



Data Leakage



- Data leakage refers to unauthorized access or disclosure of **sensitive or confidential data**
- Data leakage may happen electronically through an email or malicious link or via some physical method such as device theft or hacker break-ins




Major Risks to Organizations

- Loss of customer loyalty
- Potential litigations
- Heavy fines
- Decline in share value
- Loss of brand name
- Loss of reputation
- Reduction of sales and revenue
- Unfavorable media attention
- Unfavorable competitor advantage
- Insolvency or liquidation
- Loss of new and existing customers
- Monetary loss
- Prone to cyber criminal attacks
- Loss of productivity
- Disclosure of trade secrets
- Pre-release of latest technology developed by company
- Loss of proprietary and customer information
- Ready to release projects get pirated

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Data Leakage Threats



Insider Threats

- Disgruntled or negligent employees may knowingly or unknowingly leak sensitive data to the outside world, incurring huge **financial losses** and business interruptions
- Employees may use various techniques such as eavesdropping, shoulder surfing, or dumpster diving, to gain unauthorized **access** to information in violation of **corporate policies**

Reasons for Insider Threats

- Inadequate security **awareness** and **training**
- Lack of proper management controls for **monitoring employee activities**
- Use of an insecure mode of data **transfers**

External Threats

- Attackers take advantage of insiders' vulnerabilities to perform various attacks by **stealing the credentials** of a legitimate employee
- This gives the attacker unlimited **access to the target network**

Examples of External Threats

- Hacking or Code Injection Attacks
- Malware
- Phishing
- Corporate Espionage or Competitors
- Business Partners or Contractors

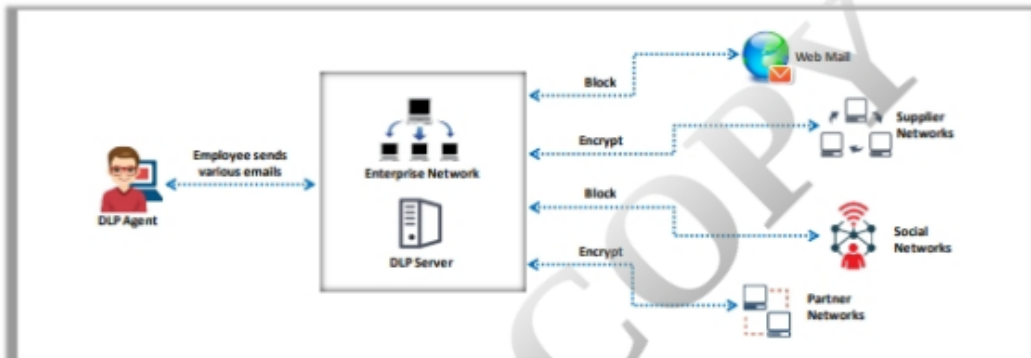
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What is Data Loss Prevention (DLP)?



- DLP is the identification and **monitoring of sensitive data** to ensure that end users do not send sensitive information outside the corporate network



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LO#05: Summarize Data Backup Process

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