

- Average per capita cost of a data breach was \$221 in the US.
- The average total organizational cost in the US was \$M7.01.

- Average global cost of data breach per lost or stolen record was \$158.
- However, healthcare organizations had an average cost of \$355 and in education the average cost was \$246.

- There are lots of outcomes for a data breach, but we all know the ultimate result -- it impacts trust and revenue,