“It is amazing to see the retail world come together to band against the bad actors. They share information to make themselves stronger, it was long overdue for us to fight back. Even though we may compete against each other for sales, we all have a common threat and together we have the power to take control.”

Diane Brown
Senior Director, IT Risk Management and CISO
Ulta Beauty

**VISION**

Working with cybersecurity teams, the RH-ISAC seeks to transform the way companies mature capabilities and collaborate to reduce the risk of cybercrime.

**MISSION**

To be the most trusted voice in cybersecurity intelligence and information sharing for consumer-facing organizations.

**TABLE OF CONTENTS**

- Introduction ................................................................. 1
- Membership Snapshot .................................................. 2
- Members are Talking ...................................................... 3
- The Bold Beginning ......................................................... 4
- Threat Intelligence and Info Sharing .............................. 5-6
- Working Groups, Committees & Task Forces ................ 7
- Events and Trainings ...................................................... 8
- Blogs and Press Releases ............................................... 9
- Social Media Presence .................................................. 10
- 2019 Highlights ............................................................ 11-12
- Top Trending Content ................................................... 13
- Peer Choice Award Winners .......................................... 14

**WHO WE ARE**

We deliver both strategic and tactical information sharing channels, routine threat briefings, an engaging Summit and empowering regional workshops. We are committed to delivering actionable, relevant cybersecurity information to the retail and hospitality industries. We have a sincere responsibility to help organizations become more effective in fighting cyber threats and therefore help reduce their overall business risk by sharing intelligence and empowering all the individuals that battle it.

---

**Member Snapshot**

**Growth Milestones**

- **2019**
  - YEAR END
  - 155 Members

- **2018**
  - YEAR END
  - 136 Members

- **2017**
  - YEAR END
  - 107 Members

- **2016**
  - YEAR END
  - 83 Members

- **2015**
  - YEAR END
  - 45 Members

---

**Member Satisfaction by the numbers**

*RH-ISAC 2019 Member Satisfaction Survey collated data from member companies. The average scores are based on a 7-point scale, where 1= poor and 7= excellent*

- 6.28 out of 7
  - Members reported RH-ISAC’s performance-to-mission extremely high in being the trusted cybersecurity community for the retail and hospitality industries

- 6.58 out of 7
  - The 2019 Retail Cyber Intelligence Summit was rated the “crown jewel” of member benefits

- 6.05 out of 7
  - The monthly threat intel report is highly rated

---

Member

2019

155 Members

2018

136 Members

2017

107 Members

2016

83 Members

2015

45 Members

100%

of members would recommend the RH-ISAC to industry peers
The Retail & Hospitality ISAC was built to create a secure place for retailers to share cybersecurity information and intelligence to not only better protect their own companies, but to also strengthen the entire sector — a rising tide lifting all ships.

What started in 2014 with about 30 companies coming together in Pittsburgh, PA has now grown to include more than 155 Core Members (retailers, restaurants, hotels, gaming casinos, food retailers, consumer products, and other consumer-facing companies) sharing not only the threat information that they are seeing but their cybersecurity journey, as well, so others can learn, grow and continue to mature.

In 2019, we changed our name to better reflect our growing membership in the hospitality industry.

Our community also includes Associate Members who share their insights and provide key services to our retail, hospitality, and consumer-facing members.

What started with building trust one meeting at a time has led to a vibrant sharing community which, over the last two years has collected more than 70,000 indicators of compromise that could be ingested automatically into members’ systems.

“The RH-ISAC effectively turned what was until a week ago, a team of two, into a team of 462 (by last count in Slack). Having all those eyes on the threats pertaining to our shared industry is a value that cannot be overstated. Whether it is fraud schemes or trends, or emerging malware, or phishing campaigns, having this many people openly sharing greatly assists our goal of proactive detection and prevention.”

Grant Sewell
Director, Information Security and Privacy
The Safelite Group

“RH-ISAC members represent the best and brightest in retail. We’re dedicated to working collaboratively to address our common threats and mitigate risks. Through the community, we will better protect our companies and our customers.”

“MEMBERS ARE TALKING”

“RH-ISAC’s intelligence exchange provides a wealth of information that is timely, accurate, and applicable to my team’s day-to-day work. RH-ISAC has become an extension of my own team — it enables us to improve our responses to cybersecurity threats, increase our professional development and education, and tackle challenging cybersecurity problems. This is one of the best sharing communities I have been a part of!”

“As an industry we are getting stronger and smarter the more we work together. Sharing helps the next company stop something before it happens to them. RH-ISAC members are able to work together to stop a threat from hitting another company in our industry.”

“The Retail & Hospitality ISAC was built to create a secure place for retailers to share cybersecurity information and intelligence to not only better protect their own companies, but also strengthen the entire sector — a rising tide lifting all ships.”

“The RH-ISAC effectively turned what was until a week ago, a team of two, into a team of 462 (by last count in Slack). Having all those eyes on the threats pertaining to our shared industry is a value that cannot be overstated. Whether it is fraud schemes or trends, or emerging malware, or phishing campaigns, having this many people openly sharing greatly assists our goal of proactive detection and prevention.”

Grant Sewell
Director, Information Security and Privacy
The Safelite Group

“RH-ISAC members represent the best and brightest in retail. We’re dedicated to working collaboratively to address our common threats and mitigate risks. Through the community, we will better protect our companies and our customers.”

“The Retail & Hospitality ISAC was built to create a secure place for retailers to share cybersecurity information and intelligence to not only better protect their own companies, but also strengthen the entire sector — a rising tide lifting all ships.”

“The RH-ISAC effectively turned what was until a week ago, a team of two, into a team of 462 (by last count in Slack). Having all those eyes on the threats pertaining to our shared industry is a value that cannot be overstated. Whether it is fraud schemes or trends, or emerging malware, or phishing campaigns, having this many people openly sharing greatly assists our goal of proactive detection and prevention.”

Grant Sewell
Director, Information Security and Privacy
The Safelite Group
“It was extremely helpful that our counterparts in RH-ISAC reached out to us. While our security protocols were functioning as designed and we were already investigating the activity, the information provided by [Member Company] helped us more quickly tie the campaign to FIN7 and communicate the urgency to our stores throughout the US. In turn, we shared the exact method of communication, including a sample of the phone call received by one of our locations with the [Member Company] Security Team.”
Working Groups, Committees & Task Forces

16 member-led committees, tasks forces, and working groups.

EVENTS AND TRAININGS

WEBINARS
28 webinars held in 2019 with 528 total participants

INTELLIGENCE WORKSHOPS
73 cybersecurity professionals participated across 3 workshops, hosted by PVH Corp, Walgreens Boots Alliance and Las Vegas Sands

SECURING RETAIL ALLIANCE (SRA) TABLETOP EXERCISE
45 participants from 24 member companies. Attendees included security analysts, CISOs, engineers and security managers

RETAIL CYBER INTELLIGENCE SUMMIT
272 participants from 56% of Core Member organizations
30% increase in total attendance
48% increase in Core Member attendance

MISP TRAINING
26 members attended the two-day training event with MISP developers.

CONTRIBUTIONS IN 2019
Anatomy of Account Takeover (ATO) Guide
The Retail and Hospitality CISO’s Guide to Preparing for the California Consumer Privacy Act (CCPA)
Franchise Information Security Model Survey
Securing Retail Alliance Tabletop Exercise
Building a Value Driven Cybersecurity Strategy (Securing Retail Alliance guide)
MISP Working Group: hosted an in-person training two-day event with MISP developers from the Computer Incident Response Center Luxembourg (CIRCL)

RESEARCH & BENCHMARKING IN 2019
CISO benchmarking studies
Org Data & Board Communication Metrics
Cofense Industry-wide Phishing Simulation Benchmark
The Media Trust and RH-ISAC RH-ISAC Benchmark Report: Exposing

“You guys did AMAZING! I honestly enjoyed all aspects of this conference; the content was on-point and the involvement from members and RH-ISAC staff was awesome.”

“The pre-conference tabletop was excellent. Having an opportunity to make personal connections before the main conference began increased my enjoyment of the conference tremendously.”
TOP BLOGS & PRESS RELEASES

TOP BLOGS

• Retail and Hospitality Threat Trend Report (07/2019)
• Hiddenwasp and the Emergence of Linux Based Threats (06/2019)
• The Threat of Online Skimming to Payment Security (08/2019)
• Top 5 Holiday Shopping Season Threats for Retail and Hospitality (11/2019)
• RH-ISAC Announces Peer Choice Award Winners (10/2019)

TOP PRESS RELEASES

• Two Leading Cybersecurity Organizations Issue Joint Bulletin on Threat of Online Skimming to Payment Security (08/2019)
• The Retail & Hospitality ISAC Welcomes Two New Board Members (11/2019)
• The Retail and Hospitality CISO’s Guide to Preparing for the California Consumer Privacy Act (CCPA) (08/2019)
• RH-ISAC Announces Speakers for Retail Cyber Intelligence Summit (06/2019)
• RH-ISAC Hosts First Sector-Wide Tabletop Exercise (10/2019)

Join the conversation.
Follow us on Twitter @ RH_ISAC and LinkedIn at www.linkedin.com/company/RH-ISAC
APRIL 2019

FEBRUARY 2019
Name changed to Retail & Hospitality ISAC to reflect expanded membership.

AUGUST 2019
PCI SSC and RH-ISAC issue joint Magecart bulletin on the threat of online skimming to payment security.

AUGUST 2019
RH-ISAC hosts the Retail Cyber Intelligence Summit in Denver, CO and announces Peer Choice Award winners.

SEPTEMBER 2019
RH-ISAC hosts two-day MISP training event for Core Members.

SEPTEMBER 2019
RH-ISAC hosts first sector-wide Securing Retail Alliance tabletop exercise.

OCTOBER 2019
RH-ISAC celebrates National Cybersecurity Awareness Month.

NOVEMBER 2019
Holiday guidance webinar series kicks off to assist members during the holiday season.

DECEMBER 2019
RH-ISAC launches new branding and website.

DECEMBER 2019
The Media Trust and RH-ISAC partner to produce the first industry Benchmark Report on third-party risks to consumer-facing websites.
TOP TRENDING CONTENT

TOP PORTAL CONTENT
based on views from 2019

1. RH-ISAC Benchmark Report: Exposing Digital Shadow IT By The Media Trust and RH-ISAC

The RH-ISAC partnered with The Media Trust to raise awareness of third-party code impacts to retail and hospitals eCommerce transactions. This report details the 2019 Q3 benchmark study, including findings of 23 eCommerce websites across retail, restaurant/QS, and hotel/gaming/casino enterprises.

Download TLP:White Version:

2. The Retail and Hospitality CISO’s Guide for Preparing for the California Consumer Privacy Act (CCPA) By RH-ISAC’s CISO Committee

The RH-ISAC has partnered with its members and leading industry experts to produce the attached guide as a source for relevant and actionable insights to help cybersecurity leaders in retail and hospitality improve their understanding of and ability to prepare for CCPA compliance. The guide focuses on relevant articles and sections from the CCPA to maximize usability for companies of all sizes.

Download TLP:White Version:

TOP TRENDING WEBINARS

1. Discussion on the Recent Magecart Breach
Presented By: Darcy Dinga, Head of Enterprise Solutions, The Media Trust

“Thank you, to the RH-ISAC team and fellow RH-ISAC members! We’ve shared the recent threat information about Magecart with appropriate managers of our retail and email support teams and received positive feedback from them. This will help us to defend our networks, and improve our security on threats related to retail and hospitality. This kind of interactive discussion and sharing is invaluable and why we are members here.”

2. Don’t Let Account Takeover Steal Your Holiday Season
Presented By: Angie White, ATO Fraud Expert, iovation

3. Operationalizing MITRE ATT&CK
Presented By: Richard Struse, Chief Strategist for Cyber Threat Intelligence, MITRE and Jamie Williams, Cyber Adversarial Engineer, MITRE

PEER CHOICE
AWARD WINNERS

CISO OF THE YEAR
Benjamin Vaughn
CISO, Hyatt

CYBERSECURITY TEAM OF THE YEAR
Target

CYBERSECURITY PRACTITIONER OF THE YEAR
Kyle Davis
Principal Cyber Threat Intelligence Analyst, Target

ASSOCIATE COMPANY OF THE YEAR
Flashpoint

“A community like this is a huge advantage for any security team to have. The intel we receive can help spot a pattern, be on alert for certain malicious activity, or even stop an attack. The information can help your team develop new strategies, implement better practices, or learn about new tools and get real feedback on them. The more intel and information you share to help others, the more others are going to want to share to help you.”
The Retail & Hospitality Information Sharing and Analysis Center (RH-ISAC) is the trusted community for sharing sector-specific cybersecurity information and intelligence. The RH-ISAC connects information security teams at the strategic, operational and tactical levels to work together on issues and challenges, share best practices and benchmark among each other – all with the goal of building better security for the retail and hospitality industries through collaboration. RH-ISAC serves all retail and hospitality companies, including retailers, restaurants, hotels, gaming casinos, food retailers, consumer products and other consumer-facing companies. For more information, visit www.rhisac.org.