SCORING FRAMEWORK

Perpetrators (violence and intensity of language)

0   Unknown

1   Neutral language

2   Demonstrates Intent (fraudster, fisher)

3   HACKER (clear cut, as short hand for breach)

4   More criminal intent than the more generalized use of hacker

5   Larger nefarious criminality, more organized, identified group or individual

*Could be a .5 percentage point

*Some cases could have different values assigned

Company (named or not)

1   Not named (No)

2   Named (Yes)

Breach (intensity of the language used to describe the breach)

0   Unknown

1   Passive language (exposed, unprotected, revealed)

2   Leaking (accessed directly)

3   Breach

4   Major breach

5   Catastrophe

Data (sensitivity of data)

0   Unknown

1   Public already

2   Sensitive

3   Very sensitive

Risk (The specific language used to describe the risk)

0   Unknown

1   Low Risk (describes a possible or projected risk; the data is already publicly available)

2   Medium risk (a known risk is identified; language is intense, but the risk is unknown)

3   High risk (immediate concern and impact; a concrete risk is named)

Risk to Company

1   No

2   Yes