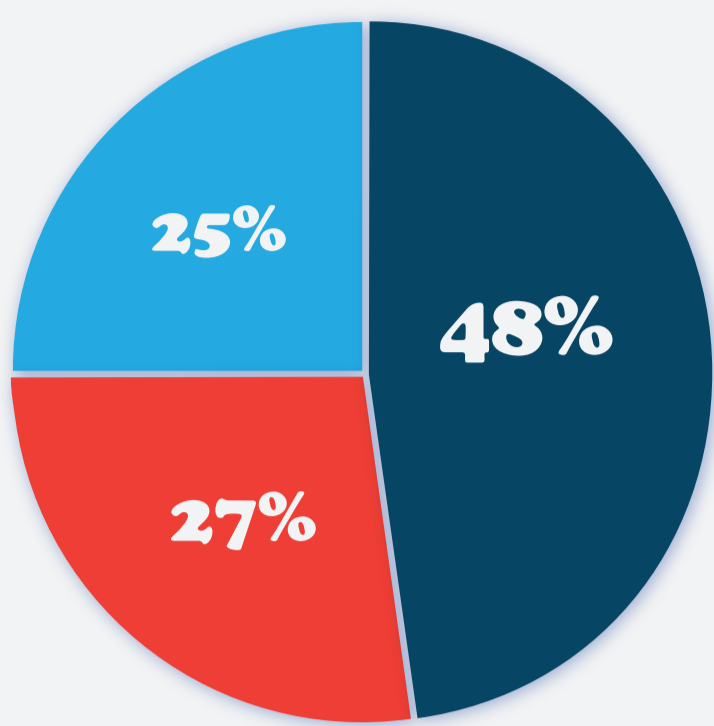# WHAT IS A DATA BREACH?

A data breach is an incident that involves the unauthorized or illegal viewing, access or retrieval of data by an individual, application or service. It is a type of security breach specifically designed to steal and/or publish data to an unsecured or illegal location.

ROOT CAUSES OF DATA BREACHES

- 48%
- 27%
- 25%

- **Malicious or Criminal Attacks** (Application failures, inadvertent data dumps, logic errors in data transfer and more)
- **System Glitch** (Malware infections, criminal insiders, phishing/social engineering and SQL injection)
- **Human Error** (Employee action or mistake, external theft, internal theft or improper disposal)

Lost or stolen I.T. assets also contributed to data breaches. **17%** of data breaches were due to lost or stolen I.T. assets.

(I.T. assets include: smartphone, tablet, laptop, external hard drive, USB flash drive, etc.)
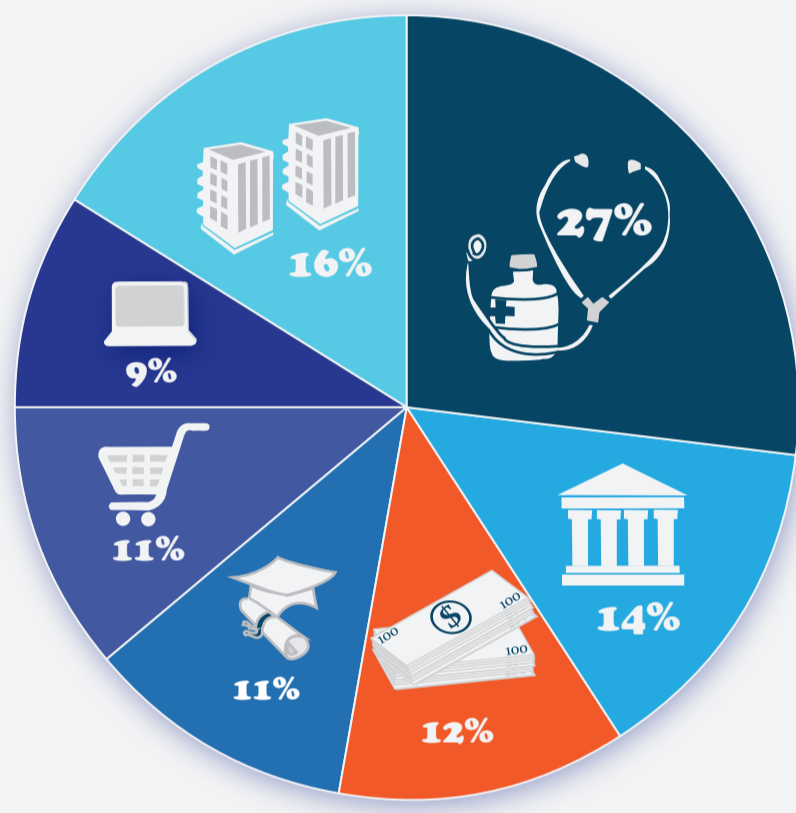
In 2016, the cost per stolen record due to malicious or criminal attacks was

$170

This was a higher cost than the cost of a system glitch (**$138**) or human error (**$133**).

DATA BREACH INCIDENTS IN 2016 BY INDUSTRY

- 27%
- 16%
- 9%
- 11%
- 11%
- 12%
- 14%

- Others (159 incidents)
- Technology (90 incidents)
- Retail (102 incidents)
- Education (102 incidents)
- Financial (118 incidents)
- Government (137 incidents)
- Heathcare (263 incidents)

1 out of every **383** organizations in the world has already been a victim of a data breach. The healthcare industry experienced the largest cost of **$355** per incident.

EVERYDAY 4,462,215 DATA RECORDS ARE LOST OR STOLEN.

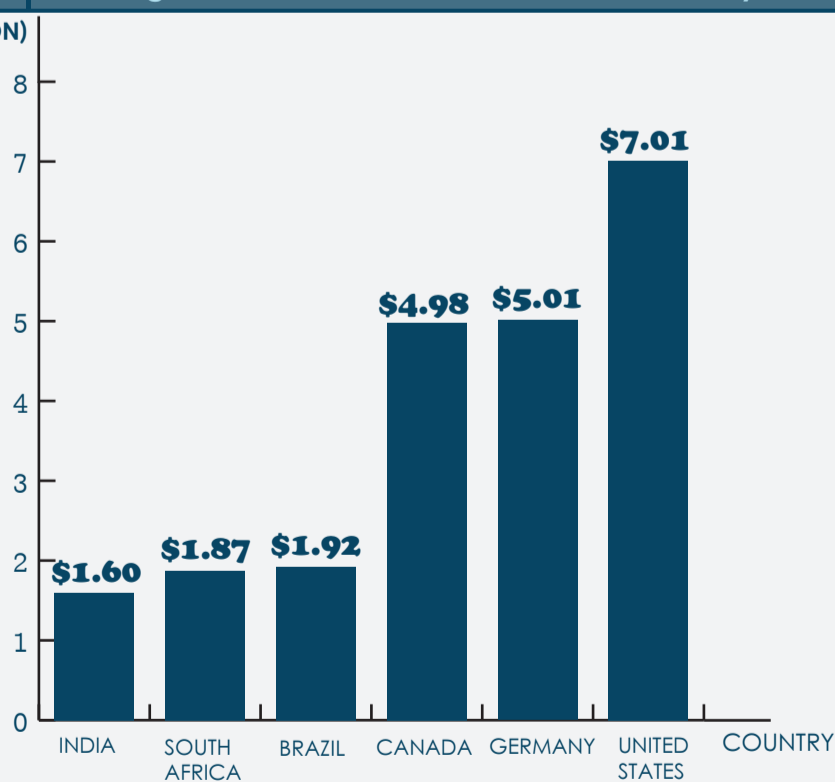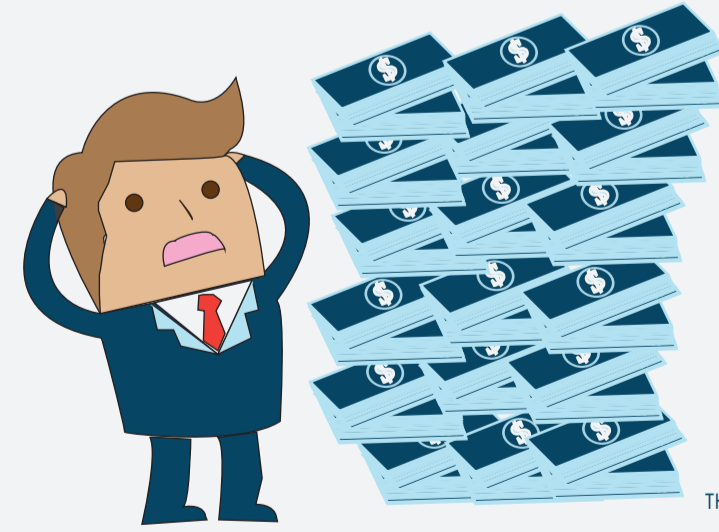## ON AVERAGE, THE COST OF A DATA BREACH ROSE TO $4 MILLION PER INCIDENT.

The highest cost associated with a data breach was lost business. On average, this costs a business **$1.63 million**.

The cost was to resolve reputation losses, diminished goodwill, abnormal turnover of customers, and to increase customer acquisition.

US$(Million)

- 2013: $3.02
- 2014: $3.52
- 2015: $3.79
- 2016: $4.00
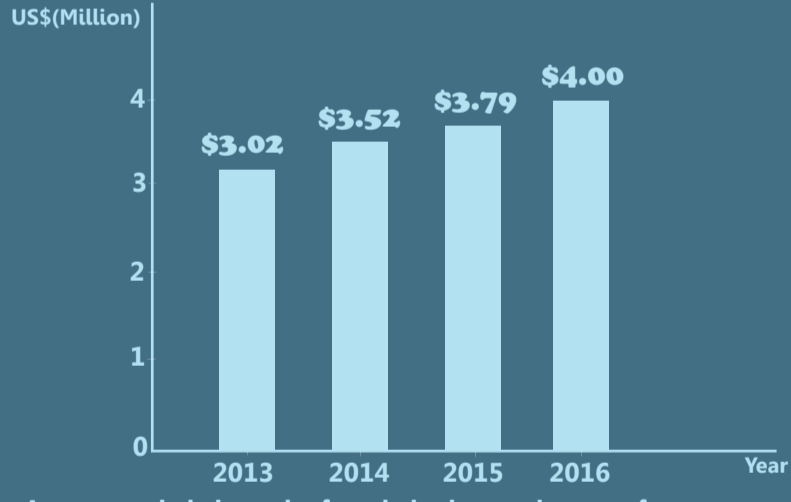
Average total cost of a data breach over four years

Data breaches cost the most in the U.S.; the average total organizational cost in the U.S. was **$7.01** million.

US$ (MILLION)

- INDIA: $1.60
- SOUTH AFRICA: $1.87
- BRAZIL: $1.92
- CANADA: $4.98
- GERMANY: $5.01
- UNITED STATES: $7.01

THE AVERAGE TOTAL ORGANIZATIONAL COST OF DATA BREACH PER COUNTRY IN 2016

What should organizations do to prevent a data breach?

Encrypt data	Proper dispose of sensitive information	Protect against malware	Secure access to network
Keep data and operating systems up to date	Secure sensitive information	Verify the security controls of third parties	Control physical access to business computers

And partner with an ITAD vendor.
To keep your data safe, only choose ITAD vendors who are:
NAID Certified, R2 Certified, eStewards Certified, ISO 14001 Certified, and insured.

LIQUIDTECHNOLOGY
www.liquidtechnology.net

SOURCES:
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2.https://www.techopedia.com/definition/13601/data-breach
3.https://www.slideshare.net/ibmsecurity/the-2016-ponemon-cost-of-a-data-breach-study
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