



CRISIS
RESPONSE

COMMITTED
GLOBAL
EXPERTISE



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
GLOBAL
EXPERTISE



► **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.

OUR
VALUES





A GLOBAL
SERVICE
DELIVERED
LOCALLY

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.



PUTTING YOU IN CONTROL

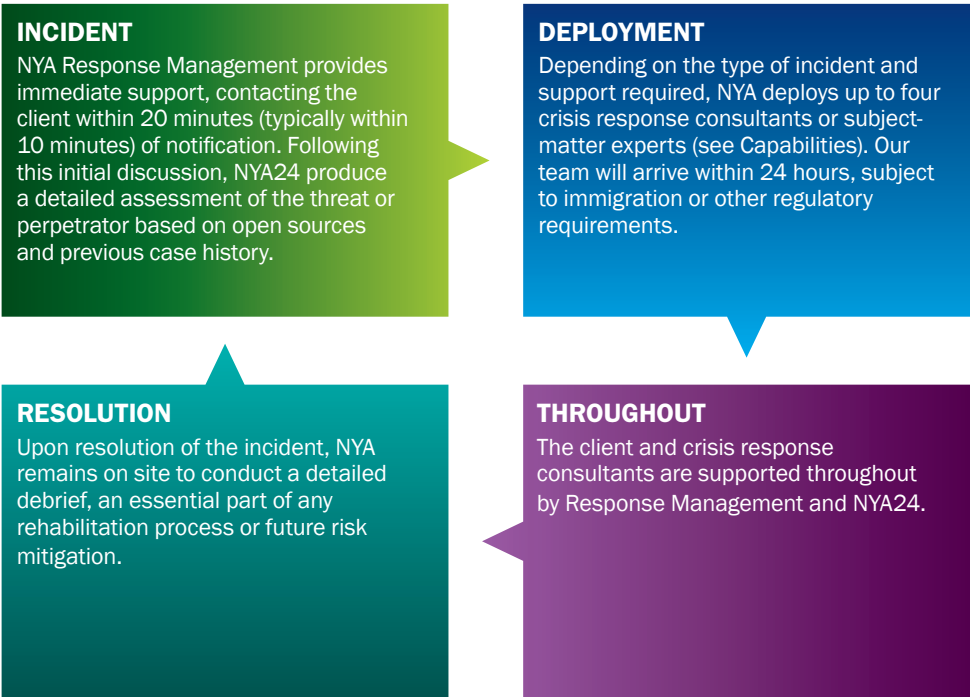
A crisis is by definition, a loss of control. Our crisis response consultants provide you with practical advice, options and scenario planning based on tried and tested procedures. Our primary objective is always the successful resolution of the crisis, to put you back in control.

HOW DO WE HELP?

Our four-stage process






















Typical response



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	

► CAPABILITIES

 Crisis Communications	 Incident Management Advice	 Law Enforcement Liaison	 Media Monitoring	 Family and Stakeholder Liaison
 Trauma Stress Management	 Product Recall Specialists	 > NYA24	 Cyber Incident Response	 Physical Security Support

TYPICAL RESPONSE CASES

► SITUATION

► APPROACH

► RESOLUTION

1 TAMPER



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.

2 CYBER



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.

3 KIDNAP



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.

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