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## Importance of Data Security

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According to a survey, it has been found that 70% of any company value likely lies in intellectual properties, like Customer Data, Product Designs, Sales Information. This kind of information mostly stored in Databases; Hence, Databases becomes the primarily targets of attackers. Any Damage Security Incidents happened involve Loss or Modification or may be destruction of sensitive data. Yet many security programs forget the data.



Even as the IT landscape becomes increasingly decentralized and complex, it's important to understand that many security breaches are preventable. While individual security challenges and goals may differ from company to company, often organizations make the same widespread mistakes as they begin to tackle data security. What's more, many enterprise leaders often accept these errors as normal business practice.

There are several internal and external factors that can lead to successful cyberattacks, including:

- Erosion of network perimeters
- Increased attack surfaces offered by more complex IT environments
- Growing demands that cloud services place on security practices
- Increasingly sophisticated nature of cyber crimes
- Persistent cybersecurity skills shortage
- Lack of employee awareness surrounding data security risks

Data security is when protective measures are put in place to keep unauthorized access out of computers, websites, and databases. This process also provides a mechanism for protecting data from loss or corruption. No business today, be it a small local company or a large corporation, should overlook implementing security measures. Not having an adequate plan in place for information security can result in steep consequences for businesses in Des Moines. Here are three reasons why security is important.

