Since 1990 we have been committed to helping clients understand the threats to their people, information, property and reputation. Our global team provides you with the expertise to mitigate and manage security risks so that you can focus on opportunities and meet objectives.
COMMITTED
We develop long-term, collaborative client partnerships, that put you in greater control. Our commitment to an immediate response when you need us offers certainty and peace of mind.

GLOBAL
We are a global team that provides a local service. With extensive resources on the ground around the world, we understand your culture and speak your language.

EXPERTISE
We attract and develop the highest-calibre of specialists. Our team has wide experience of the evolving challenges faced by every industry sector around the world.
A GLOBAL SERVICE DELIVERED LOCALLY

PUTTING YOU IN CONTROL

A crisis is by definition, a loss of control. Our crisis response consultants provide you with practical advice, options and scenario planning based on tried and tested procedures. Our primary objective is always the successful resolution of the crisis, to put you back in control.

BRINGING YOU THE MOST EXPERIENCED TEAM

We carefully select and train our crisis response consultants from a variety of backgrounds including the military, law enforcement, intelligence agencies and commercial security sector. You can be certain that the team we deploy to help you is of the highest-calibre and working to Best Practice standards.
HOW DO WE HELP?

Our four-stage process

1. Rolling assessment of the situation as it develops
2. Formulation of an effective strategy and provision of advice on the best tactics to resolve the situation
3. Crisis communications, both internal (e.g. families, colleagues or investors) and external (e.g. authorities, media, customers, competitors)
4. Mitigation of future risk. Advice on business continuity and reputation protection

Typical response

INCIDENT
NYA Response Management provides immediate support, contacting the client within 20 minutes (typically within 10 minutes) of notification. Following this initial discussion, NYA24 produce a detailed assessment of the threat or perpetrator based on open sources and previous case history.

DEPLOYMENT
Depending on the type of incident and support required, NYA deploys up to four crisis response consultants or subject-matter experts (see Capabilities). Our team will arrive within 24 hours, subject to immigration or other regulatory requirements.

RESOLUTION
Upon resolution of the incident, NYA remains on site to conduct a detailed debrief, an essential part of any rehabilitation process or future risk mitigation.

THROUGHOUT
The client and crisis response consultants are supported throughout by Response Management and NYA24.
WHAT TYPE OF INCIDENTS DO WE HELP WITH?

NYA has responded to 80-100 cases each year since 1990, so our experience of incident types is broad. Regardless of the type of incident, the operating environment or complexity, we are committed to advising and supporting you through to resolution – anywhere in the world.

**INCIDENTS**

- Act of Terrorism
- Assault
- Blackmail
- Detention
- Disappearance
- Extortion
- Hijack
- Hostage Crisis
- Sabotage
- Stalking
- Civil Commotion
- Cyber Extortion
- Deprivation (Denial of Access)
- Emergency Repatriation
- Employee Dishonesty
- Kidnap
- Product Tamper
- Radicalisation of Workforce
- Reputation Risk
- Extortion
- Cyber Extortion
- Physical Security Support
- Hijack
- Deprivation (Denial of Access)
- Act of Terrorism
- Assault
- Blackmail
- Detention
- Disappearance

**CAPABILITIES**

- Crisis Communications
- Incident Management Advice
- Law Enforcement Liaison
- Media Monitoring
- Family and Stakeholder Liaison
- Trauma Stress Management
- Product Recall Specialists
- Cyber Incident Response
- Physical Security Support
<table>
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<tr>
<th>TYPICAL RESPONSE CASES</th>
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<tr>
<th>SITUATION</th>
<th>APPROACH</th>
<th>RESOLUTION</th>
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<tr>
<td>1 TAMPER</td>
<td>A dairy farm and food manufacturer received a letter threatening to contaminate milk with a poisonous substance unless £5000 was received. The letter accused the farm of cruelty to animals and threatened to go public. NYA deployed two Response Consultants to the farm and assessed the perpetrator’s communications for Intent and Capability. A determination was made as to the possible future actions of the extortionist, which was presented to the client along with recommended actions. Specific advice was provided on Crisis Communications within and outside the organisation with a particular view to reputation protection and media management.</td>
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<td>2 CYBER</td>
<td>A charity found their computer files had been encrypted and received a notification saying that access would only be granted after they paid a Bitcoin ransom. NYA deployed two Response Consultants experienced in Cyber Extortion to the charity premises, where they assessed the situation to understand whether the client had adequate backup that could be reinstalled after a system erase. NYA’s technicians scoped the extent of the data compromise. The backup was inadequate and an assessment was made to pay the ransom. Specialist breach lawyers were brought in by NYA to advise on compliance issues and reporting timelines. Advice was provided on Crisis Communications to deal with internal and external stakeholders including donors beneficiaries and the media.</td>
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<td>3 KIDNAP</td>
<td>An armed gang kidnapped three of a multinational corporation’s staff in Central Asia. The client’s local office notified corporate headquarters immediately, who in turn activated their crisis management plan. NYA deployed a team of two consultants to Central Asia. At the client’s request, they embedded into the Incident Management Team (IMT) to provide advice. A consultant was deployed to the client’s headquarters to ensure a joined-up strategy. NYA24 produced threat and context analysis to inform the IMT strategy discussions. Response Management acted as a hub coordinating the deployment and delivery of the four-stage process. NYA’s established methodology provided reassurance to all of those affected by the incident and minimised risk to life. The consultants coached a communicator and provided support throughout the negotiations which led to the release of all victims within five days of abduction. NYA coordinated delivery of post-incident counselling for the victims along with a review and assessment for the client.</td>
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