COST OF A DATA BREACH

Sensitive Data Continues to Exit Companies and Cost Millions

Global data breach costs climbed slightly last year

average cost per data breach
$130
$136

U.S. businesses paid an average cost of $5.4 million per data breach

that's $188 per record*

Mistakes still cause nearly 2/3 of data breaches

negligence **35%**

system error **29%**

Malicious attacks
(including criminal insiders)
cause 37% of data breaches

Worldwide, malicious attacks cost most at $157 per stolen record, increasing to $277 in the U.S.

worldwide **$157**

U.S. **$277**

Some factors curb the cost of a data breach

Incident response plan
saved $13 per record

CISO appointed
saved $8 per record

Strong security posture
saved $15 per record

3 tips to reduce the risk of data breach ▶

Educate employees
and train them on how to handle confidential information.

Use DLP technology
to find sensitive data and protect it from leaving your organization.

Deploy encryption
and implement strong authentication solutions.

Calculate your data breach risk
databreachcalculator.com

Source: 2013 Cost of a Data Breach Study: Global Analysis

✔ Symantec.