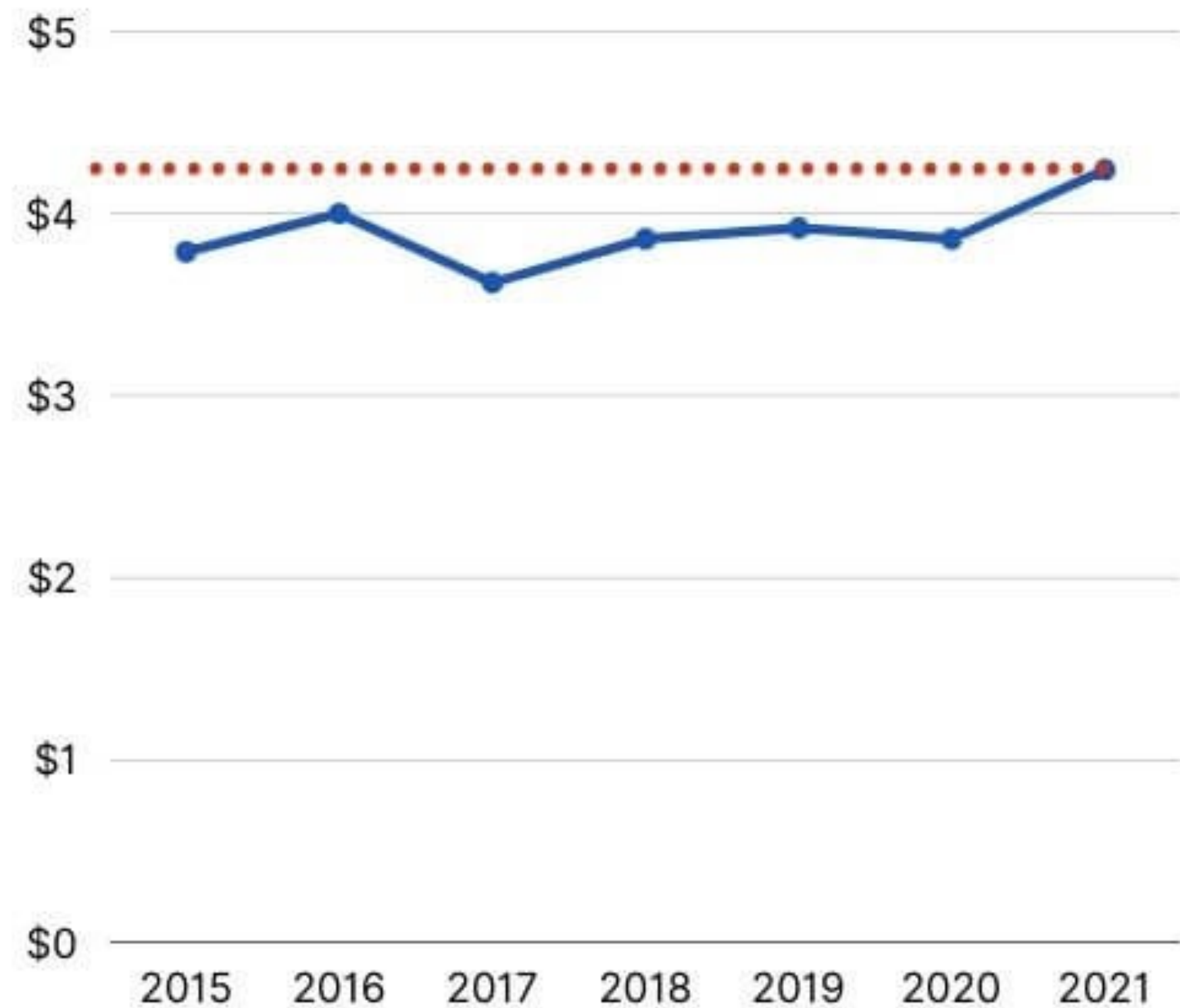# Why is Data Security Important?
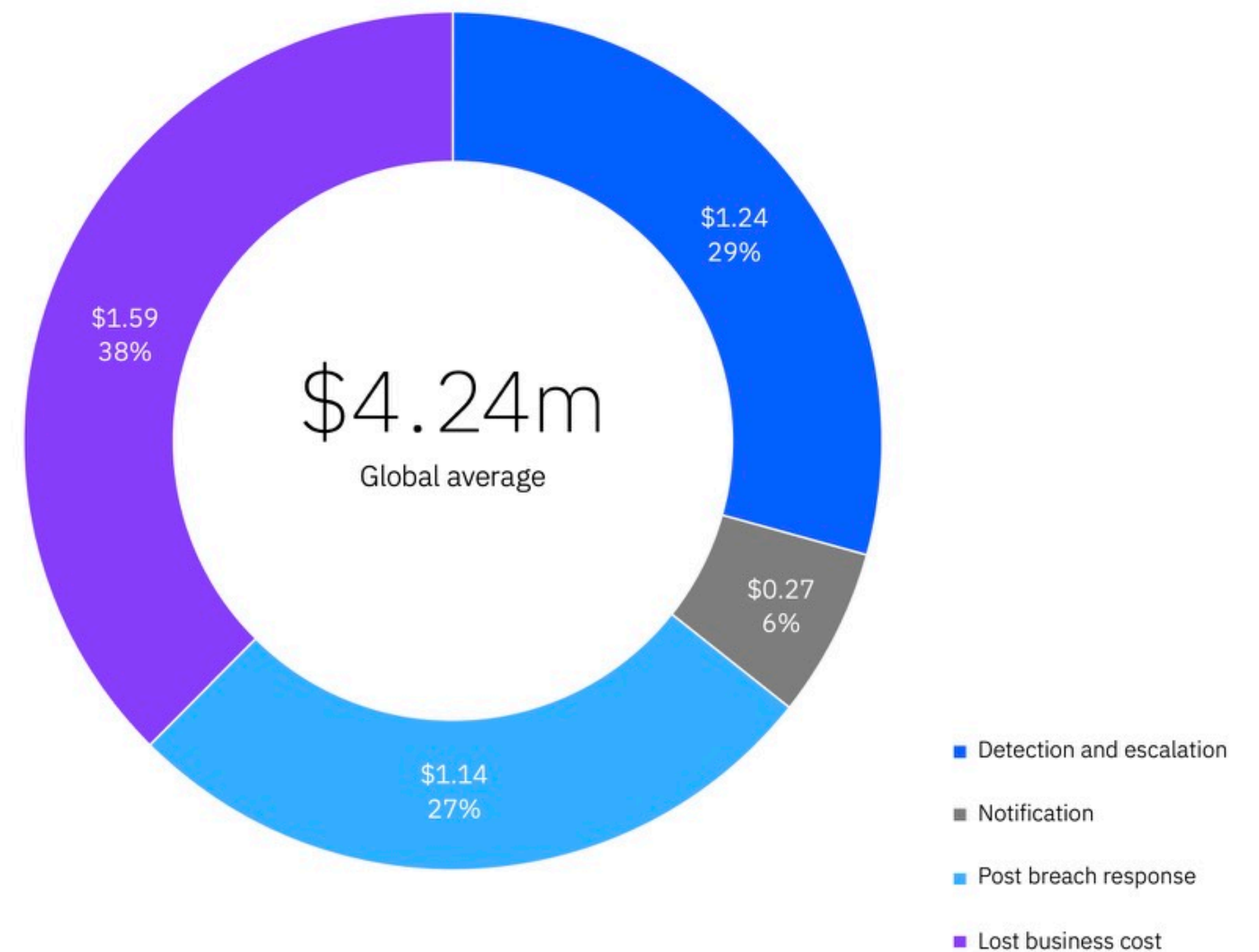
Average Cost of a Data Breach 2015 - 2021

Average total cost of a data breach divided into four categories

Measured in US$ millions

$1.24
29%

$1.59
38%

$4.24m
Global average

$0.27
6%

$1.14
27%

- Detection and escalation
- Notification
- Post breach response
- Lost business cost

Measured in US$ millions   Data source: Cost of a Data Breach Report 2021 (IBM & Ponemon)