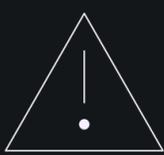


# How much does a data breach cost?

## Facts and figures from the 2019 Cost of a Data Breach Report

A data breach can have potentially devastating consequences. What contributes to the costs? The annual Cost of a Data Breach Report, conducted by the Ponemon Institute and sponsored by IBM Security, analyzes data breach costs reported by more than 500 organizations across 16 geographies and 17 industries. The report examines factors that influence cost as well as measures that can help reduce the financial impact of a data breach.

### Key facts



**\$3.92M**

Average total cost of a data breach



**\$150**

Average cost per lost or stolen record



**25,575**

Average loss of records per data breach



**279**

Average number of days to identify and contain a breach



**\$8.19M**

United States is the costliest country at \$8.19 million



**\$6.45M**

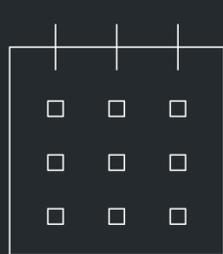
Healthcare is the most expensive industry at \$6.45 million

### Lifecycle of a data breach

How long does it take to detect and contain a breach?

**279**

Average number of days in a breach lifecycle



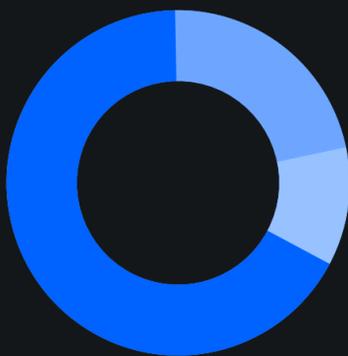
**314**

Average number of days in a lifecycle of a malicious attack breach

**\$1.2M**

A breach lifecycle under 200 days costs \$1.2 million less than a lifecycle over 200 days

### Breaches have a financial impact for years



**1<sup>st</sup> year**

67% of costs occur in the first year after a breach

**2<sup>nd</sup> year**

22% of costs occur in the second year

**2+ years**

11% of costs occur after 2 years

### Factors that impact the cost of a data breach

Formation of an incident response team

Reduces the cost of a data breach by an average of

**\$360,000** ↓

Extensive use of encryption

Reduces the cost of a data breach by an average of

**\$360,000** ↓

Third-party breach

Breaches caused by a third-party partner are \$370,000 more costly

**\$370,000** ↑

Explore the data breach cost calculator and report:

[ibm.com/security/data-breach](https://ibm.com/security/data-breach) →

Source: 2019 Cost of a Data Breach Report. Conducted by the Ponemon Institute, sponsored by IBM Security. © Copyright IBM Corporation 2019