

# THE BREAST CANCER NOW STORY

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CASE STUDY



## Dealing with the reputational risk of data breaches

Merging with Breast Cancer Care in 2019, Breast Cancer Now is the UK's largest breast cancer research charity. It focuses on making a world where everyone who develops breast cancer will live, and live well, a reality by 2050. To this end, the organisation is funding almost £25 million worth of cutting-edge research and directly supporting nearly 380 scientists. The organisation collects a variety of donations through gifts, fundraising, corporate partnerships, special events and more.

Given that Breast Cancer Now handles the personal and financial details of thousands of donors, data protection is a huge priority for the organisation. A data breach is a reputational risk that could have a significant negative impact on the charity's future fundraising activities and its ability to deliver on its goals.

Because of this risk, the IT team needed to increase their ability to detect if and when a breach had occurred. During the team's planning for complying with the General Data Protection Regulation (GDPR), it was decided to deploy a mechanism that would notify the team if any of the organisation's data was breached.

# KEEPING DONORS' DATA SAFE

## Eyes wide open

As Brigid Macdonald, IT manager at Breast Cancer Now, explains:



**"We wanted to go into GDPR with our eyes wide open. It quickly became apparent that the ability to detect if we had been breached was a key capability.**

**We needed to be able to react more quickly in the event of a breach and keep our donors' data safe."**

The organisation then considered Skurio's solution, which proactively monitors the surface, deep and Dark Web for data belonging to them — alerting the IT team if data appears anywhere it shouldn't, indicating a breach.

This real-time monitoring capability exactly matched Breast Cancer Now's requirements and desire for peace of mind when it came to data protection. As a result, the organisation went ahead with implementing Skurio.



## Minimal training, maximum security

Breast Cancer Now went live with Skurio in May 2018. The platform was integrated into the organisation's IT and data teams under the GDPR directive and was immediately supported by the GDPR direction board following recommendations to address the breach identification and notification process.

As Breast Cancer Now's primary breach detection solution, Skurio searches for the charity's domain information appearing on the surface, deep and Dark Web – including legacy companies, email addresses, IP address ranges and keywords.

"We have found implementing Skurio a seamless process from start to finish," adds Macdonald. "The platform, itself, is quick to set up and very intuitive, making it easy to create notifications and search its historical database. The analysts and support team are always on hand to assist with any questions we may have."

## Immediate results

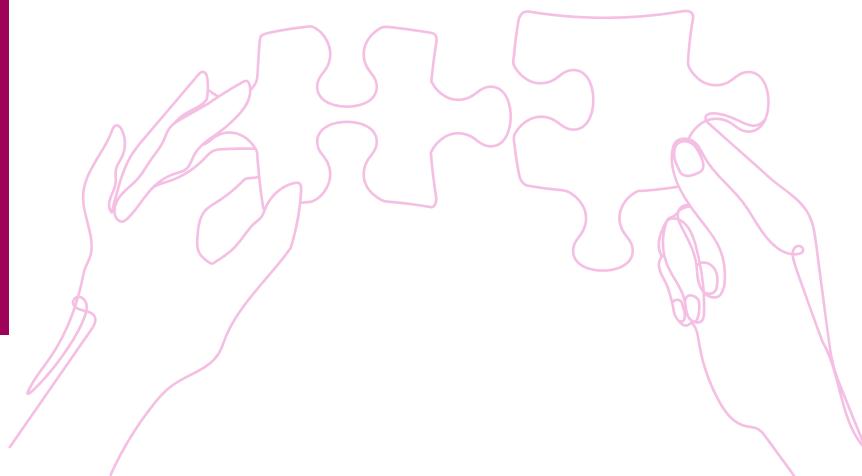
The results of Skurio were almost instantaneous for Breast Cancer Now. Before going live with the solution, the charity had been notified of an unauthorised sign-in to its systems by Office365.

However, during the proof of concept phase, Skurio identified a Dark Web post that was the source of the password credentials used in the unauthorised login.

As Macdonald says:



"If Skurio had been in place prior to this threat, we could have put relevant measures in place internally, mitigated the threat, and ultimately prevented the unauthorised login before it happened."



# BENEFITS OF DRP

## The Skurio Advantage

Using early detection of breached data is one way organisations can prevent account takeovers and unauthorised access. Automated solutions that work around the clock provide faster detection.

Data breaches impact the reputation of any organisation affected. Taking steps to monitor for data breaches and external cyber threats can help to maintain trust with your stakeholders.

Few organisations have the skills and budget to maintain a fully staffed and tooled security operations centre. Cloud-based solutions that can be quickly deployed and easily used by existing staff with no cybersecurity expertise have significant benefits.

The impact of a data breach can be expensive to the reputation of an organisation as well as its finances. Yet, the average time to detect a breach is 197 days. Skurio solutions monitor for your data across the surface deep and Dark Web 24x7. Instant alerts mean that you can detect breaches sooner and react faster.



Early breach detection



Building donor trust



Quick to start,  
easy to use



"The platform, itself, is quick to set up and very intuitive, making it easy to create notifications and search its historical database."

Brigid Macdonald, IT Manager

# DIGITAL RISK IN THE CHARITY SECTOR

The [Charity Commission](#) declared that “charities at risk of underestimating online fraud as one in eight experienced cybercrime last year”. Their latest survey found that over **51%** of charities held electronic records on their customers, while **37%** enabled people to donate online. A greater digital footprint increases a charity’s vulnerability. The most common types of attacks experienced were phishing and impersonation. For both attacks, personal data is often at risk.

The [Cyber Security Breaches Survey 2022](#) earlier this year revealed that for the last 12 months:

**30%** of charities experienced a cybersecurity breach or attack.

**87%** of charities reported a cyber breach, stating that at least 1 of the attacks was phishing based.  
**12%** of charities had experienced cybercrime.

The most common outcomes of cyber incidents include:

- Financial theft
- Reputational damage
- Website downtime
- Loss of access to files or networks
- Operational disruption



[Charities can do more](#) to protect sensitive data.

Just **9%** of charities have proactively taken steps to review the cyber security risks posed by their suppliers.

The charity commission found **two-thirds** of organisations affected by data breach incidents failed to report them.

## ABOUT US

Skurio creates innovative cybersecurity software to help you protect your organisation from digital risks. The Skurio Digital Risk Protection platform combines automated, round-the-clock monitoring of the surface, deep and Dark Web with powerful analytics capabilities for cyber threat intelligence.