



POTENTIAL COSTS OF A DATA BREACH

According to IBM's 2021 annual Cost of a Data Breach Report, the average cost of a data breach is:

CA\$5.38 million

These potential costs can include:



Fines and Legal Fees

Depending on the type of data compromised, the authorities in some countries can fine companies millions for failing to protect data.

Operational Downtime

Depending on the size of the organization and how long operations are ceased, operational downtime can cost as much as **\$300,000 per hour**.

(MetaCompliance, 2020)



Damaged Reputation

In Canada **58%** of consumers will stop buying for several months from a company that falls victim to a data breach, while 20% never return.
(Bitdefender, 2019)

Incident Response

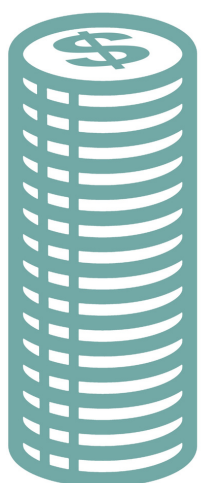
Organizations need to spend money on new technologies, processes and sometimes people to minimize their risk of being breached again.



And more...

What can an organization do to reduce these potential costs?

- Have an incident response plan prepared and a team trained to execute it.
- Provide employees with cybersecurity awareness training.
- Foster a positive cybersecurity culture that encourages positive actions.



The cost of a data breach



The cost of a security awareness training platform

For more information on how to protect yourself and your organization, visit our website and take a tour of our cybersecurity awareness platform.

beauceronsecurity.com

