

THE REMARKABLE REACH OF A DATA BREACH

How your personal information gets from one attacker to thousands.

THIS IS YOUR DATA

There is a lot of data like it, but this data is yours.

With it, you get accounts, credit, jobs, cars, and even a home.

Unfortunately

- if a criminal ends up with your data, he can use it to take over your accounts, loot your identity, and leave you with the bills.

Data like yours gets breached—every day. Literally.

1.8 breaches are identified every day. (1)

And your data can easily end up in the hands of thousands of attackers before you even know it's been breached.

How can your stolen data end up spread to criminals all over the world?

THE BREACH TIMELINE

DAY 0

Criminal discovers vulnerability



ONE ATTACKER

DAY 2

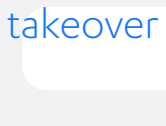
Criminal steals data



TEAM OF ATTACKERS

DAY 3

Stolen data is shared amongst team



Account takeover begins!



FRIENDS OF ATTACKERS

Stolen data is leaked to Dark Web

DAY 200

Dark Web Scanners start detecting data



HUNDREDS OF ATTACKERS

DAY 500

Stolen data ends up on Combo Lists



THOUSANDS OF ATTACKERS

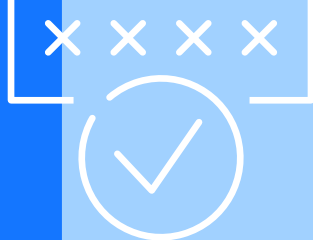
Stolen data is leaked to Public Web



Given that the average internet user has 18 accounts and is likely to reuse passwords across them, one breach can lead to more than a dozen. (2)

SO WHAT CAN YOU DO TO KEEP YOUR DATA OUT OF THE HANDS OF THOUSANDS OF ATTACKERS?

1



FORGET YOUR PASSWORDS

If you can remember your passwords, they're probably not strong enough to protect your accounts.

SECURE ALL YOUR ACCOUNTS WITH TWO-FACTOR AUTHENTICATION

The best password in the world can still be compromised if it is not properly secured by the site you've trusted it with.



3



ACT FAST

Use a reliable service that helps you identify if your information is available somewhere on the dark web.

(1) Between January of 2005 and October of 2019, Privacy Rights Clearinghouse recorded 9,705 data breaches or 1.8 every day.

(2) F-Secure Identity Protection Consumer (B2C) Survey, April 2020, conducted in cooperation with survey partner Dynata, 10 countries (USA, Japan, UK, France, Germany, the Netherlands, Italy, Sweden, Brazil, Mexico, South Africa), 400 respondents per country = 4000 respondents (+25years)