealers could include credit card reimbursement and monitoring, time-consuming customer alerts, breach investigation costs, and substantial legal fees. In addition, regulatory fines may also be levied for not reporting the breach to the proper authorities in a timely and proper manner.

More important perhaps, dealers face a longer term and potentially more serious cost: the loss of customer trust. This translates into lost business and damage to a dealer's reputation in the community.

## Wake-Up Call

The threat is real. It's no longer if, but when, data will be compromised—and how severe the liability consequences will be. This growing threat has created customer and manufacturer expectations along with legal compliance—forcing the industry to wake up.

Some dealers mistakenly assume their insurance will cover a data breach. Unfortunately, insurance will not apply to every data breach, and when it does, it may only cover a portion of the costs. To truly address customer and manufacturer expectations (and meet legal obligations), dealers need to implement a data security program. However, hiring your own advisors to do this from scratch can be costly...estimates range from \$40,000 to \$60,000.

Dealer concerns and industry demands prompted the Association to develop a solution. WEDA's Data Security program can provide a proven turnkey solution, at a fraction of the cost!

# WEDA's Turnkey Solution: The Data Security Program

Dealers like you, in cooperation with the law firm of Seigfreid Bingham, PC, helped us to develop our cost-effective Data Security Program. It is a turnkey solution being adopted by dealers throughout North America—earning it a status as the recognized industry standard today.

The program gives you the power to minimize data breach risks through:

- Actionable and practical information to help protect business data, customer information, and data gathered from machinery.
- Gatekeeper authority as to who should (or shouldn't) have access to customer data, and how it should be protected.
- Ongoing support with access to our legal counsel and training consultants.

In addition, the Data Security Program has the competitive advantage of instilling confidence with your current customers and prospects.

*The Comprehensive Solution  
Minimizing Risk...Maximizing Trust*

## Critical Forms for Immediate Use

This program includes model forms that can readily be adapted to your dealership, including:

- Privacy and data policy
- Information security program and model identity-theft prevention program
- Sales and service terms and conditions
- Customer purchase order forms
- Addendum to customer purchase order
- Customer request and authorization to share customer data
- Confidentiality agreement with customers' vendor
- Language for vendor agreements  
(for protecting and limiting the use of dealer data)
- Employee confidentiality agreement
- Employment agreement

## Implementation and Training

It isn't enough to just adopt a policy. To give you the protection you need, a data security program must be implemented in your dealership, and your employees must be educated. We recognized this would be difficult for dealers to do on their own due to time constraints, so we have included in the program step-by-step implementation and training guides to help you and your employees standardize operations around data security and privacy issues. A training video is included to help your staff understand their important role in protecting your customers' data and your dealership's reputation.

**Call (800) 762-5616 To learn more about WEDA's Data Security Program**

# Data security is everybody's business. Are you doing your part?

To learn more about WEDA's Data Security Program, call toll free:  
**(800) 762-5616**, or visit **AgriDocsHQ.com**.



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