

# Cybersecurity

#### A PEOPLE PROBLEM

Find out why you need to pay attention to what behavioral data is telling you, and what you and your employees could do to protect your organization.

## The Human Element

#### \$100B Cybercrime Cost

The estimated annual cost of global cybercrime is \$100 billion. The cost is expected to increase to \$2.1 trillion globally by 2019.<sup>1</sup>

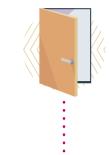


#### 52% Human Error

Human error accounts for 52% of the root cause of security breaches.<sup>2</sup>

#### **6% Customer Churn**

Research estimates over 6% of customers will leave a financial organization due to a breach.3



#### 75M People Affected

A phishing attack targeting Anthem employees caused a breach that affected more than 75 million people and cost the company \$260 million.4



Phishing is 10 times more common than malware in social media posts. 40% of Facebook accounts and 20% of Twitter accounts claiming to represent a Fortune 100 brand are unauthorized.<sup>5</sup>



## It Only Takes One

A single opened email caused a hack on the U.S. Military by seizing the email system used by the Joint Chiefs of Staff.<sup>6</sup>

**Sources:** <sup>1</sup> Forbes, <sup>2</sup> SC Magazine, <sup>3</sup> IBM, <sup>4</sup> OnTheWire, <sup>5</sup> Proofpoint, <sup>6</sup>Business Insider

## What do you need to ask yourself?

How am I measuring my employees' ability to protect the organization from cyber threats?



Do my employees take proper steps reporting suspicious emails?

# THE BIG QUESTION

"Is there data that uncovers these risks within my organization?"

Securing **Personal Devices** 

## 43% of employees don't know the proper steps to keep

personal devices secure while traveling for work



## 99% of employees know when, where, and with whom private

information can be shared



## 35% of employees can't identify signs of a possible

social engineering attempt



## 99% of employees

know not to download unapproved software

to work devices



#### are unable to identify data privacy best practices

32% of employees



**Protecting** 

## 99% of employees know not to leave documents unattended

which contain private information



#### are unsure how to verify a vendor's legitimacy before disclosing private information

28% of employees



Reporting

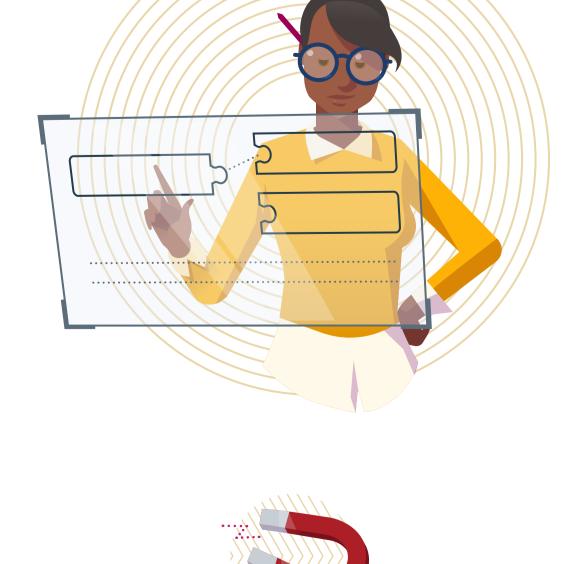
#### are aware that all security incidents must be reported

91% of employees

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