



NEWS RELEASE

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For Immediate Release

IIAC to Participate in the Canadian Cybersecurity Alliance

Alliance to facilitate effective inter-association engagement and knowledge-sharing

Toronto, ON, August 31, 2016 – The Investment Industry Association of Canada (IIAC) is committed to helping Member firms in their efforts to be cyber-resilient. As part of this commitment, the IIAC is pleased to announce that it will participate in the Canadian Cybersecurity Alliance (CCA). The CCA is a voluntary, non-hierarchical, not-for-profit agile network, founded by Grant Lecky in 2013. The purpose of the CCA is to enhance professionalism in meeting the business challenges related to cybersecurity through effective inter-association engagement and knowledge-sharing. To date, more than 90 associations with a stake in cybersecurity have confirmed their participation in the CCA, making this initiative unprecedented in scale and scope. Each of the participating associations contribute their own unique perspective on the Canadian cyber landscape.

The CCA is administered by a National Council, whose role includes maintaining the structure of the CCA itself, and facilitating inter-association dialogue.

Susan Copland, IIAC Managing Director, will be the association representative to participate on behalf of the IIAC.

It is important for the IIAC to leverage the knowledge and insights of CCA participants to benefit Member firms. “The rising frequency and complexity of cyber attacks, and the threat to confidential client information, pose a major business challenge,” says Ian Russell, IIAC President and CEO. “Financial services firms in particular, are at risk of potentially serious financial, operational and reputational damage as a result of cyber attacks and data breaches.”

“It is critical that all firms, at the highest level of their organizations, develop and maintain comprehensive cybersecurity plans to protect themselves, their clients and their industry from the damage a cyber attack can inflict,” adds Russell.

IIAC members are encouraged to visit the [Cyber Security Resources section](#) of our website to access information and tools to assist firms in developing and maintaining their cyber security plans. The IIAC also hosts an annual [Cyber Security Conference](#) to help Members better understand the evolving cyber threat and is working with industry experts and service providers to bring our Members key services at association pricing.

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The IIAC – Representing Canada’s Investment Dealer Firms

The Investment Industry Association of Canada (IIAC) is the national association representing the investment industry’s position on securities regulation, public policy and industry issues on behalf of our [138 IROC-regulated investment dealer Member firms](#) in the Canadian securities industry. These dealer firms are the key intermediaries in Canadian capital markets, accounting for the vast majority of financial advisory services, securities trading and underwriting in public and private markets for governments and corporations. The IIAC provides leadership for the Canadian securities industry with a commitment to a vibrant, prosperous investment industry driven by strong and efficient capital markets. For more information, please visit www.iiac.ca.

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