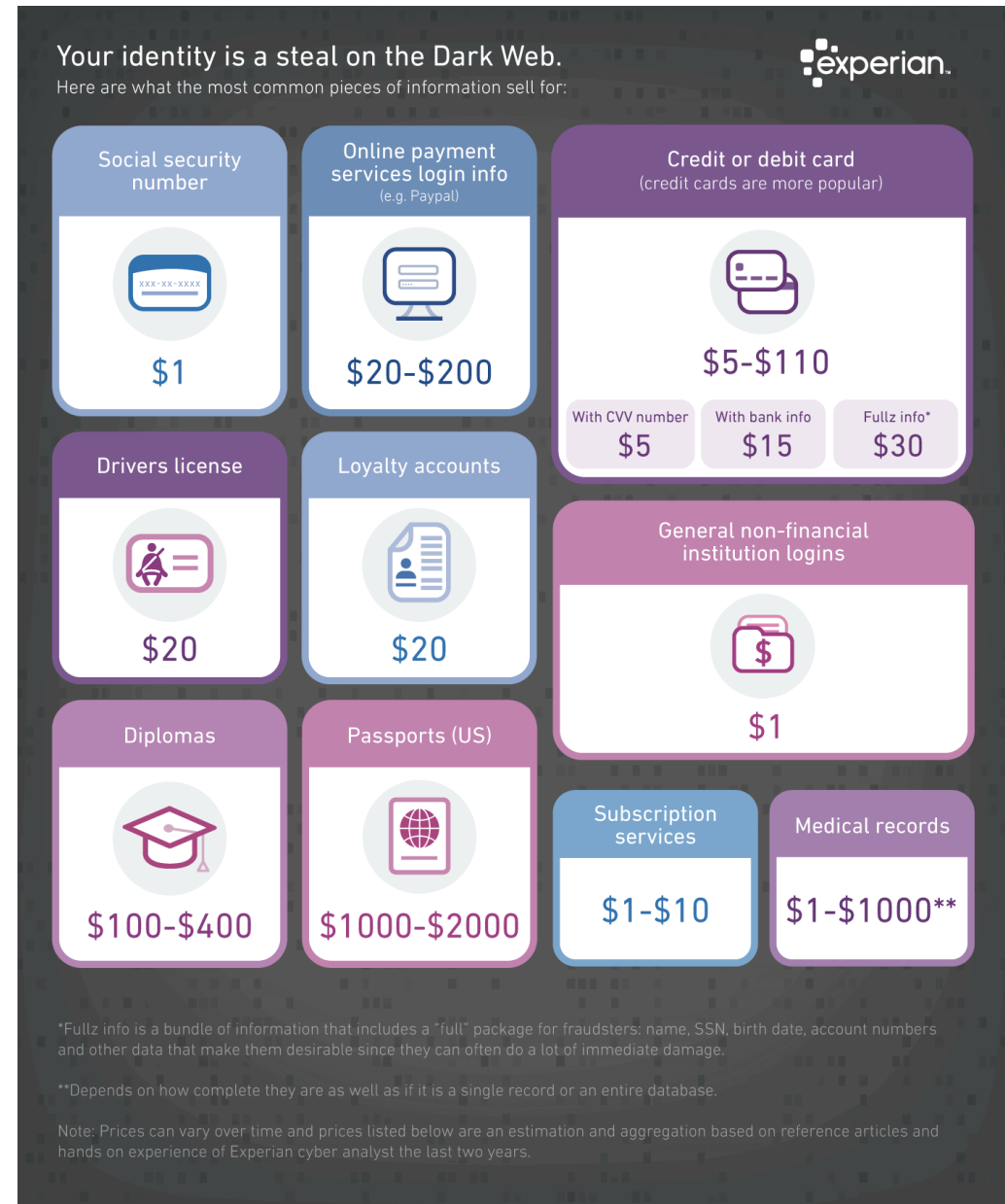Understanding
Our Data

We are vulnerable

Every day, *hackers* gain access to millions of accounts.

Our digital identity is at risk, and all parts of our digital life are accessible within a few clicks.

Hackers can access the <u>dark web</u> and access information of hacked users for a small fee and sometimes even for free. As time progresses, people will harvest more and more information and this data will become available to these hackers.

Your identity is a steal on the Dark Web.
Here are what the most common pieces of information sell for:

experian.

Social security number
xxx-xx-xxxx
$1

Online payment services login info (e.g. Paypal)
$20-$200

Credit or debit card (credit cards are more popular)
$5-$110

| With CVV number $5 | With bank info $15 | Fullz info* $30 |

Drivers license
$20

Loyalty accounts
$20

General non-financial institution logins
$1

Diplomas
$100-$400

Passports (US)
$1000-$2000

Subscription services
$1-$10

Medical records
$1-$1000**

*Fullz info is a bundle of information that includes a "full" package for fraudsters: name, SSN, birth date, account numbers and other data that make them desirable since they can often do a lot of immediate damage.

**Depends on how complete they are as well as if it is a single record or an entire database.

Note: Prices can vary over time and prices listed below are an estimation and aggregation based on reference articles and hands on experience of Experian cyber analyst the last two years.

As we continue to give social networks such as Facebook our data, these companies will continue to use our information for their benefit. It is easy to stop these companies from using our information: we stop giving it to them.
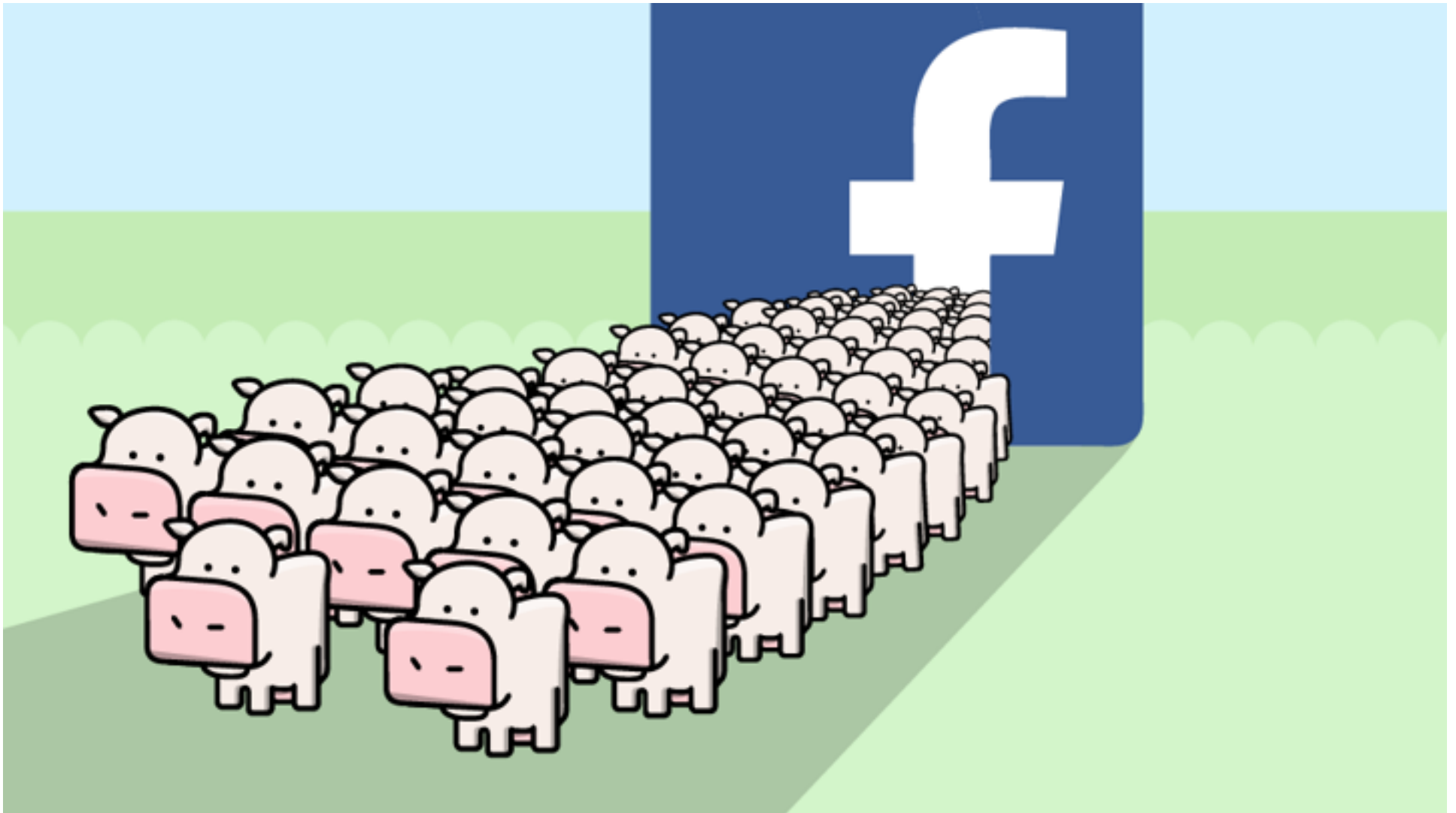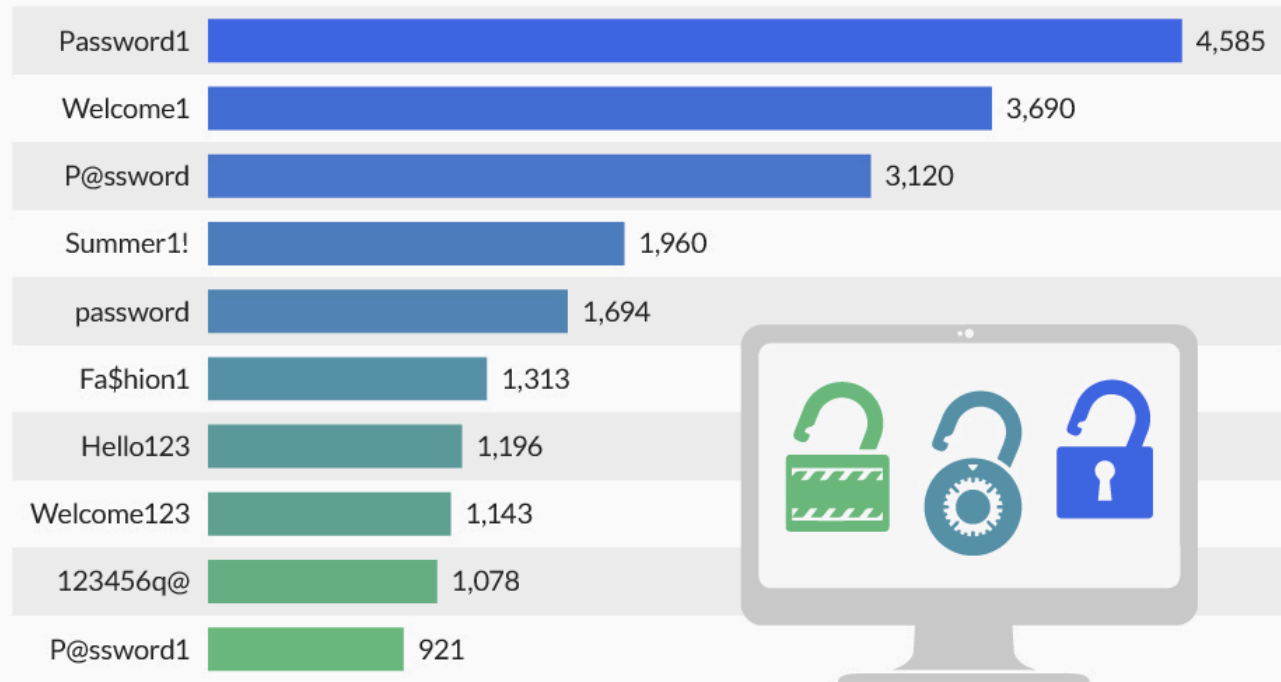
Keeping Our
Data Secure

Protecting Our Data

While it is **impossible** to protect our data completely, we can make it much more difficult for hackers to gain access to our information.

By using different passwords for each site, limiting information shared on every website, and closing old, unused accounts are just some steps we can take to keep our digital identity safe. But, we should always assume our information is public and in the hands of someone dangerous.

The internet's most popular passwords

The top 10 business passwords in 2014*

Password	Count
Password1	4,585
Welcome1	3,690
P@ssword	3,120
Summer1!	1,960
password	1,694
Fa$hion1	1,313
Hello123	1,196
Welcome123	1,143
123456q@	1,078
P@ssword1	921

*Based on a sample of 499,556 passwords
@StatistaCharts Source: Trustwave

i100 from The ●INDEPENDENT statista

Just as mentioned above if we did these steps:

• Add one character to our passwords

• Use different passwords for each of our accounts

• Remove information that isn't necessary

We would all be in a much better place.

While many of us go the extra mile to ensure our online identity, we don't necessarily have to go too much out of our way to keep our data safe. But, making sure our data is kept safe will allow us to live a more relaxed and stress-free life.

References (Images)

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