Kiteworks

# 2024

# Data Security and Compliance Review

# High Cost of Data Breaches[1]

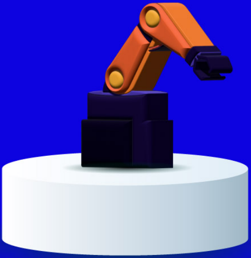
**Average Breach Cost:** **$4.88M**

(10% increase year over year)

## Top Industries Impacted

**Healthcare**

Average breach cost of **$9.77M**, highest among industries



**Industrial Sector**

Largest year-over-year cost increase, with breaches costing an additional **$830,000**

**Most Expensive Vector:** Malicious insider attacks average $4.99M

# Key Breach Trends in 2024

## Human Error Factor

**Human-related errors played a role in 68% of breaches[2]**

## Shadow Data

**Found in 35% of breaches, increasing breach costs by 16%[3]**

## Ransomware Surge

**Ransomware payments up 500%, averaging $2M per attack[4]**

# Major Breaches

# of 2024

## Change Healthcare

Exposed 100M medical records, with a business impact of $17.9B[5]

## National Public Data

2.9B records compromised, impacting sensitive personal data[6]

## AT&T

Two incidents exposed 110M customer records, costing $19.69B[7]

# Regulatory Landscape

## GDPR Fines

Reached $5.631B in 2024, a dramatic increase over 2023[8]

## HIPAA Fines

Hit $5.315B in 2024[9]

### NIS 2 Directive

Introduced personal liability for noncompliance in the EU

### US Privacy Laws

20 states enacted comprehensive privacy laws—and counting[10]

# Emerging Threats and Vectors

## Zero-day Vulnerabilities

Exploitation increased by 180% year over year[11]

## Supply Chain Attacks

Accounted for 15% of breaches, marking a 68% increase[12]

## AI Risks

50% of organizations cited data exposure in AI/GenAI as a top concern[13]

# Sector-specific Insights

## Hospitality

Industry risk score spiked to 10.0 (on a scale of 1 to 10) from 2023 to 1H of 2024[14]

## Financial Services

Number of victims surged from 27M in 2022 to 61M in 2023 (28.4M in 1H of 2024); industry risk score decreased slightly in 1H 2024 from 2023—to 5.9 from 8.5 (scale of 1 to 10)[15]

## Government

28% of agencies exchanged data with over 5,000 third parties[16]

## Manufacturing

Industry risk score shot up from 4.9 in 2022, to 5.8 in 2023, to 8.6 in 1H 2024[17]

# Lessons Learned and Recommendations

| | |
|---|---|
| **Invest in AI-driven Security** | AI can reduce breach costs by $2.2M[18] |
| **Adopt Zero Trust** | 41% of organizations indicated risks of a potential data breach or other security incidents as the primary driver of zero trust[19] |
| **Focus on Risk Assessment** | New tools like Kiteworks Risk Exposure Index offer actionable insights[20] |
| **Strengthen Supply Chain Security** | Given the 68% increase in supply chain attacks, implement robust third-party risk management programs and continuous monitoring[21] |
| **Address Shadow** | Deploy comprehensive data discovery and classification tools to combat the 16% cost |

## Data Risks

increase from shadow data incidents[22]

**For more information on how Kiteworks helps organizations to address sensitive content communications privacy and compliance risks, visit https://www.kiteworks.com/platform/private-content-network/.**

**Schedule a Demo**

---

[1] "Cost of a Data Breach 2024 Report," IBM, July 2024.
[2] "Data Breach Investigations 2024 Report," Verizon, May 2024.
[3] "Cost of a Data Breach 2024 Report," IBM, July 2024.
[4] "The State of Ransomware 2024 Report," Sophos, April 2024.
[5] "Change Healthcare Breach Hits 100M Americans," Krebs on Security, October 30, 2024.
[6] Sunny Yadav, "2.9 Billion Records Exposed in NPD Breach: How to Stay Safe," eSecurity Planet, August 20, 2024.
[7] "Top 11 Data Breaches: Actionable Insights and Recommendations Using Kiteworks Risk Exposure Index," Kiteworks, October 2024.
[8] "GDPR Enforcement Tracker," accessed December 6, 2024.
[9] "HIPAA Fines Listed by Year," Compliance Group, accessed December 6, 2024.
[10] "US State Privacy Legislation Tracker," IAPP, November 18, 2024.
[11] "Data Breach Investigations 2024 Report," Verizon, May 2024.
[12] Ibid.
[13] "2024 Data Privacy Benchmark 2024 Study," Cisco, January 25, 2024.
[14] "2024 Industry Risk Score Report," Kiteworks, October 2024.
[15] Ibid.
[16] "Sensitive Content Communications Privacy and Compliance 2024 Report," Kiteworks, July 2024.
[17] "2024 Industry Risk Score Report," Kiteworks, September 2024.
[18] "Cost of a Data Breach 2024 Report," IBM, July 2024.
[19] "2024 State of Zero Trust & Encryption Study," Entrust, May 2024.
[20] "Risk Exposure Index," Kiteworks, September 2024.
[21] "Data Breach Investigations 2024 Report," Verizon, May 2024.
[22] "Cost of a Data Breach 2024 Report," IBM, July 2024.

**www.kiteworks.com**