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ASK THE COMPETITION.2

<https://www.bloomberg.com/news/articles/2015-04-15/adultery-website-ashleymadison-seeks-ipo-as-demand-booms>

<https://www.wired.com/2015/08/happened-hackers-posted-stolen-ashley-madison-data/>

[https://en.wikipedia.org/wiki/Ashley\\_Madison](https://en.wikipedia.org/wiki/Ashley_Madison)

# Adultery Website AshleyMadison Seeks IPO as Demand Booms

Kristen Schweizer

15 April 2015, 13:27 CEST

In August 2015, after its customer records were leaked by hackers, a \$576 million class-action lawsuit was filed against the company.<sup>[48]</sup>



A data dump, 9.7 gigabytes in size, was posted on Tuesday to the dark web using an Onion address accessible only through the Tor browser. The files appear to include account details and log-ins for some 32 million users of the social networking site, touted as the premier site for married individuals seeking partners for affairs. Seven years worth of credit card and other payment transaction details are also part of the dump.

before

after

2

8

## ASK THE COMPETITION PT. 3

### Breached Organizations Lose Millions in Market Value, Finds New Report

*“For a typical FTSE 100 firm the impact of 1.8 per cent equates to a permanent loss of market capitalization of £120 million,” explains the report – which amounts close to \$150 million USD.*

*“Lost shareholder value across European markets could rise by as much as a factor of 10 when the new regulations take effect in May 2018,”*  
***Rogoyski told Infosecurity Magazine.***

<https://www.tripwire.com/state-of-security/latest-security-news/breached-organizations-lose-millions-market-value-finds-new-report/>

<http://breachlevelindex.com/>

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