

THE **REAL COST** OF A DATA BREACH IN 2018: MORE THAN DOLLARS AND CENTS

The cost of a data breach in 2018, according to the Ponemon Institute, is \$3.86 million, which is up 6.4% from 2017's figures. That's an average cost worldwide, but price tag enough to make anyone blanch. The real cost of a data breach, however, goes far beyond the Ponemon Institute's averages to strike in ways you may never have considered. Especially if you're a small business.

WHAT IS THE REAL COST OF A DATA BREACH?

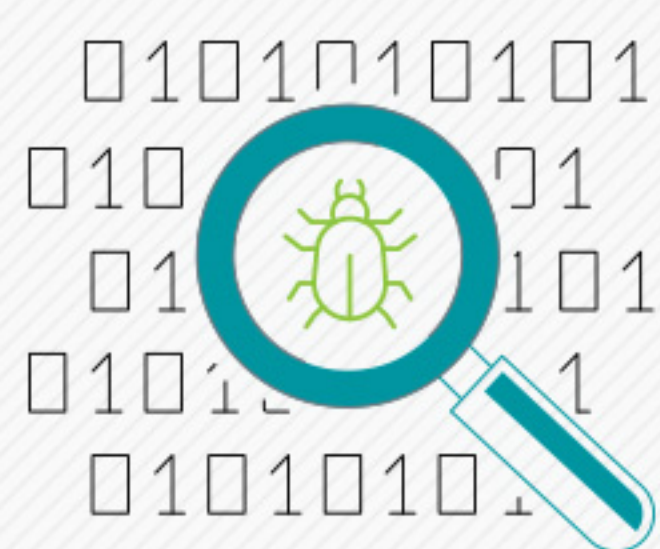
In most cases, recovering from a data breach isn't as simple as writing a check. There are other, less considered costs.

SMALL BUSINESS GROUND ZERO

Verizon¹ noted that **58% of data breach victims are small businesses**. These are the businesses least likely to survive a breach to begin with.

OUTRIGHT CUSTOMER LOSS

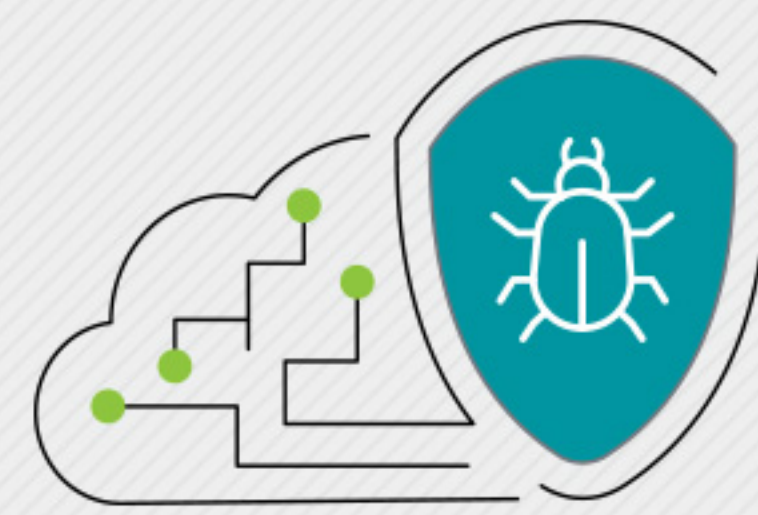
A 2017 Gemalto² study noted that **70% of consumers would stop doing business** with a company that experienced a data breach.



LOSS OF FACE

Even if customers don't leave outright, you'll still suffer. **Sixty-two percent² of consumers believe businesses are responsible for the security** of the data left with the businesses.

46% of organizations believe they suffered **damage to both reputation and brand value** after a breach.³



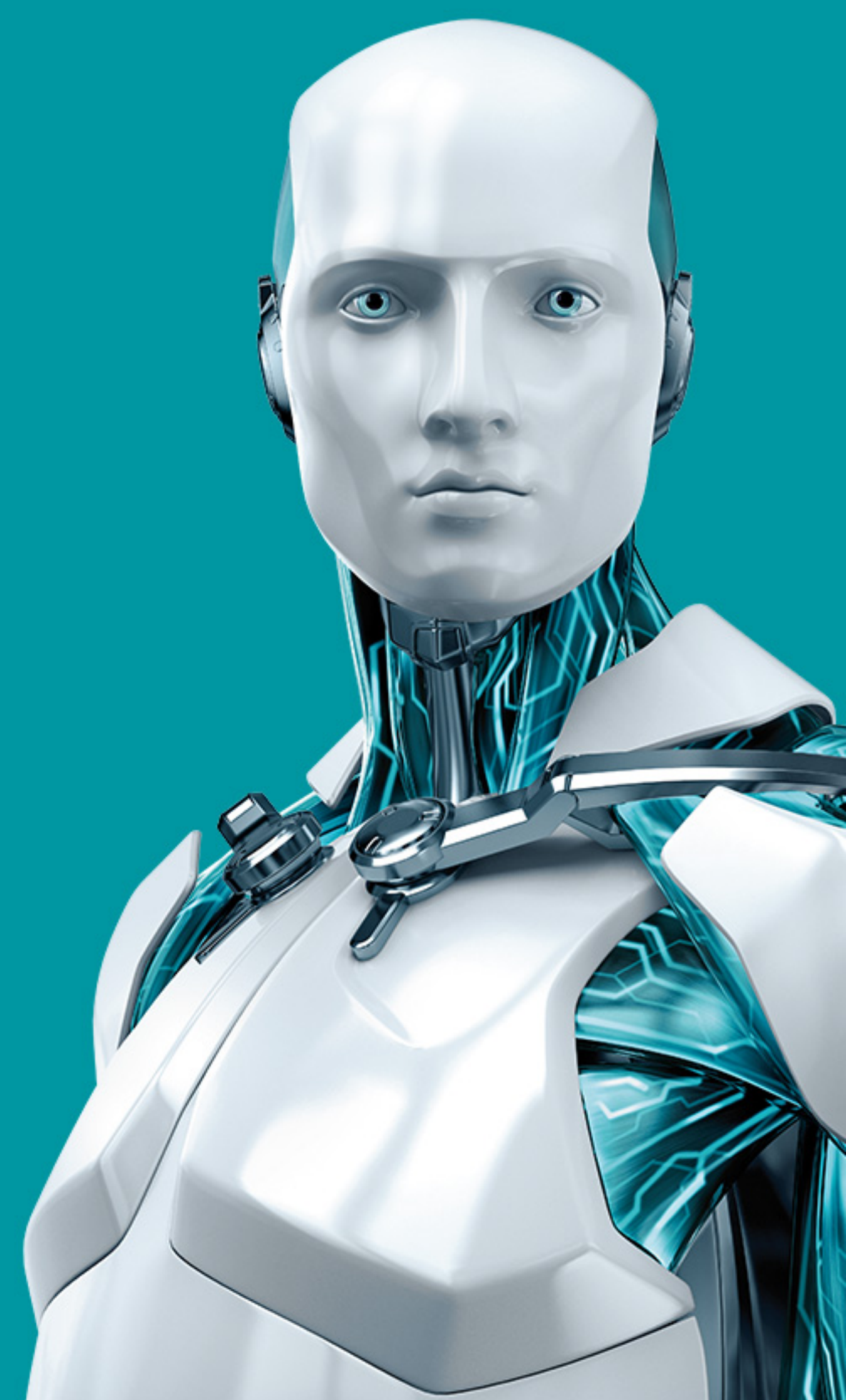
LOSS OF NEW MARKETS

Not only will you lose customers, you'll have a tough time finding new ones.

75% of customers in the US won't give data to a business they don't trust.⁴

WORRIED ABOUT PROTECTING YOUR BUSINESS?

If you're biting your nails over the real cost of a data breach, then it's time to take action. Start by reaching out to us at [XYZ]. Leaving your security needs in our hands will go a long way toward preventing data breaches from ever taking place, and you'll never shoulder the real cost of a data breach yourself. Just drop us a line to get started with a trustworthy firm that provides top-of-the-line security.



SOURCES:

- <https://www.channelnomics.com/channelnomics-us/news/3030038/small-business-most-common-victim-of-data-breaches-verizon>
- <https://www.cutimes.com/2017/11/27/uber-breach-disclosure-fails-to-arrive-in-a-timely/>
- <https://www.vantiv.com/vantage-point/safer-payments/data-breach-side-effects>
- <https://www.prnewswire.com/news-releases/new-survey-finds-deep-consumer-anxiety-over-data-privacy-and-security-300630067.html>