

FTC Safeguards Rule

Prospecting

- Know the key facts
- Who to talk to
- Who not to talk to
- Prospecting tips
- Best way to start the conversation



Key Facts

- A rule requiring financial institutions (and also those that engage in significant financial activities) to take specific steps to protect customer information
- Must comply by 6/9/23
- Penalties up to \$100,000/violation for non-compliance
- **Companies that collect information on fewer than 5,000 consumers are exempt from certain requirements**, including the written risk assessment, incident response plan and annual reporting requirements.

Key Resources

- Know the [9 steps](#) that companies need to take to comply
- Know the [TPx services](#) that help companies comply with FTC Safeguards Rule
- See the pricing matrix specifically designed around the FTC Safeguards Rule solutions

Who to talk to

- Any institution that is significantly engaged in financial activities, or significantly engaged in activities incidental to such financial activities.
 - Examples include mortgage lenders, payday lenders, finance companies, mortgage brokers, account servicers, check cashers, wire transferors, collection agencies, credit counselors and other financial advisors and tax preparation firms
 - Car dealerships, higher education institutions (most deal with financing) also fall under this rule, and thus are good to talk to about this.

Who not to talk to about this

- Companies that are not significantly engaged in financial activities
- Companies that collect information on fewer than 5,000 consumers and banks and credit unions, especially if federally insured.



FEDERALLY-INSURED BANKS AND CREDIT UNIONS ARE EXEMPT FROM THE FTC SAFEGUARDS RULE

CHANNEL PARTNERS ONLY

Prospecting tips

- If you use a prospecting tool like Zoominfo that allows for vertical filtering, choose industry – Auto dealers (under retail), Colleges & universities (under education) and Finance verticals
 - You can filter further by Job title (under contacts) and choose legal > compliance. You will most likely however deal with an IT manager/director in case of SMBs, so filter for these job titles also.
- Create awareness of the rule on social networks. Look for sample social posts in the FTC Safeguards Marketing Tool Kit
- Reach out to your customers who own car dealerships, are in higher education, or are in finance to see if they are ready to comply.
- With the deadline in June, create a sense of urgency to start now as it takes time to checkmark all the requirements defined in the Rule. It takes time to go through all of the requirements defined in the rule.



REMEMBER,
IT CAN TAKE
ANYWHERE
FROM 6 TO 8
TOUCHES ON
AVERAGE TO
GENERATE A
VIABLE SALES
LEAD.

Best way to start the conversation

- Are you aware of the FTC Safeguards Rule your company may need to comply with?
- Do you handle data of more than 5,000 customers?
- Is your company in compliance with the upcoming FTC Safeguards Rule?

Call or meeting scheduled?

- Elevator pitch
- Key positioning
- Overcoming common objections
- Don't go it alone – security overlays can help



Elevator pitch

[Channel partner] and TPx can help you become defensible for the new FTC Safeguards Rule by creating your cybersecurity program, maintaining it, and even owning it for you.

Key positioning

- We can help you prepare for the FTC Safeguards Rule with services like Risk Assessments, Vulnerability and Penetration Scans, Cybersecurity Awareness Training, and Managed Detection and Response.
- While complying with the new FTC Safeguards Rule may seem overwhelming, with **[partner]** and TPx, it can be easy and affordable.
- We know that one size does not fit all, so you can choose among different solutions and optional add-ons to make sure you can customize it to exactly what you need.

INTERNAL ONLY

Overcoming common objections

We still have time.

Many people don't realize how much time it takes to have a risk assessment performed, create a security program per the risk assessment results, perform and remediate the findings of vulnerability and penetration scans, and document more than nine security policies. It's all part of the months-long process to become compliant and avoid hefty penalties. So don't wait! You'll want to start today.

We don't need help.

The penalties for non-compliance are up to \$100,000 so it's worth going through the [checklist](#) to make sure it's all covered. Would you be open to that?

I don't think we need to comply.

Are you engaged in any financial activities, for instance, do you help provide financing? Do you handle more than 5,000 customer records? We can double check if you need to comply and with what provisions, if you would like.

We don't have 5,000 customer records.

That exempts you from some provisions, but not all. You should still do your due diligence when it comes to the security basics, such as security awareness training, securing your email and such. Do you currently have any training for your employees on cybersecurity? What email protection do you have in place?

Don't go it alone

Got a call/meeting scheduled but need help? Ask your channel manager who can arrange TPx security overlay to join the call with the prospect.

- Before your meeting, leverage the sales deck in the FTC Safeguards Marketing Tool Kit.
- After your meeting, share the Summary Datasheet that is part of the FTC Safeguards Marketing Tool Kit.

TPx solutions are based on the best practices derived from Information Security Standards and our extensive experience deploying, architecting, operating and securing environments nationwide.



FOR CUSTOMERS WITH LESS THAN 5,000 CUSTOMER RECORDS, YOU CAN CARRY ON THE CONVERSATION FOR SECURITY BASICS SUCH AS MANAGED INBOX DETECTION & RESPONSE, SECURITY AWARENESS TRAINING, AND MICROSOFT 365, ALL OF WHICH ARE MORE AFFORDABLE FOR SMALL BUSINESSES.