Organization	Incident	Asset Value
Adobe	Adobe Data Breach 2024	1B
Airbnb	Airbnb API Exposure 2024	850M
Amazon	Amazon Internal Leak 2024	1.3B
American Airlines	AA Payment Info Breach 2024	850M
Apple	Apple API Vulnerability 2024	1.6B
Atlassian	Atlassian Credential Leak 2024	650M
British Airways	British Airways Data Breach	600M
Capcom	Capcom Cyber Attack	200M
Cisco	Cisco Internal Systems Compromise	1B
Discord	Discord User Account Hijacking	200M
DoorDash	DoorDash Data Theft	200M
Dropbox	Dropbox Account Compromise	300M
eBay	eBay User Account Compromise	300M
Facebook	User Data Breach	1.5B

FedEx	Operational Disruption	700M
GitHub	Repository Data Exposure	600M
GitLab	User Data Breach	200M
GoDaddy	User Account Hijacking	300M
Google	API Vulnerability	1.5B
Hulu	Server Compromise	400M
IBM	Account Compromise	900M
Instagram	Instagram Scrape	500M
Intel	Intel Code Leak	800M
LinkedIn	LinkedIn Breach	700M
Lyft	Lyft Data Exposure	600M
Marriott	Marriott Breach	1B
Mastercard	Mastercard Incident	1.2B
MGM Resorts	MGM Resorts Hack	500M
Microsoft	Microsoft Data Leak	1.5B

MOVEit	MOVEit Vulnerability	300M
NASA	NASA Data Breach	1B
Netflix	Netflix Account Hack	500M
Oracle	Oracle Data Leak	900M
PayPal	PayPal Account Theft	1.2B
PepsiCo	PepsiCo Data Breach	600M
Pinterest	Pinterest Incident	400M
Reddit	Reddit Account Leak	500M
Salesforce	Salesforce Breach	1.5B
Samsung	Samsung Incident	800M
Shopify	Shopify Data Breach	600M
Slack	Slack Security Incident	400M
Snapchat	Snapchat Data Breach	500M
Sony Pictures	Sony Pictures Cyberattack	800M
SpaceX	SpaceX Security Breach	1B

Spotify	Spotify Data Breach	700M
Squarespace	Squarespace Security Incident	300M
Tesla	Tesla Data Breach	900M
TikTok	TikTok Security Breach	500M
T-Mobile	T-Mobile Data Breach	800M
Toyota	Toyota Cyberattack	700M
Twitter	Twitter Security Incident	1.2B
Uber	Uber Data Breach	700M
University of Manchester	Research Data Breach	300M
Verizon	Customer Data Leak	500M
Yahoo	Email Account Compromise	400M
Zoom	Video Conference Data Breach	600M
L'Oréal	Intellectual Property Theft	400M
LinkedIn Learning	User Account Data Breach	300M
Duolingo	Language Learning Data Leak	200M

Delta Airlines	Passenger Booking Information Leak	500M
Warner Bros.	Movie Script Theft	800M
Southwest Airlines	Employee PII Exposure	300M
DreamWorks Animation	Animation Source Code Theft	700M
YouTube	Content Moderation Tool Compromise	1B
Unilever	Product Formulation Theft	500M
Skillshare	User Learning History Leak	200M
Procter & Gamble	Brand Strategy Data Breach	600M
Disney	Movie Release Schedule Leak	900M
Lionsgate	Movie Script Leak	400M
Universal Pictures	Movie Script Leak	600M
UPS	Shipping Data Breach	500M
Khan Academy	Student Data Breach	400M
FutureLearn	User Data Leak	300M
DHL	Shipping Data Breach	500M

Coursera	User Data Leak	400M
Paramount Pictures	Movie Script Leak	700M
Coca-Cola	Customer Data Theft	500M
Johnson & Johnson	Customer Data Breach	600M
Blackboard	Student Data Breach	400M
MGM Studios	Movie Script Leak	600M
Chegg	Student Data Breach	300M
Nestlé	Customer Data Theft	700M
Kimberly-Clark	Customer Data Theft	500M
Reckitt Benckiser	RB Product Contamination	400M
edX	edX Platform Breach	300M
20th Century Fox	20th Century Fox Film Leak	600M
Colgate-Palmolive	Colgate Toothpaste Contamination	500M
Udemy	Udemy Platform Breach	250M
Expedia	Payment Data Breach	600M

Hyatt	Guest Information Leak	700M
Hilton	Loyalty Program Data Theft	800M
Twilio	API Vulnerability Exploited	1.1B
ZoomInfo	Business Contact Information Leak	900M
ServiceNow	Customer Support Ticket Data Breach	1B
Datadog	Monitoring Data Exposure	800M
Crowdstrike	Security Platform Compromised	850M
Palo Alto Networks	Internal Systems Breached	1.2B
Fortinet	Network Security Breach	950M
Nvidia	Intellectual Property Theft	1.3B
AMD	Product Design Data Breach	1B
Electronic Arts	Gaming Platform Hacked	900M
Activision Blizzard	Game Development Data Theft	1B
Wix	Website Data Breach	750M
Uber Eats	Customer Data Theft	850M

Walmart	Employee Data Breach	1.4B
Boeing	Aircraft Design Data Theft	1.5B
Starbucks	Loyalty Program Data Breach	950M

Threat Level	Vulnerability	Control Strength
Medium	Medium	High
Medium	Medium	Medium
Medium	Medium	High
High	Medium	Medium
Medium	Medium	High
Medium	Medium	Medium
High	High	Medium
Medium	Medium	Medium
Medium	Medium	High
High	Medium	Medium
High	High	Medium
Medium	Medium	Medium
Medium	Medium	Medium
Medium	Medium	High

High	High	Medium
Medium	Medium	Medium
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High	Medium	Medium
Medium	Medium	Medium
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Medium	Low	High
High	Medium	High
High	Medium	Medium
High	Low	High
Medium	High	Medium
High	Medium	High
Medium	Medium	Medium

High	Medium	High
Medium	High	High
High	Low	Medium
Medium	High	Medium
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Medium	High	Medium
High	Medium	High
High	Medium	High
Medium	High	High
High	Medium	High
Medium	Medium	Medium
Medium	Medium	High
Medium	Medium	High
High	High	Low
High	High	Medium

High	Medium	Medium
High	Medium	Medium
Medium	High	Medium
Medium	Medium	High
Medium	Medium	High
High	Medium	Medium
Medium	Medium	Medium
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Medium	Medium	High
High	High	Medium
High	Medium	Medium
Medium	Low	High
High	Low	Medium
Medium	High	Low
High	Medium	Medium

Medium	High	Medium
High	High	High
Medium	Medium	High
High	High	Medium
Medium	High	High
High	Medium	High
High	High	High
High	High	High
High	High	High
High	Medium	High
High	Medium	High
High	High	High
Medium	Low	High
Medium	High	Medium
High	High	High

High	Medium	High
High	High	High
Medium	Low	High

Details	Attack Type	Impact
Customer accounts compromised, data stolen	Phishing	Financial
Host and guest information exposed through API	API Exploitation	Reputational
Internal documents accessed, data leaked	Insider Threat	Operational
Customer payment information exposed	Malware	Financial
Customer information accessed through API vuln.	API Exploitation	Reputational
Customer data exposed through compromised creds	Credential Stuffing	Reputational
Customer data including payment info stolen	Credential Stuffing	Financial
Game development data and employee info stolen	Phishing	Operational
Internal systems and client data compromised	Ransomware	Operational
User accounts hijacked, data stolen	Phishing	Reputational
Driver and customer data stolen	Phishing	Financial
User files and data accessed through compromised accounts	Credential Stuffing	Operational
User accounts compromised, data stolen	Phishing	Reputational
User data exposed via third-party apps	Credential Stuffing	Financial, Reputational

Operational systems affected, customer data at risk	Phishing	Operational, Financial
Repository data and user credentials exposed	Data Theft	Financial, Reputational
Repository data and user credentials exposed	Credential Stuffing	Financial, Reputational
User accounts hijacked, data stolen	Credential Stuffing	Financial, Reputational
User data accessed through compromised API	Data Theft	Financial, Reputational
Subscriber data accessed through compromised server	Phishing	Financial, Reputational
Client data accessed through compromised accounts	Credential Stuffing	Financial, Operational
profiles and follower data har	Data Scraping	Reputational
ietary code and client data ex	Phishing	Operational
accounts compromised, data	Credential Stuffing	Financial
er and rider data accessed via	API Exploit	Reputational
nformation accessed through	Phishing	Reputational
ustomer payment info access	Phishing	Financial
r data stolen through compror	Database Exploit	Reputational
al documents accessed and l	Phishing	Reputational

data exposed through softwa	Software Exploit	Operational
oyee PII and mission data acc	Phishing	Operational
iber data accessed through p	Phishing	Reputational
ta accessed through compron	API Exploit	Reputational
er accounts hijacked through	Phishing	Financial
ployee and vendor info acces	Credential Stuffing	Operational
data accessed via third-party	API Exploit	Reputational
count details exposed through	Phishing	Reputational
ta accessed through compron	API Exploit	Operational
Proprietary tech data stolen	Phishing	Reputational
d, including payment informat	Phishing	Financial, Reputational
exposing internal communica	Credential Stuffing	Operational, Reputational
including personal messages	Phishing	Reputational
l, leading to leak of unrelease	Ransomware	Financial, Reputational
olen, including rocket designs	Insider Threat	Financial, Operational

ed, leading to unauthorized ad	Phishing	Reputational, Financial
data exposed through API vu	API Exploitation	Operational, Reputational
gns accessed, potential impac	Insider Threat	Financial, Operational
sed, including personal videos	Phishing	Reputational
len, including personal and fir	Phishing	Financial, Reputational
er data compromised, potenti	Ransomware	Financial, Operational
ts compromised, leading to c	Social Engineering	Reputational
a stolen, including trip details	Insider Threat	Financial, Reputational
search data exposed to unaut	Phishing	Financial
entifiable information of custor	Ransomware	Reputational
hail accounts compromised, d	Credential Stuffing	Financial
nference sessions accessed	Insider Access	Reputational
onfidential formulas and produ	Social Engineering	Financial
it credentials compromised, d	Credential Stuffing	Reputational
learning data accessed witho	Insider Access	Financial

king details exposed to unaut	Phishing	Reputational
leased movie scripts and proc	Social Engineering	Financial
entifiable information of emplo	Insider Access	Financial
nation source code and desigi	Social Engineering	Financial
ent moderation tool leads to i	Insider Access	Reputational
of confidential product formul	Social Engineering	Financial
ng history accessed without a	Insider Access	Reputational
confidential brand strategy do	Social Engineering	Financial
d movie release schedule lea	Social Engineering	Reputational
leased movie scripts leaked c	Insider Access	Reputational
cripts leaked, employee data	Insider Access	Reputational
formation exposed, customer	Phishing	Operational
nformation exposed, credenti	Phishing	Reputational
data including course history l	Phishing	Financial
formation exposed, customer	Ransomware	Operational

data including course history l	Credential Stuffing	Financial
cripts leaked, employee data	Ransomware	Reputational
er data including payment inf	Phishing	Financial
data including medical record	Phishing	Financial
nformation exposed, credenti	Phishing	Reputational
cripts leaked, employee data	Ransomware	Reputational
nformation exposed, credenti	Phishing	Reputational
er data including payment inf	Ransomware	Financial
er data including payment inf	Phishing	Financial
stributed, leading to health con	Contamination	Financial, Reputational
npromised, sensitive educatio	Cyberattack	Financial, Reputational
ilms leaked online, potential r	Intellectual Property Theft	Financial
batches distributed, health con	Contamination	Financial, Reputational
mised, unauthorized access to	Cyberattack	Financial, Reputational
ent data exposed through wel	Credential Theft	Financial

n leaked due to compromise	Phishing	Reputational
ata stolen from loyalty progra	Ransomware	Financial
ty exploited, exposing user co	API Exploitation	Operational
nformation leaked due to serv	Data Leak	Reputational
rt ticket data accessed throug	Phishing	Operational
a exposed through third-party	Third-Party	Financial
orm compromised, exposing	Supply Chain	Operational
ystems breached, customer d	Credential Theft	Financial
ecurity breach, exposing sens	Ransomware	Financial
y theft through compromised	Insider Threat	Reputational
ata accessed through supplie	Supply Chain	Financial
form hacked, user accounts	Credential Theft	Financial
nent data stolen, affecting up	Ransomware	Operational
ulnerability exploited, exposing	Phishing	Financial
tolen through misconfigured	Data Leak	Operational

data accessed through phish	Phishing	Financial
data stolen through supplier	Supply Chain	Operational
xposed through compromised	Ransomware	Reputational

Root Cause	Time to Remediate in Month	Industry
Social Engineering	1	Technology
Configuration Error	0.5	Hospitality
Insider Access	0.75	E-commerce
Malware Infection	1	Transportation
Poor API Security	2	Technology
Weak Password Policies	0.75	Software
Social Engineering	3	Transportation
Insider Access	2	Gaming
Unknown	1	Technology
Social Engineering	0.75	Communication
Social Engineering	2	Delivery
Insider Access	1	Technology
Insider Access	2	E-commerce
Social Engineering	2	Technology

Left	Value	Right
Insider Access	1	Logistics
Unknown	0.75	Technology
Social Engineering	1	Technology
Insider Access	2	Technology
API Misconfiguration	3	Technology
Social Engineering	1	Entertainment
Insider Access	2	Technology
Social Engineering	1	Technology
Social Engineering	0.75	Technology
Weak Passwords	1	Technology
Poor API Security	0.5	Transportation
Social Engineering	1	Hospitality
Insider Access	0.5	Finance
Social Engineering	1	Hospitality
Insider Access	0.75	Technology

Poor Patch Management	2	Software
Social Engineering	1	Government
Social Engineering	0.5	Entertainment
Weak API Security	0.75	Technology
Social Engineering	0.5	Finance
Weak Passwords	1	Consumer Goods
Weak API Security	0.75	Technology
Social Engineering	1	Technology
Weak API Security	0.5	Technology
Social Engineering	0.75	Technology
Insider Access	1	Technology
Unknown	0.5	Technology
Social Engineering	0.75	Technology
Insider Access	2	Entertainment
Insider Access	1	Aerospace

Insider Access	0.5	Technology
Unknown	1	Technology
Insider Access	2	Automotive
Social Engineering	0.75	Technology
Insider Access	1	Telecommunications
Insider Access	2	Automotive
Insider Access	1	Technology
Insider Access	2	Technology
Insider Access	1	Education
Unknown	0.5	Telecommunications
Phishing	0.75	Technology
Unknown	1	Technology
Insider Access	1	Beauty
Unknown	0.5	Technology
Insider Access	1	Education

Left	Value	Right
Insider Access		Transportation
	0.75	
Insider Access		Entertainment
	1	
Unknown		Transportation
	0.75	
Insider Access		Entertainment
	0.5	
Insider Access		Technology
	1	
Insider Access		Consumer Goods
	0.5	
Insider Access		Technology
	1	
Insider Access		Consumer Goods
	0.5	
Insider Access		Entertainment
	1	
Insider Access		Entertainment
	0.5	
Social Engineering		Media
	1	
Unknown		Transportation
	1	
Insider Access		Education
	1	
Insider Access		Education
	2	
Social Engineering		Transportation
	1	

Insider Access	1	Education
Insider Access	2	Media
Unknown	0.75	Beverage
Insider Access	1	Healthcare
Unknown	0.5	Technology
Insider Access	2	Media
Unknown	1	Education
Insider Access	2	Food
Unknown	0.75	Consumer Goods
igence in quality control proce	0.75	Consumer Goods
Exploited software vulnerability	2	Education Technology
sider access or external hacki	0.5	Entertainment
igence in quality control proce	1	Consumer Goods
Exploited software vulnerability	0.75	Education Technology
Unknown	0.5	Travel

Attack Type	Value	Industry
Insider Access	1	Hospitality
External Breach	0.75	Hospitality
Social Engineering	2	Technology
Unknown	1	Technology
Insider Access	1.5	Technology
External Breach	1	Technology
Unknown	1	Technology
Insider Access	2	Technology
External Breach	1	Technology
Insider Access	1	Technology
External Breach	1	Technology
External Breach	1	Technology
External Breach	1	Technology
Unknown	0.5	Technology
External Breach	1	Technology

Insider Access		Retail
	1	
External Breach		Aerospace
	2	
External Breach		Hospitality
	1	

Security Maturity	Security Spending
Medium	20%
Medium	15%
High	25%
Medium	20%
High	25%
Medium	20%
Medium	15%
Medium	18%
High	20%
Medium	15%
Medium	17%
Medium	18%
Medium	17%
Medium	20%

Medium	18%
Medium	15%
Medium	15%
Medium	15%
High	25%
Medium	18%
High	22%
Medium	15%
High	20%
Medium	16%
Medium	17%
Medium	18%
High	20%
Medium	15%
High	22%

Medium	15%
High	20%
Medium	18%
High	20%
High	22%
Medium	16%
Medium	15%
Medium	17%
High	20%
High	20%
Medium	18%
High	20%
Medium	15%
High	25%
High	30%

Medium	18%
Medium	20%
High	25%
Medium	15%
High	30%
High	25%
High	30%
High	25%
Medium	10%
High	20%
Medium	15%
High	25%
Medium	18%
High	20%
Medium	14%

High	23%
Medium	16%
High	21%
Medium	17%
High	28%
Medium	16%
High	19%
High	26%
Medium	17%
Low	19%
Medium	18%
Medium	16%
Medium	17%
Low	10%
Medium	16%

Medium	18%
Medium	18%
Medium	15%
Medium	17%
Medium	16%
Medium	18%
Medium	17%
High	22%
Medium	18%
Medium	10%
Medium	8%
High	15%
Medium	10%
Low	8%
Medium	18%

Medium	20%
High	22%
High	25%
High	23%
High	28%
High	24%
High	27%
High	30%
High	26%
High	29%
High	27%
High	26%
High	28%
Medium	20%
High	25%

High	30%
High	32%
High	28%