



International Distribution Institute

Workshop 3

Cybersecurity and Company Reputation

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International Distribution Institute

The New York Times

Business Day
Media & Advertising

WORLD U.S. N.Y. / REGION BUSINESS TECHNOLOGY SCIENCE HEALTH SPORTS OPINION

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Washington Post Site Hacked by Syrian Group

By ICHIE VAHMAN



YAHOO!



Over 1 Billion Accounts
May Have Been HACKED!



Recent Hacking Incidents around the world

CREDIT CARDS & CUSTOMER INFO

HACKED



TARGET

40 million

customer accounts hacked



27

NOV 2013

USA



15

DEC 2013

© MapsofWorld 2014

..T..Mobile..

Cyber Attack

15 MILLION

Hackers Stole Customers' Data



Do You
Want to
Know a
Secret?

Why WikiLeaks'
Julian Assange has
so many of them
BY KASSIAN GAGARIN
And why it hasn't
hurt America
BY FAREED ZAKARIA

Uber data
breach from
2016 affected
57 million
riders and
drivers

UBER





IDENTITY THEFT
RESOURCE CENTER

SPONSORED BY
CYBERSCOUT





2018 KEY FINDINGS

Total number of breaches reported
in 2018 are **DOWN 23%** BUT
SINCE 2017

Exposed
Consumer PII records are
UP 126%
FROM 2017



INDUSTRY

	 BREACHES (annual amount)	 RECORDS EXPOSED (annual amount)	 BREACHES (annual amount)	 RECORDS EXPOSED (annual amount)
Banking/Credit/Financial	134	3,230,308	135	1,709,013
Business	907	181,630,520	571	415,233,143
Education	128	1,418,455	76	1,408,670
Government/Military	79	6,030,619	99	18,236,710
Medical/Healthcare	384	5,302,846	363	9,927,798
Annual Totals	1,632	197,612,748	1,244	446,515,334

HACKING

was the most common
form of data breach

2017

2018



THE
**BUSINESS
SECTOR**

Had the largest amount of data
breaches but had the lowest rate
of exposure per breach.



THE
**HEALTH
CARE FIELD**

Had the second largest amount of
breaches in 2018 and the highest rate
of exposure per breach.



Marriott International had the
highest number of reported
records exposed in 2018,
impacting **383 MILLION**
people worldwide.



**UNITY-
POINT
HEALTH**
exposed info
for **1.4 M**
patients.



One **MAJOR** breach
allowed hackers to
access "tokens" for
50 million accounts



Breached **TWICE**
impacting **53 M**
USERS

FACEBOOK BOOLES



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WYNDHAM

HOTEL GROUP





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THE IMPACT OF **DATA BREACHES** ON REPUTATION & SHARE VALUE

A Study of U.S. Marketers, IT Practitioners and Consumers

Sponsored by Centrify

Independently conducted by Ponemon Institute LLC

Publication Date: May 2017





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Figure 15. Abnormal churn rates by country sample

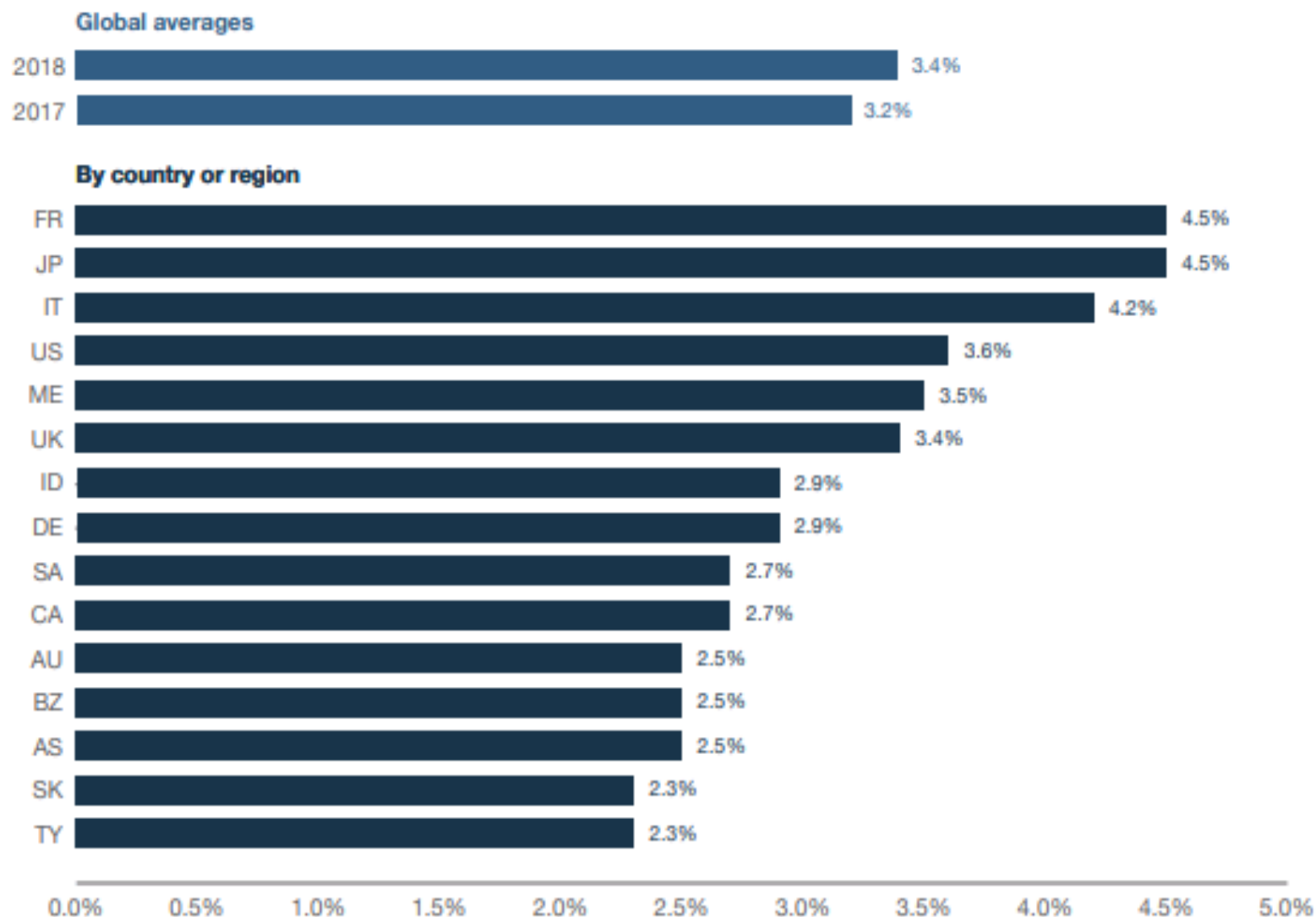


Figure 16. Abnormal churn rates by industry

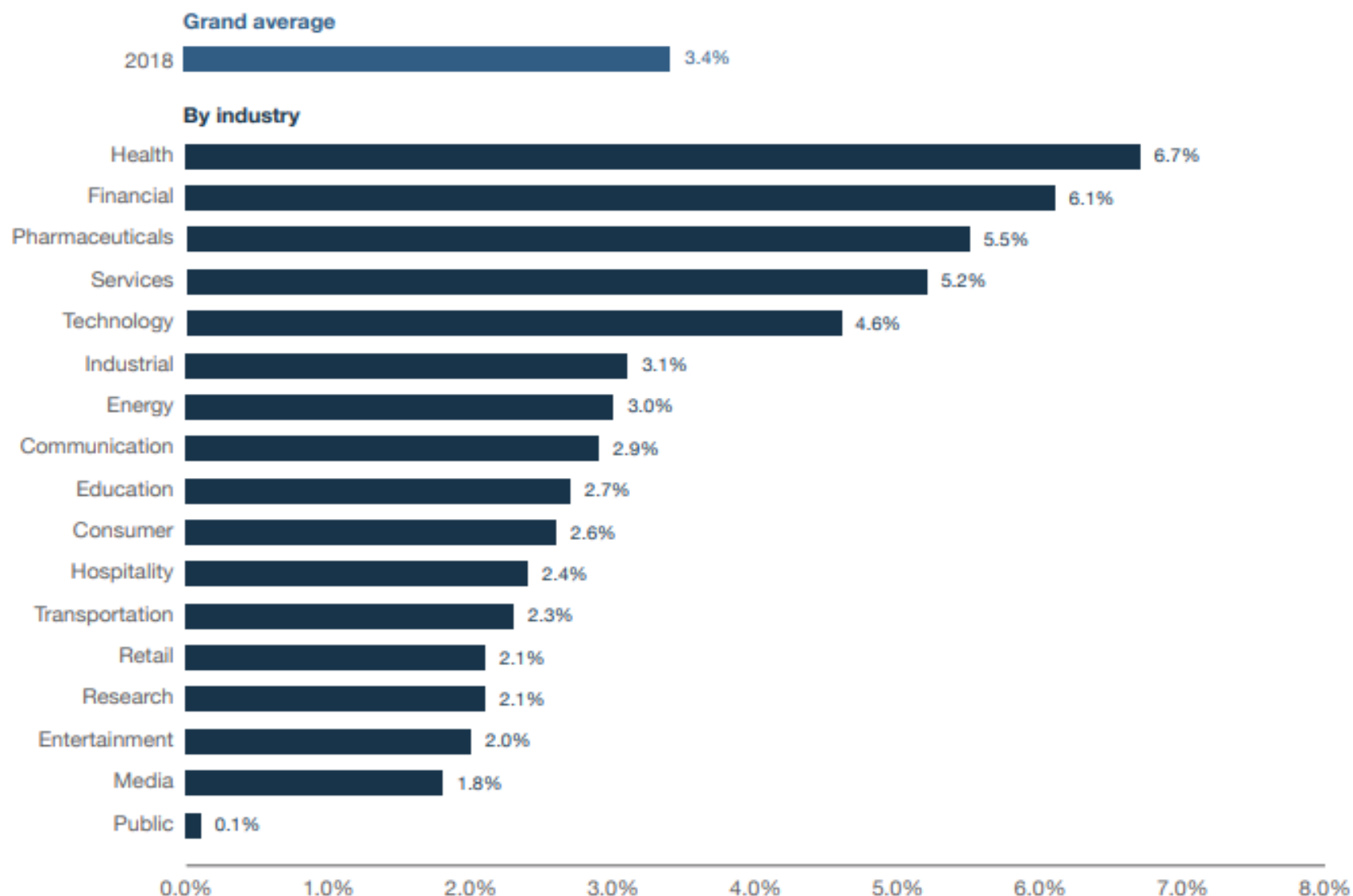
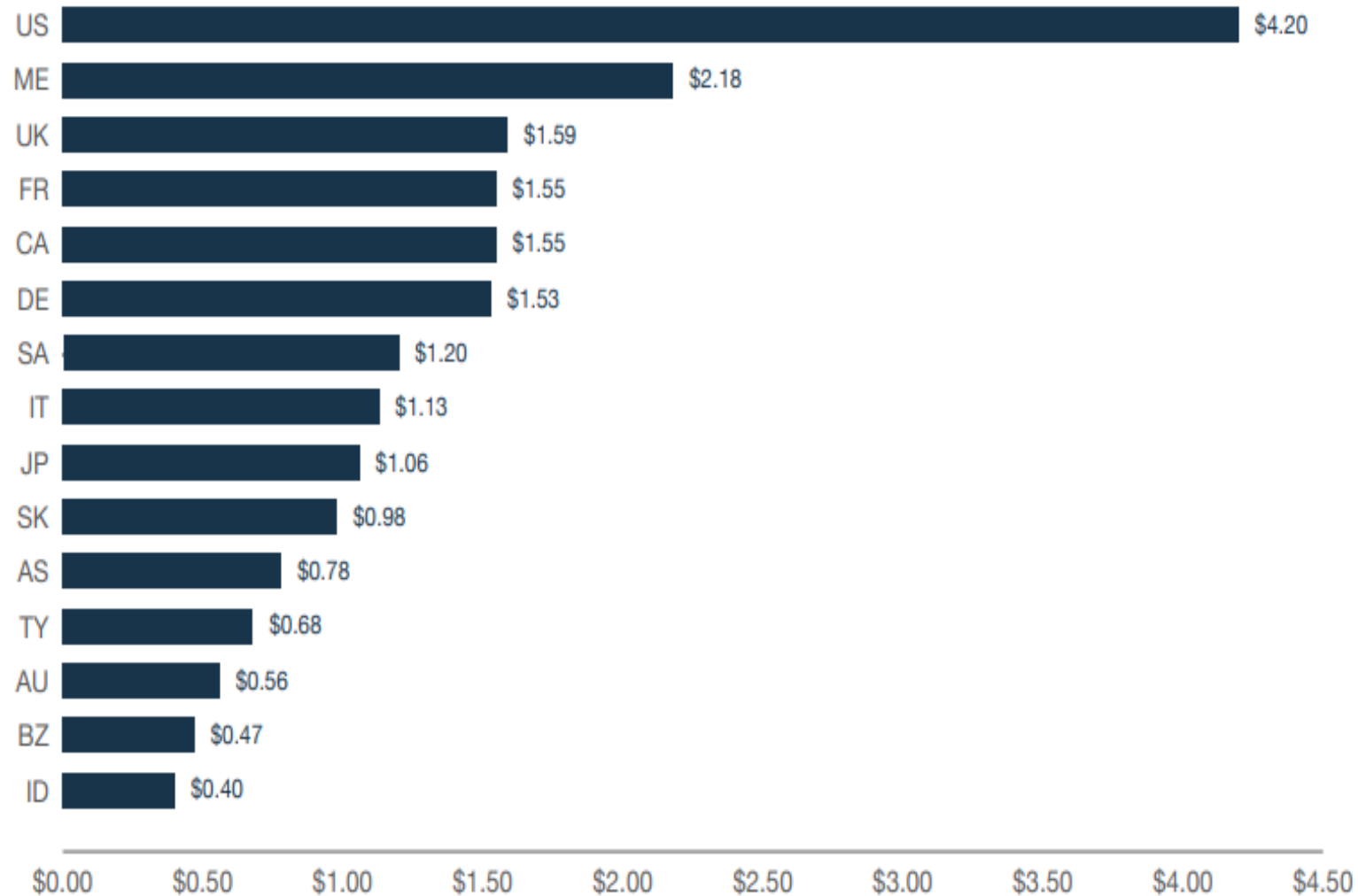


Figure 20. Lost business costs

Measured in US\$ millions





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Questions / Discussion

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