

SILENT SECURITY

Minimize attacker signal. Maximize defender advantage.

USE CASE: PUBLIC DISCLOSURES

CATEGORY	TRADITIONAL APPROACH ■	SILENT SECURITY APPROACH ■
Disclosure Trigger	After-the-fact breach or attorney-driven urgency	Predefined thresholds based on business impact and materiality
Stakeholder Alignment	Rushed and fragmented, often siloed by legal, security, IR	Cross-functional playbooks align Legal, IR, CFO, CISO in real time
Timing	Pushed to the last possible minute	Planned, staged disclosures with board-level readiness
Message Control	Vague or overly technical disclosures	Clear, business-driven language focused on impact and response
Proof of Action	None or buried in legal disclaimers	Internal remediation logs, timeline of response, stakeholder coordination
Reputational Exposure	Public narrative shaped by media or rumor	Silent containment, controlled narrative, confidence with regulators

KEY BENEFITS

- Disclosure Discipline
Incidents are handled calmly, with clear thresholds and pre-agreed criteria for what qualifies as material.
- Board-Ready Clarity
Messaging is coordinated, non-technical, and focused on business impact, not forensic noise.
- Regulator Confidence
Proactive posture builds trust with the SEC and investors through consistency, not over-disclosure.
- Narrative Control
Public messaging is intentional and strategic, not shaped by rumor or reactive leaks.
- Proof Without Panic
Remediation actions, timelines, and internal decisions are logged and defensible, without tipping off adversaries.

BUSINESS VALUE

BEFORE SILENT SECURITY (TRADITIONAL MODEL)

- "Is this breach material or not?"
- "We found out too late to control the message."
- "Legal's scrambling, IR doesn't know what to say."
- "We're exposed in the media before the facts are verified."

Perception: Disclosures are reactive, uncertain, and often disconnected from executive readiness or response clarity.



AFTER SILENT SECURITY BECOMES STANDARD

- "We know our thresholds, and we're aligned before day one."
- "Our messaging is staged, accurate, and regulator-ready."
- "We show control without broadcasting every detail."
- "The board isn't surprised. Neither are investors."

New Perception: Security enables timely, coordinated, and credible public disclosures - grounded in business impact, not breach noise.