

Real-Life Costs of Cyber Attacks

Cyber attacks on small businesses are a common occurrence. While smaller organizations often lull themselves into thinking cybercriminals aren't interested in them, reality is quite different. It's true the biggest headline-grabbing hacks typically involve large companies, but anyone could be a target. Hackers don't discriminate by size.

Take a look at these six headlines from 2019:



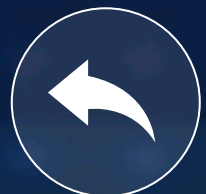
■ JANUARY 2019

Story 1

In January, cyber thieves ran roughly

**100,000 stolen
card numbers**

through the payment system of Innovative Higher Ed Consulting Inc., resulting in a **\$27,000 payment to reverse the charges.** By May, Innovative Higher Ed Consulting was closed due to the attacks.



83%

of SMBs lack the funds to deal
with the repercussions of a
cyber attack.

Source: <https://www.insurancebee.com/blog/smb-owners-unprepared-for-cybercrime>



FEBRUARY 2019 ■

Story 2

In February, Connecticut-based optometrists
Dr. Thomas DeLuca, Dr. Anthony Marciano &
Associates notified about

23,578 Patients

that their **personal data was potentially
breached** during a ransomware attack.



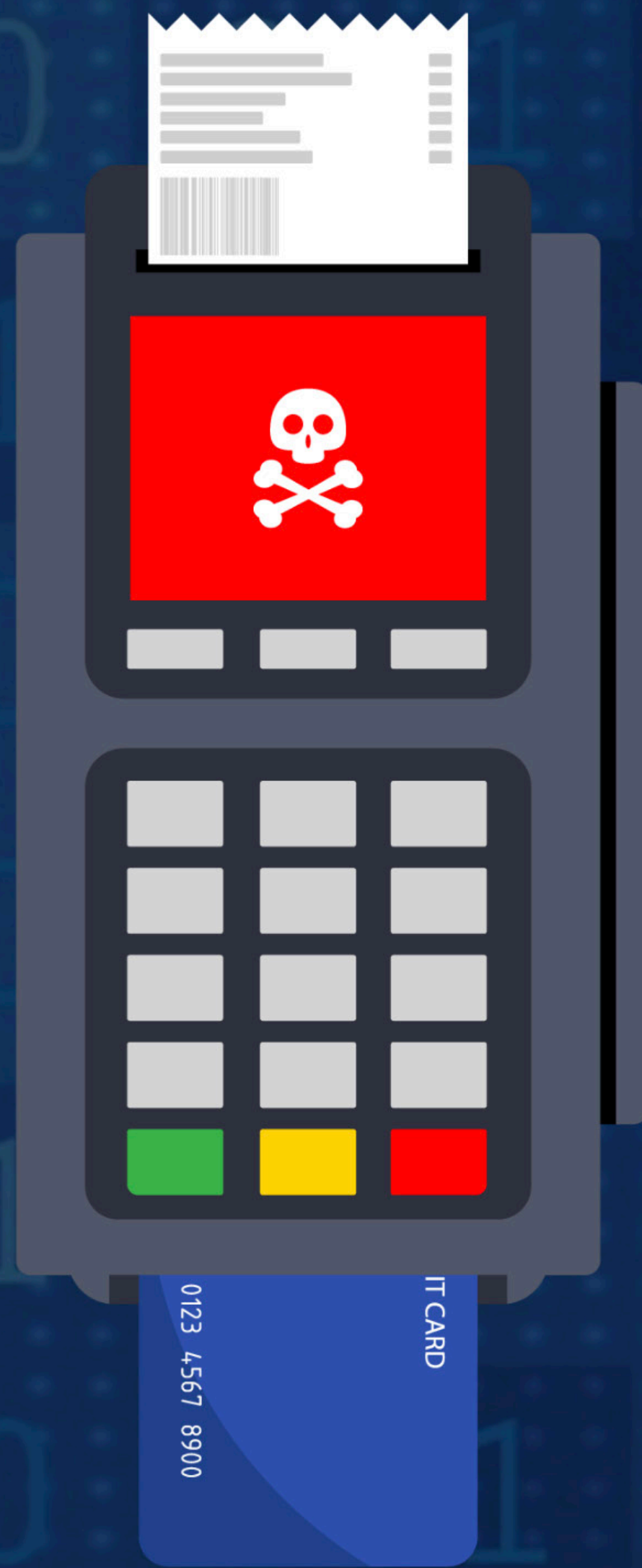


58%

of SMBs who experienced a cyber attack in the past 12 months, reported loss or theft of sensitive information about customers or employees.

Source: Ponemon Institute's 'The 2018 State of Cybersecurity in Small and Medium Size Businesses'





■ FEBRUARY 2019

Story 3

In February, local Minnesota restaurants had their **customer's credit card information stolen** after malware was deployed to their POS systems. Stolen information potentially included the

cardholder's name, credit card number, expiration date, and CVV.



Overall web attacks on endpoints -
like a POS system - increased by

56%

in 2018.

Source: Symantec's 'Internet Security Threat Report February 2019'



■ APRIL 2019

Story 4

In April, after refusing to pay a ransom to their hackers, Michigan-based Brookside ENT and Hearing Center was

forced to close

when **hackers deleted all patient files** during a ransomware attack.



The SMBs who experienced a
cyber attack in the past 12 months
lost an average of

10,848
individual records

Source: Ponemon Institute's 'The 2018 State of Cybersecurity in Small and Medium Size Businesses'





JUNE 2019 ■

Story 5

In June, NEO Urology in Boardman, Ohio was infected by a ransomware attack, which hacked its **entire IT system** and left all of its data encrypted, until they paid a ransom of

\$75,000



Cyber attacks are expensive for
SMBs, with the average cost of a
single incident running

\$53,987

Source: Continuum's 'Underserved and Unprepared: The State of SMB Cybersecurity in 2019'



■ JULY 2019

Story 6

In July, a Lincoln-based insurance and financial company had several of its employees fall victim to phishing scams which **tricked them into providing their email credentials**. As a result, they may have exposed customer's names, addresses, and



Social Security numbers.





76%

of businesses reported being a victim
of a phishing attack in 2018.

Source: ProofPoint's '2019 State of the Phish Report'

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