



# Four Years of Data Breaches

Joanne McNabb, Chief  
California Office of Privacy  
Protection

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# CA Office of Privacy Protection (COPP)

- CA is first state with such an agency – since 2001.
- Mission – identifying consumer privacy problems and promoting fair information practices.

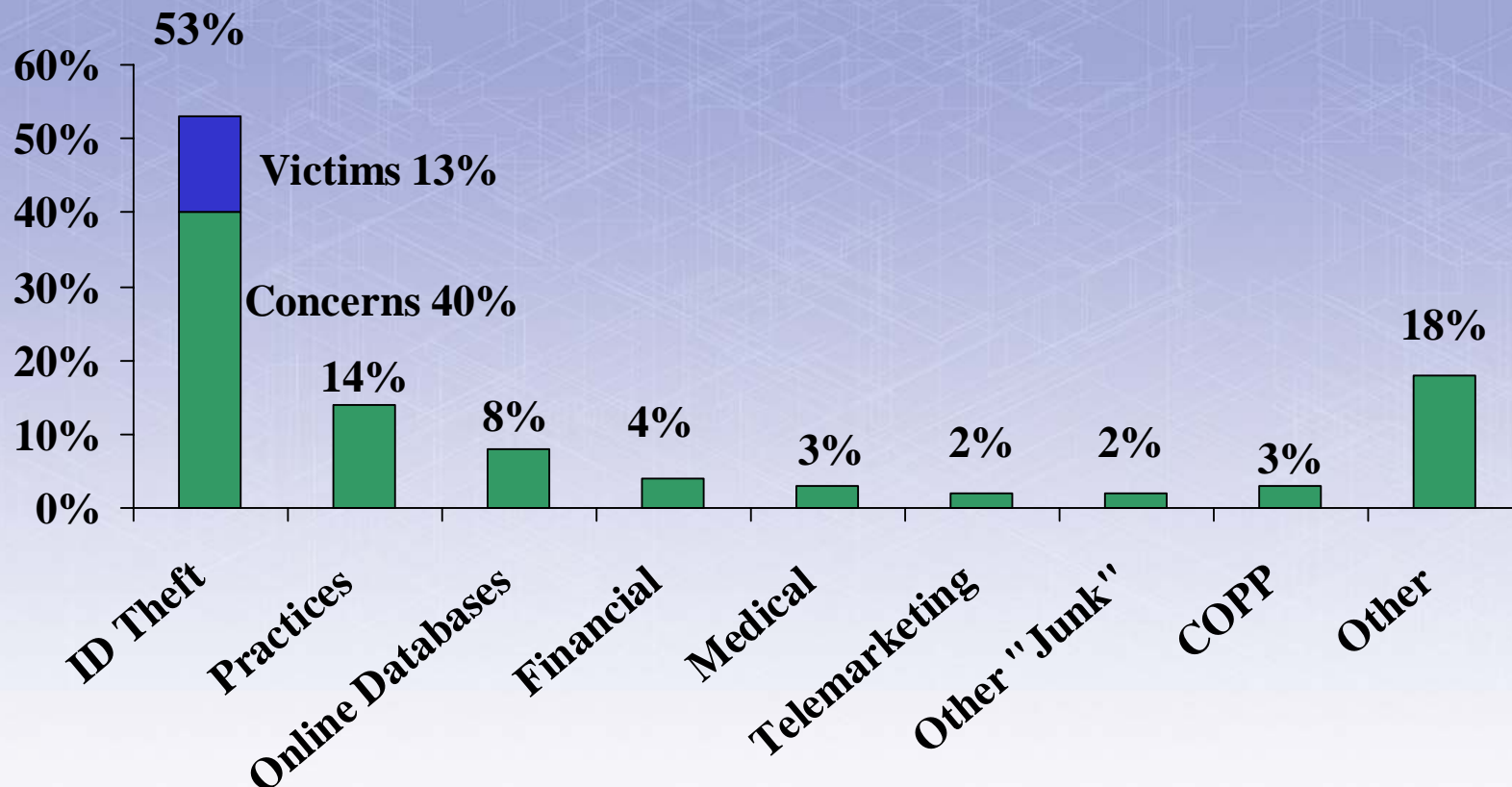


# COPP Functions

- Information and assistance
- Education
- Coordination with law enforcement
- Best practice recommendations



# Why People Contact COPP



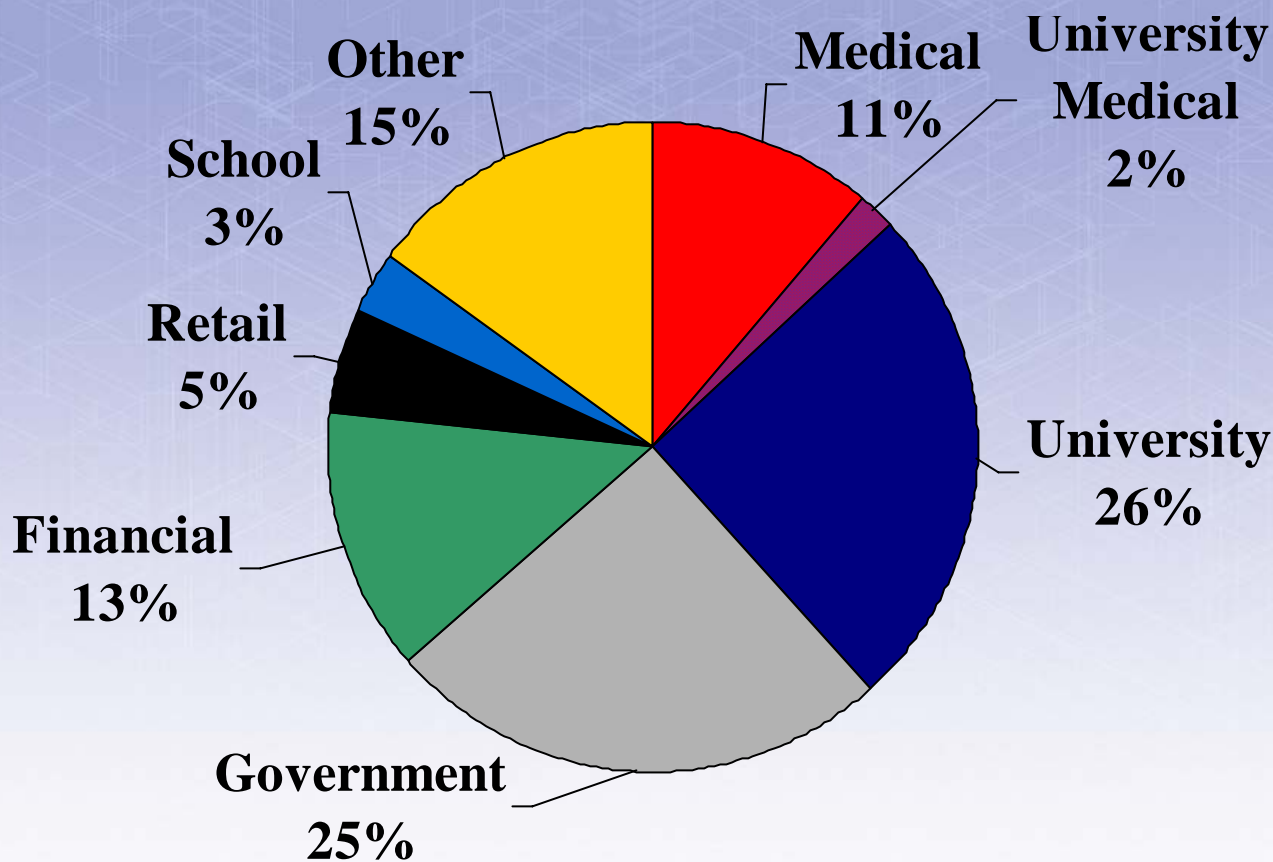


# What COPP Knows About Breaches

- How we learn of data breaches
  - Consumers, companies call us
  - Part of State agency response procedure
- Aware of 696 breach notifications 11/03-9/21/07
  - PRC breach list plus
- 100 – 46 million records
  - Mean           317,000
  - Median         7,700



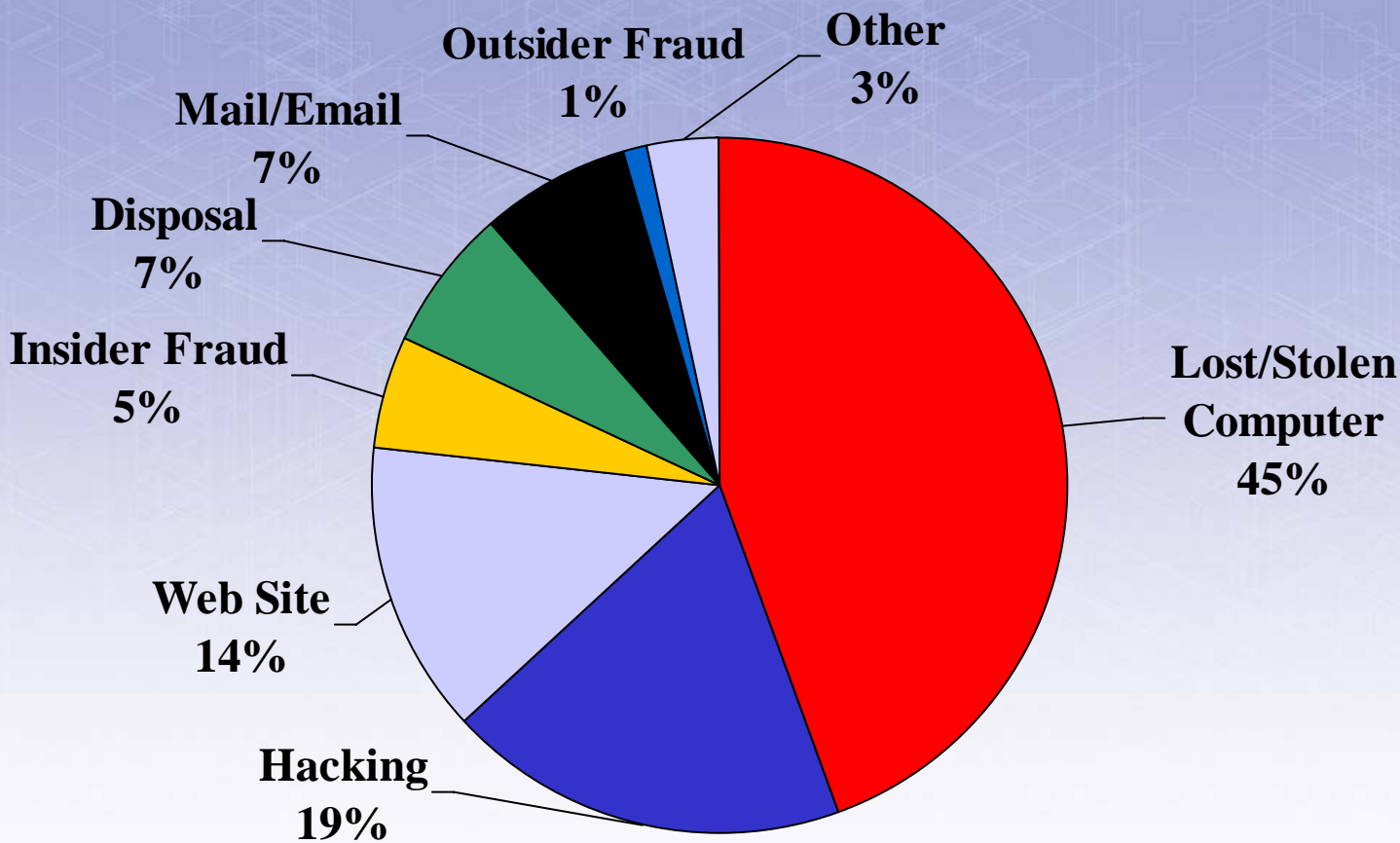
# Type of Organization



n=696



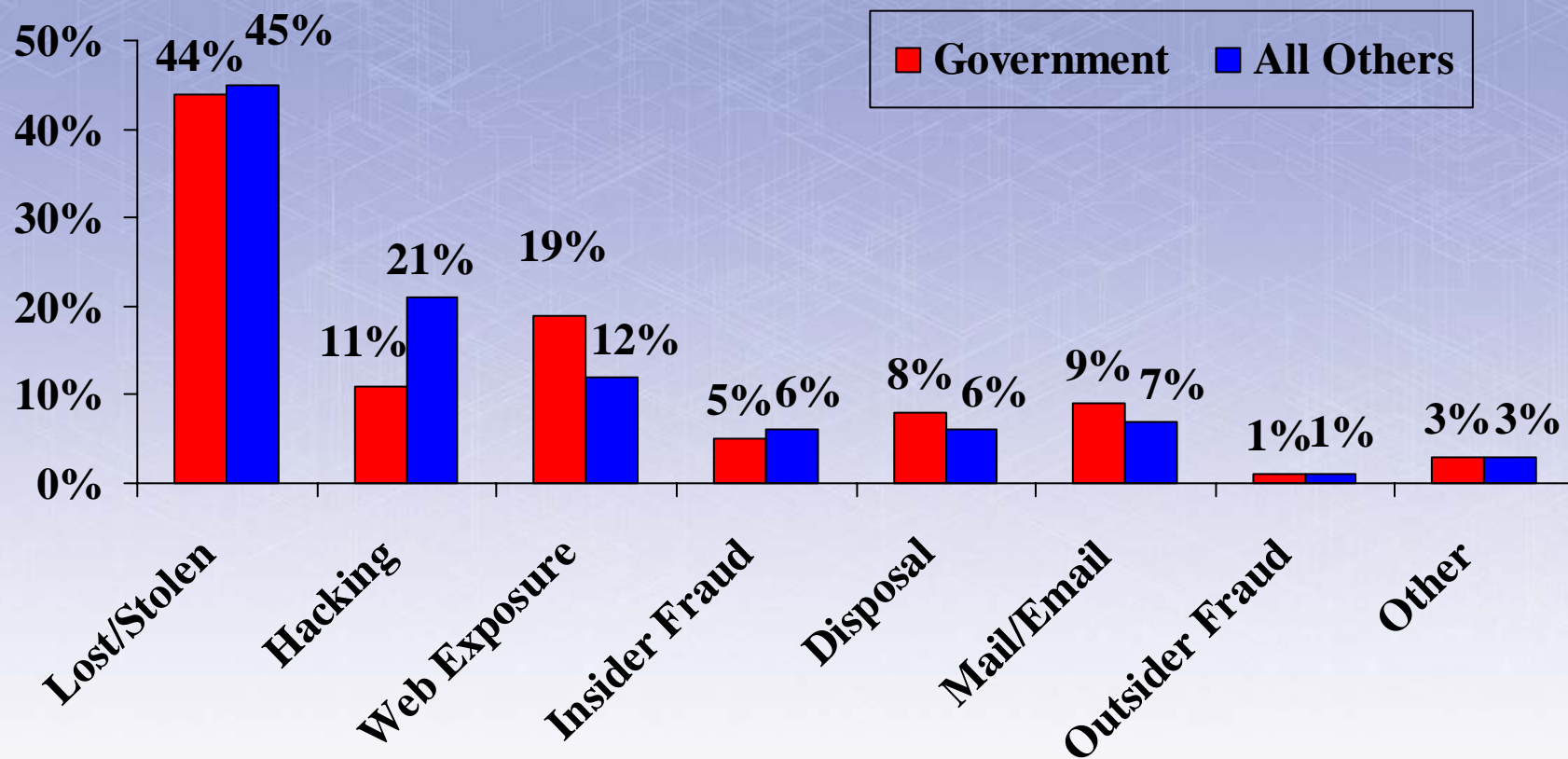
# Type of Breach



n=696



# Government Data Breaches

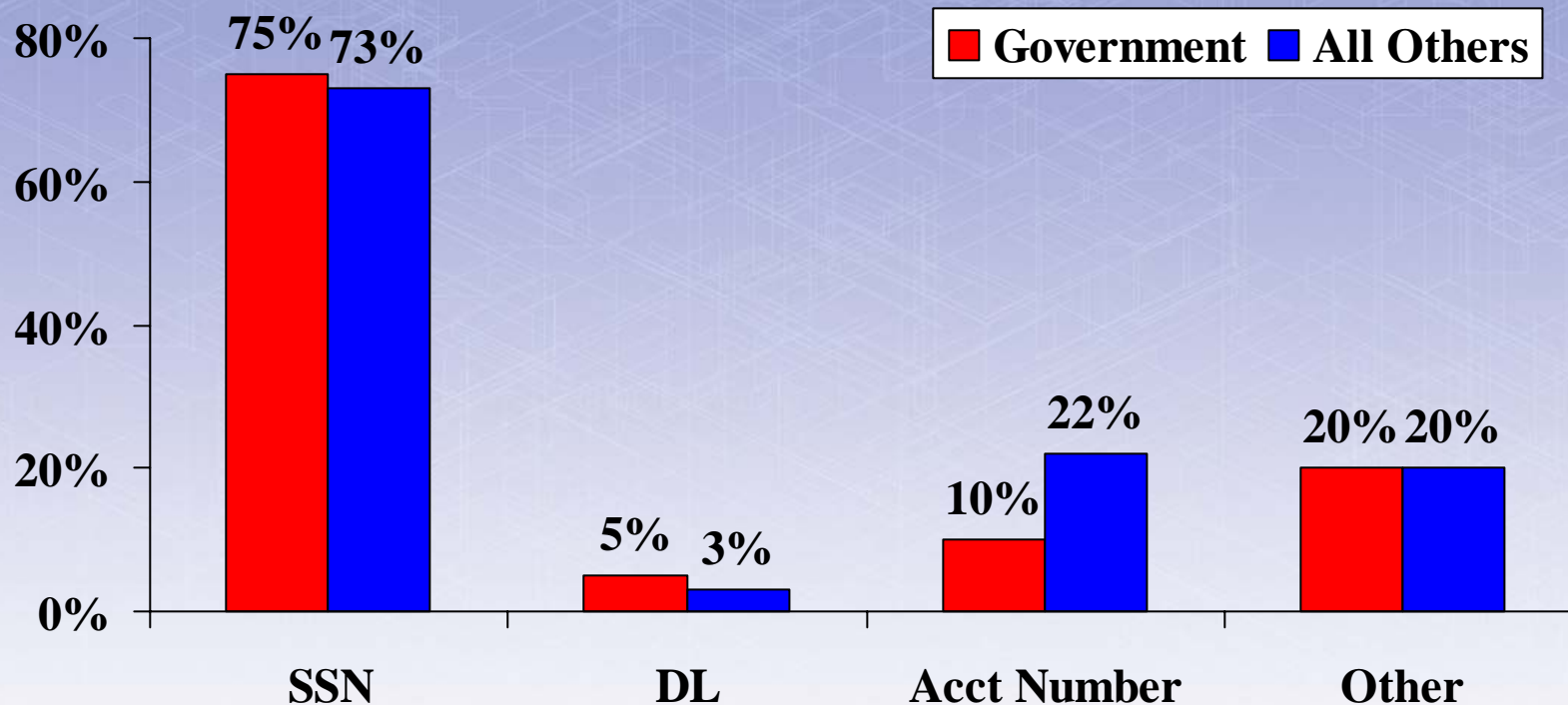


Government=177

Others=519



# Type of Data Involved



Government=195

All Others=612 (>1 type per  
incident)



# COPP's Resources for Government

- Information on Security Breach Notification
- *Protecting Privacy in State Government*,  
Basic Training for State Employees
- Data Classification and Privacy Inventory



# Protecting Consumers from Themselves

- Response to keyloggers infecting computers of consumers accessing State Web sites.
- Link to “computer security center” to be placed on State data collection Web pages.
  - Leads to page with information on how to protect their home computers (hosted by COPP).



## Welcome to the General Online Complaint Form

The Department of Consumer Affairs is here to help Californians be careful consumers and to protect them from unscrupulous and unqualified individuals.

- I NEED TO:**
- > [Verify a License](#)
  - > [Search for Forms and Publications](#)
  - > [File a Complaint](#)
  - > [Sign-up for Consumer Updates](#)
  - > [Renew My License Online](#)

[Please read the Information Collection, Use and Access notice below.](#)

### Business / Professional You Want To File A Complaint Against:

Fields marked with an asterisk (\*) are required.

Business / Professional Name:\*

License Number:

Address (Number and Street):\*

City:\*

State:\*

Zip:\*

Telephone Number: (  )  -

Person whom you dealt with:

Business / Professional E-mail Address:

Please briefly describe your complaint.\*





If the computer you're using now is not protected, identity thieves and other fraudsters may be able to get access and steal your personal information.

### **Tips from the California Office of Privacy Protection**

By using safety measures and good practices to protect your home computer, you can protect your privacy and your family. The following tips are offered to help you lower your risk while you're online.

■ **Install a firewall.**

A firewall is a software program or piece of hardware that blocks hackers from entering and using your computer. Hackers search the Internet the way some telemarketers automatically dial random phone numbers. They send out pings (calls) to thousands of computers and wait for responses. Firewalls prevent your computer from responding to these random calls. A firewall blocks communications to and from sources you don't permit. This is especially important if you have a high-speed Internet connection, like DSL or cable.

Some operating systems have built-in firewalls that may be shipped in the "off" mode.



# Contact Information

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