Trustwave®

You Can’t Afford Not to Address Data Protection

PUTTING HARD NUMBERS TO THE DATA THREAT MAKES CLEAR WHY YOU NEED PRACTICAL MITIGATION MEASURES.

5 of the largest breaches in terms of number of users

The last two are eye-opening in that the attackers didn’t put much value on the data they stole. It’s like someone stealing your car for a joy ride then burning it.

yahoo!

Size: 3 billion accounts
Date: August 2013

Breach was first disclosed in 2016 while Yahoo was in the midst of being acquired by Verizon. Account information such as security questions and answers were accessed, but thankfully not payment card and bank data.

AADHAAR

Size: Data on 1.1 billion Indian citizens
Date: January 2018

Information exposed included names, addresses, photos, phone numbers, emails, and biometric data, along with bank account data.

LinkedIn

Date: June 2021
Size: 700 million users

A hacker exploited an API to extract data on more than 90% of the LinkedIn user base and post the data on the dark web. Exposed data included email addresses, phone numbers, and social media details that are not normally in full public view.

Sina Weibo

Date: March 2020
Size: 538 million accounts

An attacker managed to steal personal data on nearly all 600 million users of one of China’s largest social media platforms. The kicker: the database was reportedly sold on the dark web for a mere $250.

facebook

Date: April 2019
Size: 533 million users

Compromised data included phone numbers, account names and Facebook IDs. Two years later, in April 2021, it was all posted for free.

5 of the largest breaches in terms of monetary losses

In addition to damaged reputation and customer confidence, data breaches can cost you in real dollars.

EQUIFAX

Date: September 2017
Loss: $1.38 billion+

Includes $1.38 settlement with the Federal Trade Commission and up to another $2 billion for 6 years of credit reporting for each of the 147 million victims.

UNITED STATES OFFICE OF PERSONNEL MANAGEMENT

Date: 2015
Loss: $819 million

Congress ordered 10 years of credit monitoring and identity theft services, at a cost of $756 million, for 22.1 government employees victimized in the attack. Additionally, a federal judge ordered settlement payouts totaling $63 million.

yahoo!

2013-14
Loss: $423 million

In 2019, Verizon, which had acquired Yahoo, agreed to a $117.5 million settlement covering some 3 billion accounts, and to spend $306 million on security measures.

TJX®

Date: December 2006
Loss: $256 million

Some 45 million customer credit and debit card numbers were stolen in one of the earliest and largest data breaches, forcing TJX to spend millions on lawsuits, investigations and security upgrades.

TARGET

Date: Late 2013
Loss: $202 million

As part of its total $202 million tab for the theft of credit and debit card data on 40 million customers, Target paid $18.5 million to resolve a multi-state investigation and settle claims in 47 states and the District of Columbia.

Cautionary Tale: The $4 Billion Epsilon Breach

Search for “largest data breaches ever” and you’ll likely see Epsilon among the top tier, if not number one. In 2011, hackers got away with the emails and names from an estimated 2% of Epsilon clients, including Walgreens, BestBuy, Citigroup, JPMorgan, and Capital One.

You’ll likely see a $4 billion figure attached to the attack. That was an estimate for a worst-case scenario from a story written shortly after the attack quoting a cyber-risk advisory firm. Actual, reliable figures are much harder to come by.

It’s not unlike security services, where it’s imperative to find experienced providers who do the research required to find actual threats and give you the straight story.

Mitigation Measures

Taking steps to protect your data can help you thwart costly data breaches.

Do the basics:

Keep your systems, plug-ins and extensions up to date – and follow the principle of least privilege for your users.

Implement technology safeguards:

Help stop infections in real time with anti-malware, email protection, application whitelisting and endpoint detection and response solutions.

Back up your systems:

Backups of your sensitive information can be your most valuable defense against ransomware. Double-check their integrity and keep them in an offline, secure location.

Address the cloud:

Chances are you have resources both on-premises and in the cloud. All of your data protection measures must apply to both. You are responsible for data in the cloud, not your cloud provider.

Take a risk management approach:

Use a tool that takes a proactive approach to assessing your security posture by continuously identifying security weaknesses and over-privileged users.

Trustwave DbProtect: Your Data Insurance Policy

Trustwave DbProtect is purpose-built to protect against data theft. Highlights include:

- Pre-built security and compliance policies to reduce auditing and reporting burdens
- Powerful, agentless scanners to identify hidden risks to data
- Actionable advice to empower your team to intelligently fix database issues and respond to the latest vulnerabilities and threats, powered by the Trustwave SpiderLabs database research team
- Sophisticated user and application rights management engine to supports your zero trust and least privilege policies
- Database activity monitoring and alerting focused to your specific risk position
- Software-only approach saves time, money, and resources – no hardware appliance maintenance required

Test it on us: Download a free trial version.

1 “The 15 biggest data breaches of the 21st century,” CSOOnline.com, Nov. 8, 2022

2 “2017 Data Breach Will Cost Equifax at Least $1.38 Billion,” Dark Reading, Jan. 15, 2020

3 “A Judge Has Finalized the $63M OPM Hack Settlement,” Government Executive, Oct. 26, 2022

4 “Yahoo strikes $117.5 million data breach settlement after earlier accord rejected,” Reuters, April 9, 2019

5 “Cost of data breach at TJX soars to $256m,” Boston Globe, Aug. 15, 2007

6 “Target in $18.5 million multi-state settlement over data breach,” Reuters, May 23, 2017

7 “Worst-case projected cost of Epsilon breach: $4B,” CSO, May 1, 2011

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