



AUGUST 3-8, 2019
MANDALAY BAY / LAS VEGAS

EQUIFAX®

ON TRUST

Stories from the Front Lines

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#BHUSA @BLACK HAT EVENTS



A CRISIS OF
CREDIBILITY.

A dark, moody background featuring a futuristic digital cityscape at night. The city is composed of numerous glowing blue and white dots forming the outlines and windows of buildings. A bright, glowing yellow light source is visible at the horizon, creating a sense of depth and perspective. The overall atmosphere is mysterious and high-tech.

AN ABSENCE
OF TRUST.

A dark, heavy sky filled with swirling, dark grey and black clouds, suggesting a storm or a lack of clarity. This visual metaphor complements the theme of "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 photograph of a large, weathered tree trunk. The trunk's surface is covered in prominent, concentric growth rings, with darker, more textured areas on the right side. Above the tree trunk, there is a dark, futuristic scene of a city at night, represented by numerous glowing blue and white dots forming the outlines of buildings and streets, creating a digital or cybernetic atmosphere.

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



As culture goes,
SECURITY GOES.

A large, dark blue, textured background image of ocean waves. Superimposed on the upper portion of the waves is a digital rendering of a city skyline at night, composed of numerous small blue dots. A bright, glowing yellow light source is positioned at the horizon, creating a lens flare effect. The overall composition suggests a theme of technology and security in a modern, dynamic environment.

A wide-angle aerial photograph showing a river or canal winding through a landscape of green fields and blue water. Overlaid on the top half of the image is a futuristic digital cityscape composed of numerous small blue dots, representing buildings and infrastructure. A bright light source at the horizon creates a lens flare effect.

SAY

A wide-angle aerial photograph showing a river or canal winding through a landscape of green fields and blue water. Overlaid on the bottom half of the image is a futuristic digital cityscape composed of numerous small blue dots, representing buildings and infrastructure. A bright light source at the horizon creates a lens flare effect.

DO

The background of the advertisement is a detailed aerial photograph of a mountainous landscape. The mountains are covered in various shades of green and brown, indicating different types of vegetation and rock. A winding river or path cuts through the center of the image. At the top of the image, there is a dark, horizontal band featuring a futuristic city skyline composed of numerous glowing blue dots, suggesting a digital or networked environment. A bright, glowing yellow/orange light source is positioned at the horizon, creating a lens flare effect.

It's only going
to get
HARDER

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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)

A photograph of a traditional wooden suspension bridge made of bamboo and wood planks, spanning a river surrounded by lush greenery. In the upper portion of the image, there is a semi-transparent digital overlay. This overlay shows a futuristic city skyline composed entirely of glowing blue dots connected by lines, representing a digital or networked urban environment. A bright light source at the horizon creates a lens flare effect.

TRUST
starts and ends with you.

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EQUIFAX®

Thank
You.



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