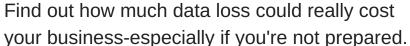


Calculating the hidden costs of data loss





Т

| vertical, the cost per reco | ata breach is \$4 million dollars—and the average cost per record is \$15 ord can be more or less. | 8. Depending on your |
|--|--|----------------------|
| Healthcare: \$355 Retail: \$172 | | |
| Transportation: \$129 | | |
| • | ou have? | |
| | x =\$ | |
| Number of records | Cost per record for your industry Cost of a data | breach |
| | X \$8662 = \$ | |
| Average downtime | Average cost per minute Cost of downtime | |
| · | · | |
| he cost of lost en | Average cost per minute Cost of downtime mployee productivity or one day of downtime put your business behind? | |
| he cost of lost en | Average cost per minute Cost of downtime mployee productivity or one day of downtime put your business behind? o find out. X ——————————————————————————————————— | s Lost |