

PERSONAL DATA THEFT



WHAT IS IT?

Your personal data is **at risk** if not appropriately protected from opportunistic attackers.

In the following three steps, they can quickly obtain your **sensitive information**:

- 1.** First, attackers research the target organisation by collecting and analysing **publicly available information**, including contact details.
- 2.** Then, they expose sensitive technical information from the targeted server and use public facing website to **bypass the login mechanism** using an SQL injection attack.
- 3.** Successful attack allows to access and **extract highly sensitive personal data** (names, addresses, credit card numbers) stored in internal databases.
- 4.** Finally, attackers can use this data in their own malicious activities or sell it to other criminals.

KEY FACTS



5M

Every day, there are 5 million data records lost or stolen ^[1]



4%

Only 4% of breaches are protected by encryption, to render the stolen data useless ^[2]



59%

of all breaches have unknown numbers of compromised records ^[3]

^[1] <https://smallbiztrends.com/2016/04/cyber-attacks-target-small-business.html>

^[2] <https://www.websecurity.symantec.com/security-topics/istr-2017-infographic>

^[3] <https://securityintelligence.com/20-eye-opening-cybercrime-statistics/>