## What are the costs when dealing with cyber security attacks?

When dealing with cyber security attacks, there are several potential costs that organizations may face. These costs can be divided into two main categories: direct costs and indirect costs. Direct costs are those that can be easily quantified and are directly associated with the cyber security attack. Some examples of direct costs include the cost of repairing or replacing damaged or compromised systems, the cost of hiring a cyber security firm to help investigate and address the attack, and the cost of providing credit monitoring or other services to affected customers. Additionally, organizations may face direct financial losses if sensitive data is stolen or if the attack leads to a disruption of business operations. Indirect costs are those that are more difficult to quantify and are not directly associated with the cyber security attack itself. Examples of indirect costs include lost productivity due to the disruption caused by the attack, damage to a company's reputation and loss of customer trust, and the cost of providing additional training or resources to employees to help prevent future attacks. In some cases, organizations may also face legal costs if they are sued by customers or other parties as a result of a cyber security attack. Overall, the costs associated with cyber security attacks can be significant and can have a lasting impact on an organization. In addition to the immediate costs, organizations may also face long-term costs, such as the loss of competitive advantage or the need to invest in additional security measures to prevent future attacks. Therefore, it is important for organizations to take steps to protect themselves against cyber security attacks and to be prepared to respond effectively if an attack occurs.