

# DATA LOSS BAROMETER

Insights into lost and stolen information / November 2010

## KPMG's Data Loss Barometer shines a light on the latest trends and statistics for lost and stolen information in 2010

### Key Findings:

**Overall downward trend (25%) in reported data loss incidents**

**More records are lost or stolen within Financial Services than any other sector**

**The 'Malicious Insider' is a continuing threat**

**12% growth of data loss incidents in Healthcare**

**Portable media are still largely unencrypted**

**More people affected by Hacking than any other cause of data loss**

**Incidents involving a third party is more commonplace in the Government sector**



### THE METHODOLOGY

The Data Loss Barometer analyzes data loss incidents reported around the world since 2005. This data is freely available in some countries thanks to legislation that requires full disclosure of data loss incidents. In other countries, information is obtained via KPMG's global network of independent member firms.

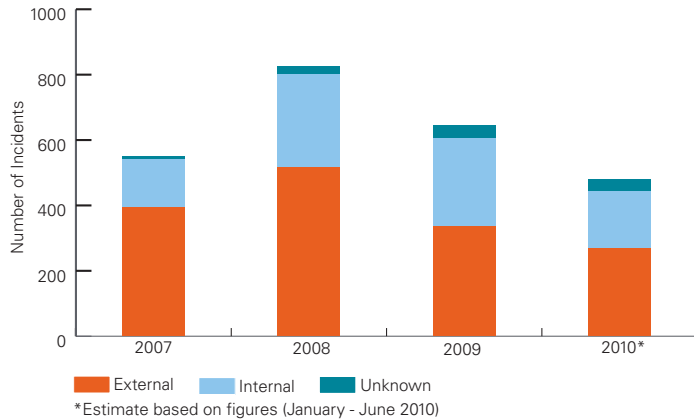
Key information sources include the media, internet searches and independent news or data feeds. Care is taken to use data only from reputable and independent sources. Availability, consistency and accuracy of information can vary between sources, countries and by type of incident.

A complete list of the information sources used is too large to include here but particular thanks should go to the Open Security Foundation who have provided invaluable support and information.

For more information, go to [www.datalossbarometer.com](http://www.datalossbarometer.com)

# Data loss at a glance

## Source of security breach – 4 year trend



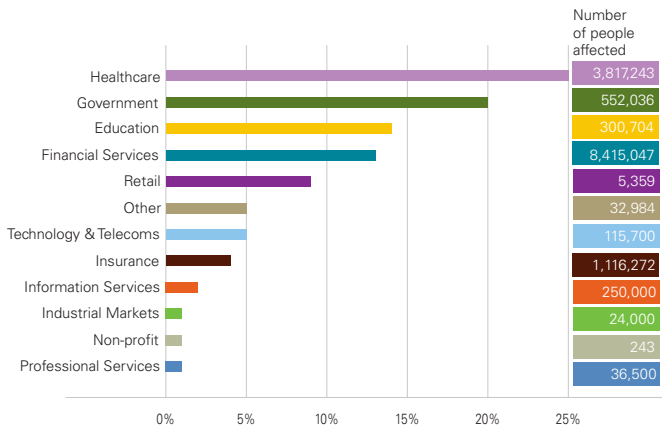
Source: KPMG International, October 2010

## By cause of data loss: number of records/people affected since 2007 (to June 2010)

Incident Type	Number of people affected
Improper disposal	77,769,077
Hard copy theft/loss	1,361,008
Portable media theft/loss	114,192,269
PC loss	598,577
PC theft	13,852,948
Hacking	249,351,765
Malicious insider	23,521,995
Malware	67,815
Web/network exposure	23,356,796
Human/system error	8,297,740
Unknown	1,352,334

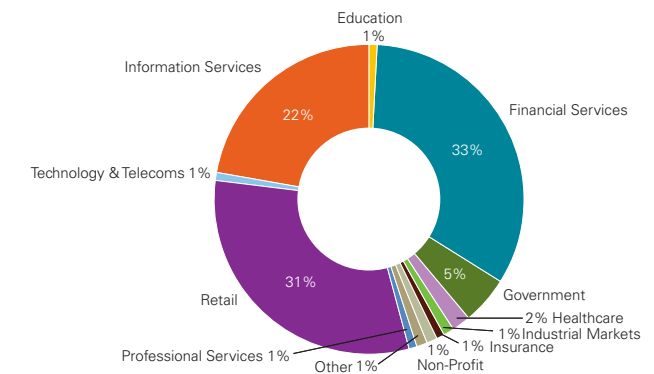
Source: KPMG International, October 2010

## By sector: number of incidents as a % of total for 2010



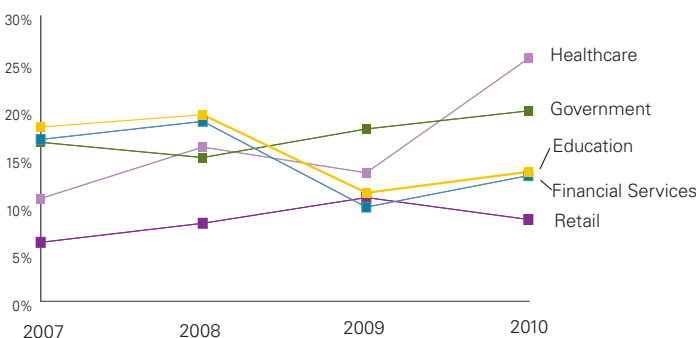
Source: KPMG International, October 2010

## By sector: number of records/people affected as a % of total since 2007 (to June 2010)



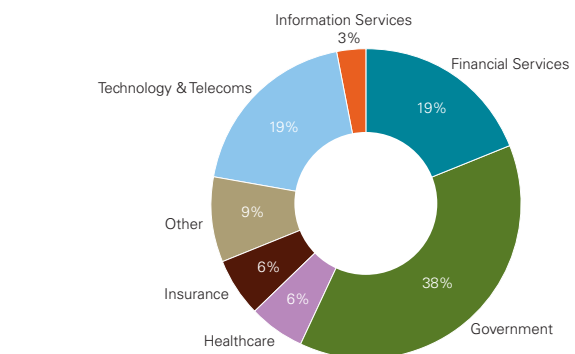
Source: KPMG International, October 2010

## By sector (Worst 5): number of incidents as a % of total – 4 year trend



Source: KPMG International, October 2010

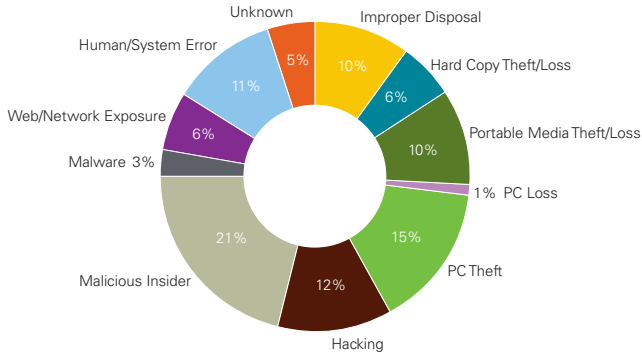
## By sector: number of incidents where a third party was involved in 2010 (January-June)



NB. The Education, Retail, Professional Services, Non-Profit and Industrial Markets sectors each reported 0%.

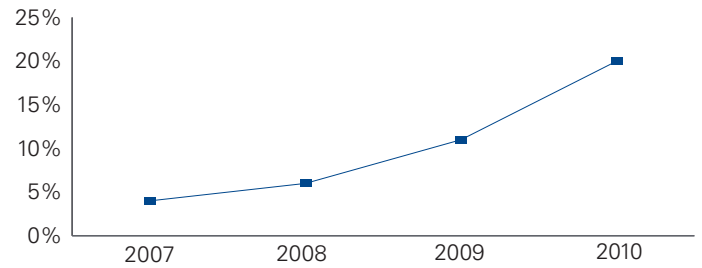
Source: KPMG International, October 2010

**By cause: number of incidents as % of total for 2010 (January-June)**



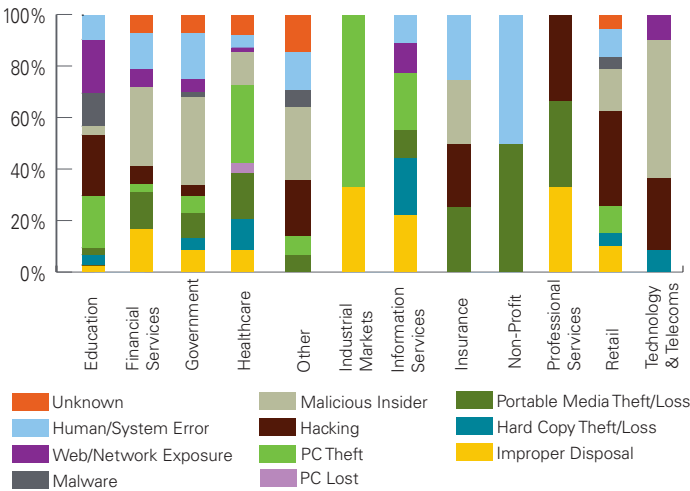
Source: KPMG International, October 2010

**By cause: number of malicious insider incidents as % of total – 4 year trend**



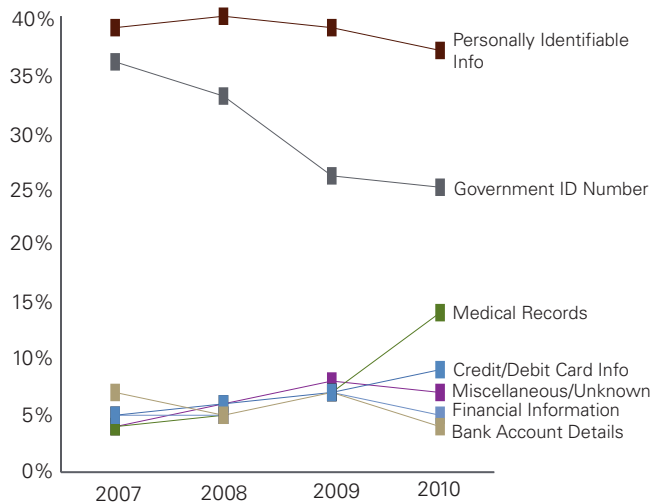
Source: KPMG International, October 2010

**Cause of data loss v Industry: number of incidents as % of total for 2010 (January-June)**



Source: KPMG International, October 2010

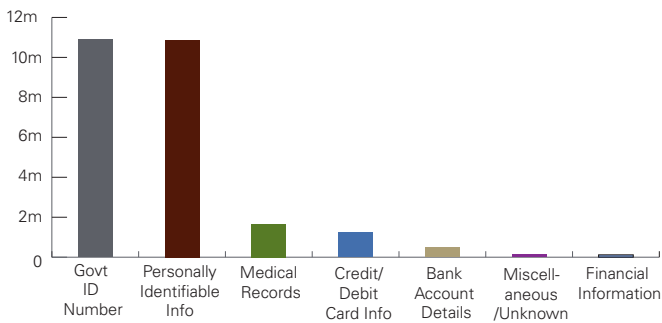
**By type: number of incidents as % of total – 4 year trend**



NB. A data loss incident may expose one or more data type.

Source: KPMG International, October 2010

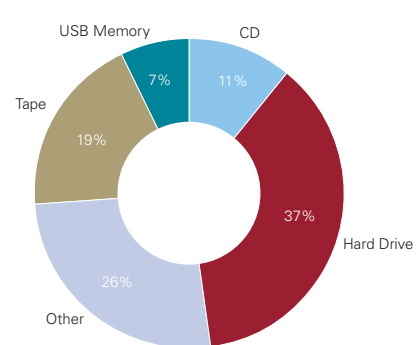
**By type: number of records/people affected in 2010 (January-June)**



NB. This graph shows the number of records exposed per data type. Note that some records lost/stolen may expose one or more data type.

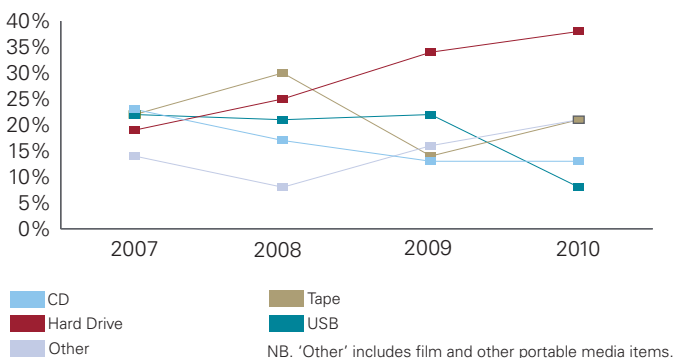
Source: KPMG International, October 2010

**By portable media: number of portable media incidents as % of total for 2010 (January-June)**



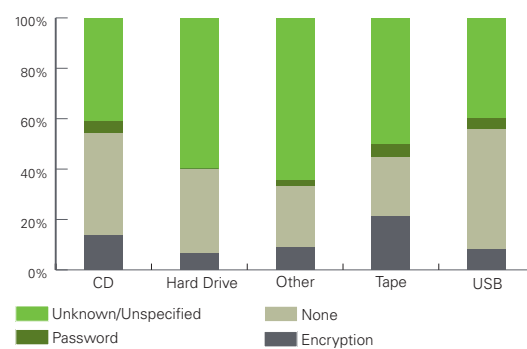
Source: KPMG International, October 2010

**By portable media: total number of portable media incidents as % of total – 4 year trend**



Source: KPMG International, October 2010

**Portable media v Security protection: number of incidents related to portable media as % of total since 2007 (to June 2010)**



Source: KPMG International, October 2010

## Data Loss – a continuing threat in 2010

Over the past three years, more than 500 million people have been affected by data loss incidents. However, for the second year in a row, the number of publicly disclosed data loss incidents has dropped. Despite this decline, 2010 brings more news of data loss, so far affecting over 15 million people.

## A wake up call to the Healthcare industry

The rising proportion of breaches in Healthcare may set alarm bells ringing across the industry. Almost four million people have been affected in 2010 so far, and the loss of medical records has doubled since 2009.

## The growing threat from within

There has been rapid growth in the data loss attributed to 'malicious insiders', from four percent of reported total incidents in 2007 to 20 percent in just three years.

The threat from malicious insiders is particularly prevalent in the Technology and Telecommunications sector and the Financial Services sector.

## Hard drives at risk

As they shrink in size but grow exponentially in capacity, hard drives are becoming an increasing target for thieves. Well over a third of reported data lost through portable media has involved hard drives.

Despite encryption technologies being freely available and easy to administer, it is surprising that so many unencrypted items of portable media are still going missing.

## An overall downward trend in reported data loss incidents

The fall in reported incidents is good news and suggests that tougher sanctions, regulatory developments and media coverage in recent years appear to have increased awareness of the need to protect vital information. With criminals constantly seeking new ways to infiltrate systems, organizations need to be constantly on their guard, to design and build an infrastructure and culture, to take better care of their data.

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Over **249** million people  
affected by Hacking since 2007

**25%**

of 2010 incidents were  
within Healthcare

Breaches within

**Financial  
Services**

have affected a **third** of total records  
lost or stolen since 2007

**38%** of incidents

involving a third party occurred  
within Government

**514million**

people affected by data loss  
since 2007

Over **10million**

people have had their personally  
identifiable information lost or stolen  
in 2010