9 HAIR-RAISING CYBERSECURITY STATS EVERY BUSINESS MUST KNOW

FIND OUT THE TRUE COST OF A DATA BREACH

9 **95%** **ERROR**

of breaches are caused by human error which means they could've been prevented. (Source: Cybint)

8 **CLOSED**

The cost of lost business due to a security breach

1.52 million is the average total cost of a data breach.

40% of total data breach costs are due to lost business.

280 days is the average time it takes a business to identify and contain a breach.

29% of businesses that experience a data breach end up losing revenue.

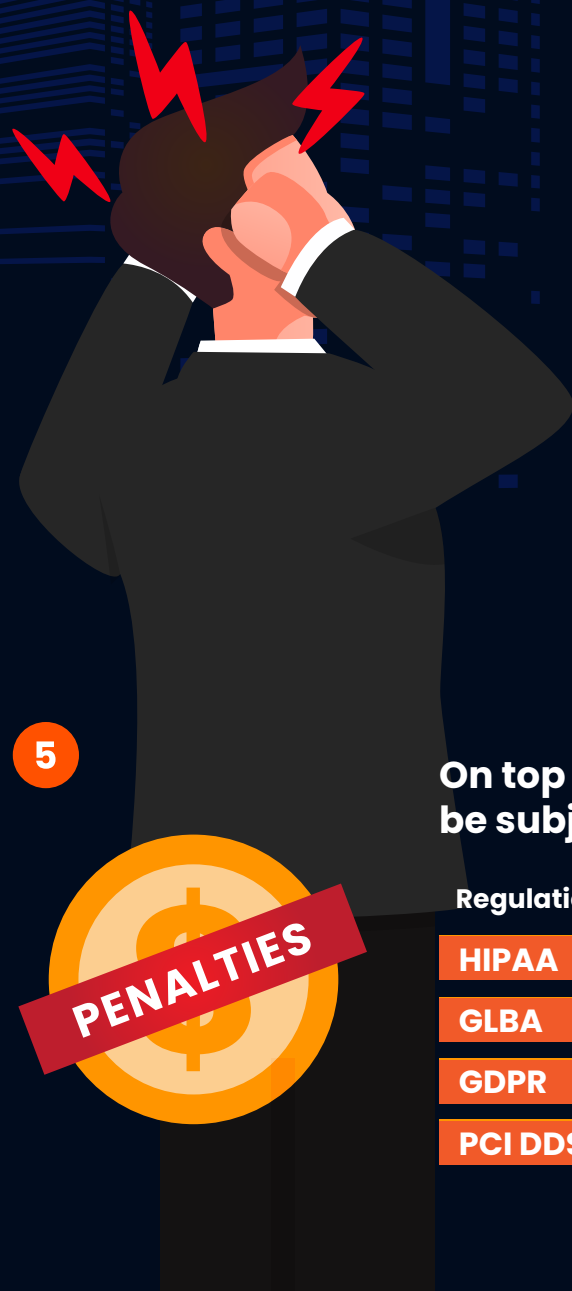**38%** of those businesses that lose revenue experience a loss of 20% or more in revenue.

(Source: IBM & Ponemon Cost of a Data Breach Report 2020 and The AME Group)

7 **3 to 5 Years**

can pass between a breach and a settlement—costing you even more time and money. (Source: Revision Legal)

6 **$**

As time passes, the cost of remediation can skyrocket if not adequately prepared or have the proper response team in place. (Source: Field Effect)

5 **PENALTIES**

On top of lost business costs, you may also be subject to penalties and fines.

Regulations	Fines
HIPAA	$50 to $50,000 per record
GLBA	Up to $100,000 per violation
GDPR	Potentially tens of millions of dollars
PCI DDS	$5,000 to $100,000 per month

(Source: CyberInsureOne)

4

Costs can increase even more if the business is found liable of the data breach as victims can request for compensation.

3 **80%**

of breached organizations reported customer PII was compromised during the breach.

When customer data is compromised, loyalty and trust of the customer is damaged.

(Source: IBM & Ponemon Cost of a Data Breach Report 2020)

2 **90%**

Up to **90%** of the total costs in a cyber attack occur beneath the surface.

Hidden costs, like damaged credibility, can affect a business for many years after a breach.

(Source: Deloitte)

1 **60%**

When a business must endure all the costs included on this page, they struggle to stay in business.

This is why **60%** of SMBs that are victims of a cyber attack go out of business within six months.

(Source: Fundera)

One Step Secure IT helps businesses defend against cyber attacks so they don't have to deal with the aftermath of a costly data breach.

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