NSSF®
The Firearm Industry
Trade Association

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Advancing Cyber Resilience

Crisis Management & Incident Response for Firearm Retailers

PROJECT CYBERSAFE™

Participants

Facilitator

Steve Leventhal, CEO, Fellsway Group

Panelists

Russell Rhodes, President, Neuse Sport Shop

Brian Sisson, CISO, The Range Companies

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Background

Firearm retailers run on thin operational margins. One disruption — ransomware, a payment outage, a vendor failure — hits sales, compliance, and reputation at once. Retailers were the largest respondent group (56%) in the 2025 CMIR Survey — a retail-weighted view of where the industry stands.

Session roadmap:

01 Confidence vs. Reality

02 Ransomware & Business Interruption

03 Payment Systems & Operational Continuity

04 Vendor & Third-Party Risk

05 Data Exposure & Reputational Risk

06 Where Retailers Are Investing Next

07 What Practitioners Say They Need Most

08 Building a Retail Resilience Framework

Context

Moving from "Do we have a plan?" to "Would it hold up on a busy Saturday?"

Only 4%

of organizations reported a cyber incident in the past 12 months

Just 56%

of those called their response "very effective"

54%

have no formal executive crisis plan

Technical IRP Split

22% fully tested, 13% not regularly updated, 58% none at all

Ransomware & Business Interruption

When systems go dark, the register stops ringing.

59%

of organizations have never run a tabletop exercise

Only 5%

test quarterly — the cadence real readiness requires

Top Barriers

Limited budget/resources (24%), other business priorities (22%)

Payment Systems & Operational Continuity

Retail runs on uptime. What happens when it stops?

85%

report no cyber incident in the past 12 months — but 11% are unsure, a real blind spot for payment environments

44%

Among incident-experienced organizations, rated their response only "somewhat effective" or "ineffective"

Vendor & Third-Party Risk

Your resilience is only as strong as your weakest supplier.

Just 3%

Third-party participation in incident exercises

Only 9%

Third-party risk management ranks low on planned investment despite heavy retailer reliance on distributors, POS vendors, and payment processors

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Data Exposure & Reputational Risk

A breach doesn't just cost data — it costs trust.

5%

Legal & Compliance participation in exercises

5%

PR/Communications participation in exercises

Only 8%

of respondents have a fully documented and tested executive crisis plan

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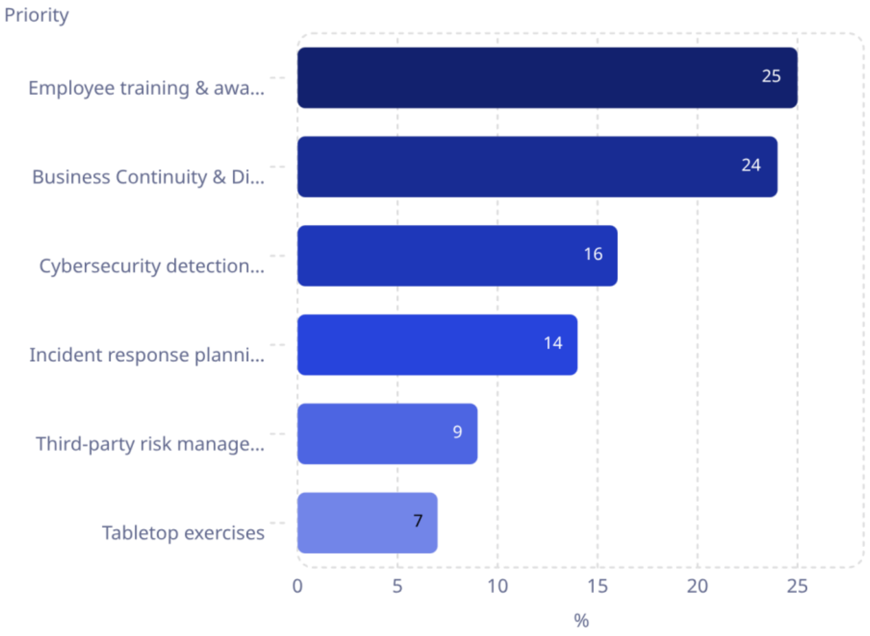
Where Retailers Are Investing Next

Planned investment priorities over the next 12 months:



Employee Training & Awareness

25%

BC & Disaster Recovery

24%

Detection & Response Tools

16%

IR Planning & Documentation

14%

Third-Party Risk Management

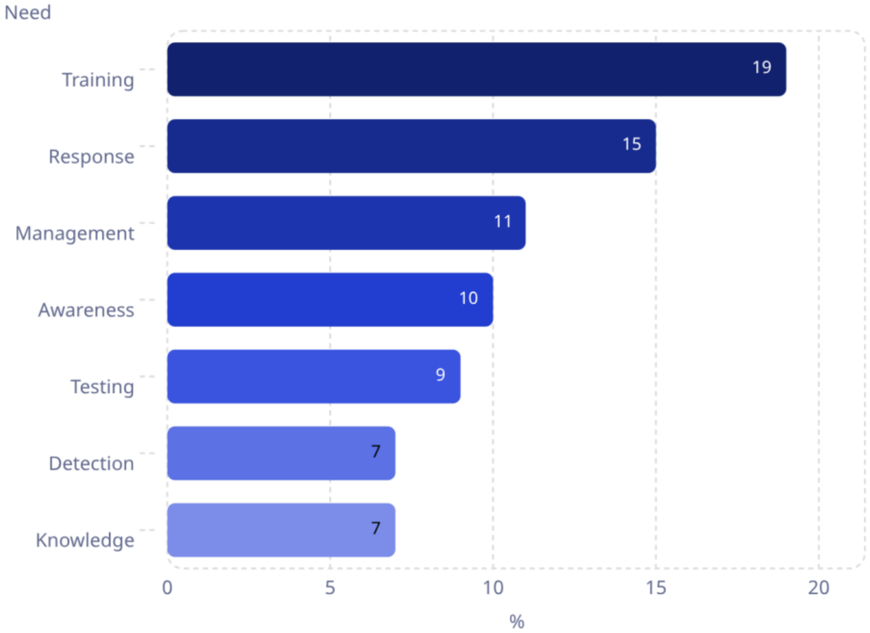
9%

Tabletop Exercises

7%

What Practitioners Say They Need Most

We asked retailers directly: if you could fix one thing, what would it be?



Training
19%

Response
15%

Management
11%

Awareness
10%

Testing
9%

Detection
7%

Knowledge
7%

Building a Retail Resilience Framework

Open question for the panel: what does "ready" look like for a firearm retailer, regardless of size?

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> The 2025 CMIR Survey shows firearm retailers are aware of the risk and increasingly willing to invest — but execution, confidence, and coordination remain the gap between plans on paper and performance under pressure.

Closing Thoughts

This conversation moves the industry from "Do we have a plan?" to "Does it work when it counts?"

What Can You Do Today?

- **Run a short tabletop**
  on one high-impact scenario (ransomware, payment outage, vendor failure)
- **Clarify authority**
  who has authority to shut down systems or go to manual transactions
- **Build a simple crisis communication plan**
  for customers, staff, and media
- **Validate backups and recovery assumptions**
  don't assume, test
- **Bring one non-IT function**
  (legal, ops, comms) into your next exercise
- **Confirm vendor commitments in writing**
  your vendors' and processors' incident response commitments

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Project Cybersafe — Partners

KnowBe4 (Member Benefit)

Security awareness training, phishing testing

CrowdStrike

Endpoint security leadership

Fellsway Group

Incident response command / fractional CISO — orchestrating the team when everyone's heads-down on containment, eradication, remediation, and communication

SecurityScorecard

Vendor risk visibility — your vendor's risk is your risk

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Additional Questions?

Email NSSF: **membership@nssf.org**

Fellsway Group: **www.fellswaygroup.com**

Risk is constant. Ready is a choice.

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