

DATA BREACHES & YOUR REPUTATION IN THE MARKETPLACE

How Do You Measure the Impact?

ON AVERAGE,
company stock prices
experience a decline of

1.8%

after a severe security breach

DATA BREACHES AFFECT MUCH MORE THAN DATA



CUSTOMER
TURNOVER



UNTRUSTED
BRAND



DECREASE IN
INVESTORS



NEGATIVE
PERCEPTION

How much a breach affects customers and the public is a **BIG** factor.

STUDIES SHOW BREACHED COMPANIES

Experience slower stock price growth

On average, stock price
increase 3 years prior to
breach

45.6%



On average, stock price
increase 3 years POST breach

14.8%

Tend to underperform the NASDAQ



Breached companies recover to the
index's performance level after
days on average

38

After three years the NASDAQ
ultimately outperforms them
by a margin of over

40%



What are the long
term effects?

No matter what your industry -
risk, security, compliance all
factor into your brand identity.

How do you safeguard your
business even after a data
breach?

Build the right Risk Strategy and
establish Duty of Care.



LEARN HOW.

HALOCK®

SOURCES:

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