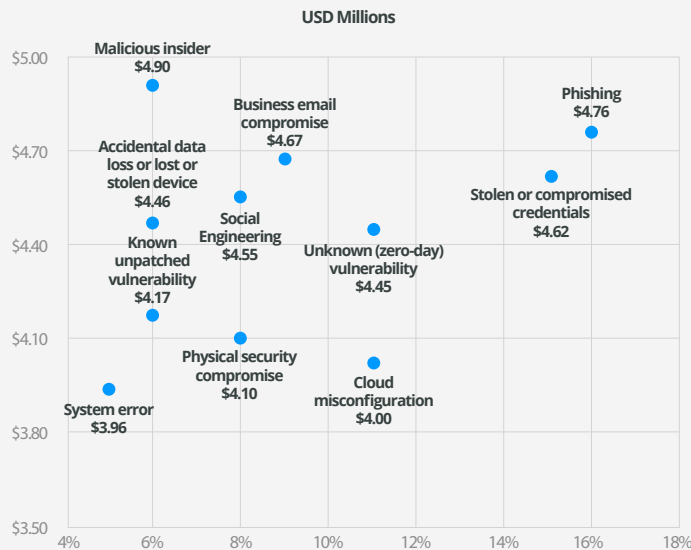




Data Breach Cost and Frequency

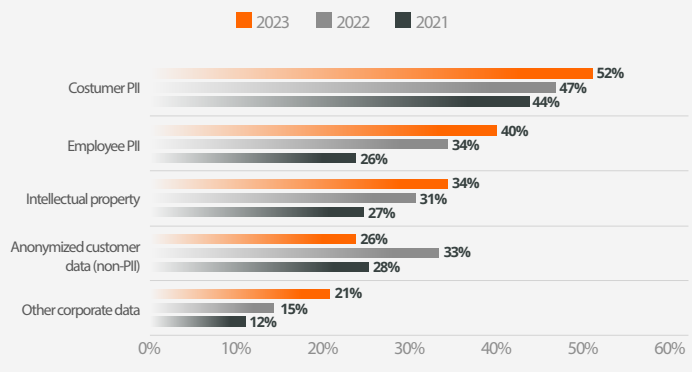
COST OF FREQUENCY OF A DATA BREACH BY INITIAL ATTACK VECTOR



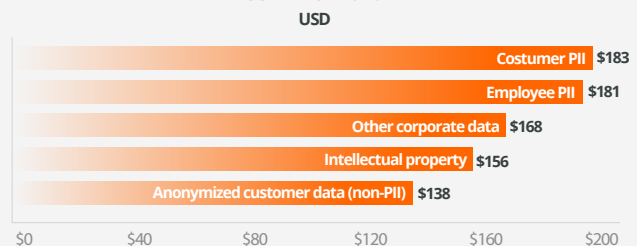
- **Phishing** was the most prevalent attack at **16%** and second most expensive at **\$4.76** million of all cyber breaches in 2023.
- **Stolen or compromised credentials** were responsible for **15%** of all cyber breaches in 2023.
- **Cloud misconfiguration** was responsible for **11%** of all cyber breaches in 2023.
- **Business email compromise** was responsible for **11%** of all cyber breaches in 2023.
- **Malicious insiders** were the costliest breach type, at an average of **\$4.90** million, which is **9.6%** higher than the global average cost of per data breach.

- **Customer and Employee PII** were the costliest—and most common—record compromised in 2023.
- **Customer PII**, such as **names and Social Security numbers** cost organizations **\$183** per record.
- **Employee PII** was a close second at **\$181** per record.
- **customer PII** was involved in **52%** of all breaches in 2023.
- **Financial information** and **client lists** data compromised increased by **6%** from 2022 to 2023.

TYPE OF DATA COMPROMISED



PRE-RECORD COST OF A DATA BREACH BY TYPE OF RECORD COMPROMISED



The following data is from the 2023 cost of a data breach report by IBM and the Ponemon institute.