

# THE COST OF A DATA BREACH IN 2023



## **Detection and Escalation**

Example Costs: Forensic analysis, internal investigation teams, external audit services.

## **Notification**

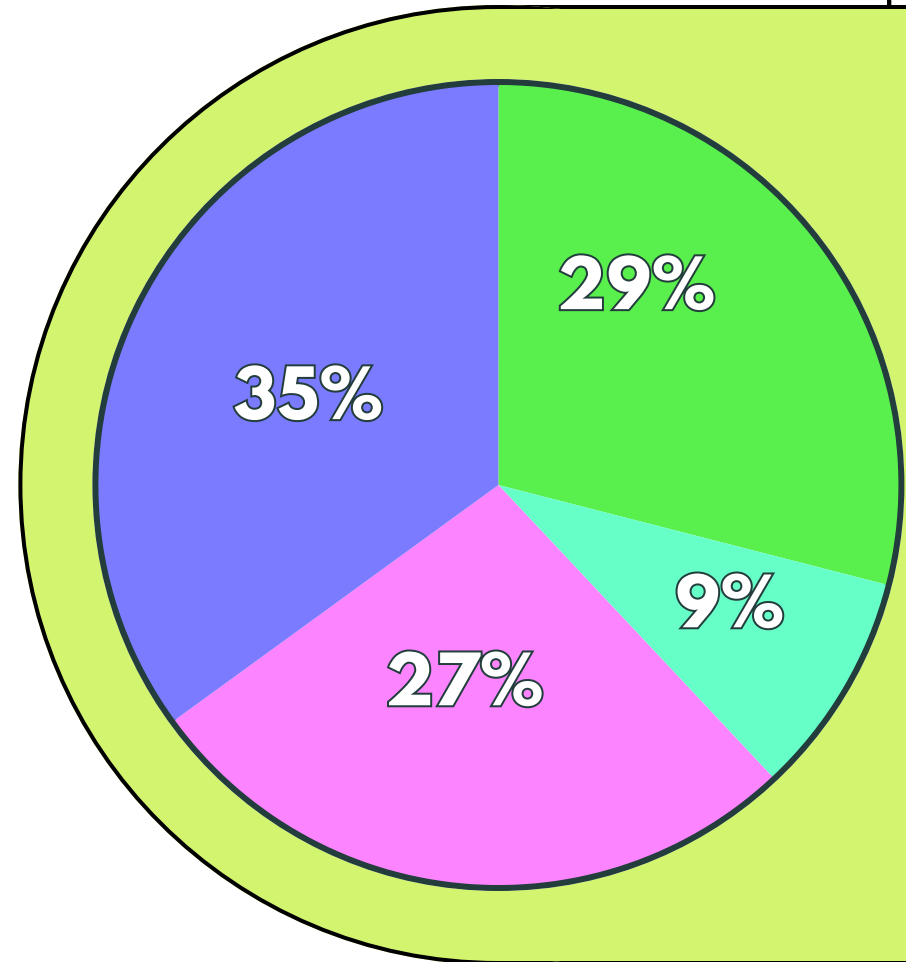
Example Costs: Drafting and sending notification letters, call center operations, communication campaigns.

## **Post-Breach Response**

Example Costs: Credit monitoring, identity protection services, legal fees, regulatory fines.

## **Lost Business**

Example Costs: Customer churn, revenue losses, costs of business interruption, damage to brand reputation.



The "Cost of a Data Breach Report 2023" by IBM Security shows that the average global cost of a data breach rose to \$4.45 million, marking a 15% increase over three years.