



**black hat**<sup>®</sup>  
USA 2019

**AUGUST 3-8, 2019**  
MANDALAY BAY / LAS VEGAS

**EQUIFAX**<sup>®</sup>

# ON TRUST

**Stories from the Front Lines**

Jamil Farshchi  
Equifax, Chief Information Security Officer

#BHUSA  @BLACKHATEVENTS

**A CRISIS OF  
CREDIBILITY.**

**AN ABSENCE  
OF TRUST.**



# The Impacts


CEO, CIO, CISO  
no longer at the  
company

40% loss  
of market  
cap

Congressional  
inquiries and  
regulator scrutiny

**\$1.25B** incremental  
transformation  
investment



The background of the slide is a close-up of a tree trunk's cross-section, showing concentric growth rings in shades of brown, tan, and green. At the top of the image, a bright light source creates a lens flare effect, casting a warm glow across the scene.

Is the “root cause”  
**THE ROOT  
CAUSE?**





**black hat**  
USA 2019



As culture goes,  
**SECURITY GOES.**

#BHUSA  @BLACKHATEVENTS





**black hat**  
USA 2019



SAY

DO

#BHUSA  @BLACK HAT EVENTS



The image features a dark background with a digital cityscape of glowing blue buildings and data points at the top. A bright light source on the horizon creates a lens flare effect. The main body of the image is a detailed, textured topographical map of a mountainous region, rendered in shades of green, brown, and grey. The text is overlaid on this map.

**black hat**  
USA 2019

It's only going  
to get  
**HARDER**

#BHUSA  @BLACKHATEVENTS



Differentiating  
on trust  
**THROUGH  
PRIVACY AND  
SECURITY**

“The future is private”

– Zuckerberg (Facebook)

“The present is private”

– Pichai (Google)

“Privacy is a fundamental  
human right”

– Cook (Apple)



The image features a composite background. The top portion is a dark blue digital space with glowing white lines and a bright light source at the horizon. The bottom portion is a photograph of a wooden suspension bridge over a forest. The text 'black hat' is in a bold, lowercase sans-serif font, with a silhouette of a person wearing a black hat above the 'h'. Below it, 'USA 2019' is written in a smaller, uppercase sans-serif font.

**black hat**  
USA 2019

**TRUST**  
starts and ends with you.

#BHUSA  @BLACK HAT EVENTS





**black hat**<sup>®</sup>  
USA 2019

**AUGUST 3-8, 2019**  
MANDALAY BAY / LAS VEGAS

**EQUIFAX**<sup>®</sup>

**Thank  
You.**



[linkedin.com/in/jamilfarshchi](https://www.linkedin.com/in/jamilfarshchi)

#BHUSA  @BLACK HAT EVENTS