KPMG

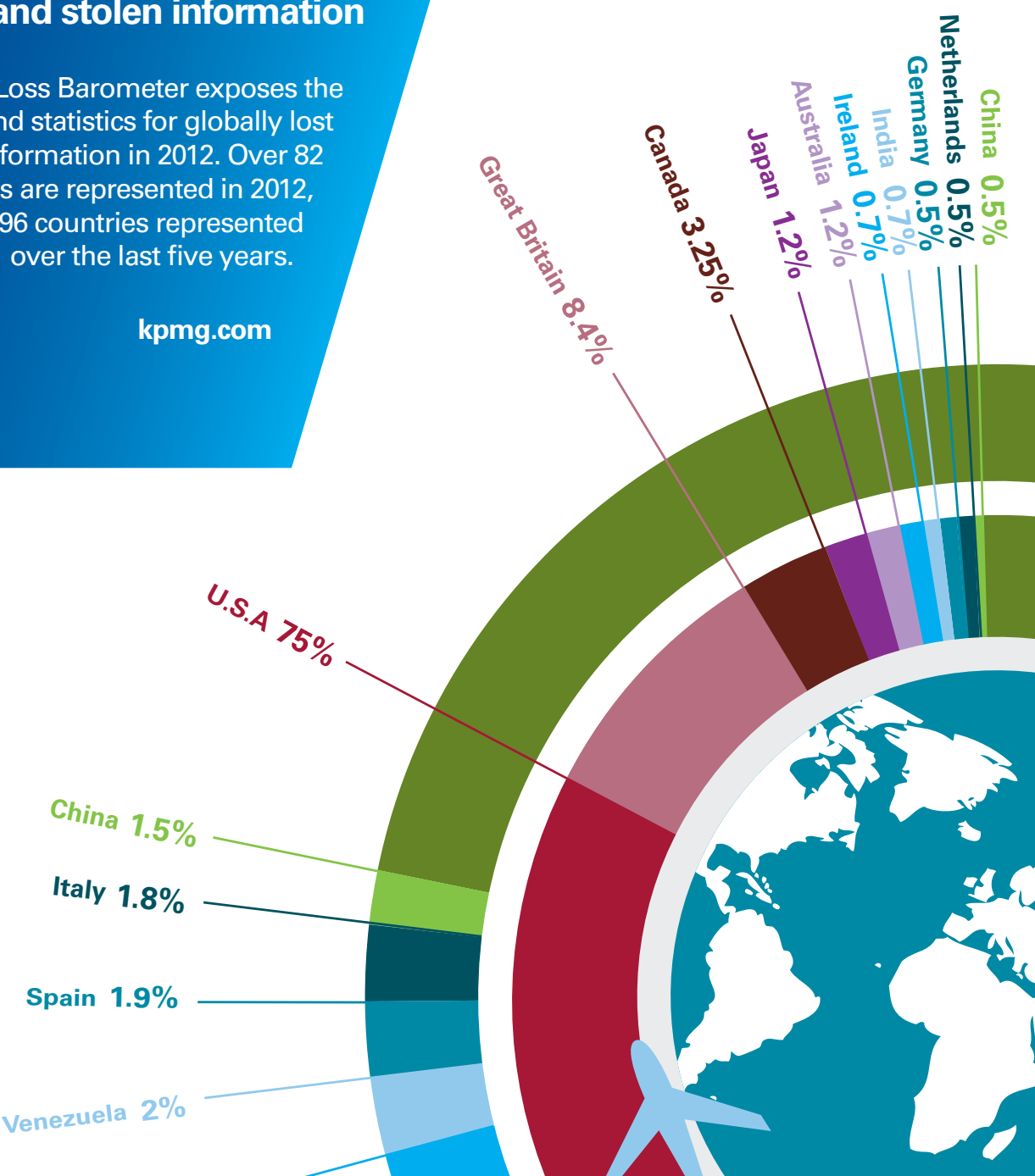
cutting through complexity

DATA LOSS BAROMETER

A global insight into lost and stolen information

KPMG's Data Loss Barometer exposes the latest trends and statistics for globally lost and stolen information in 2012. Over 82 countries are represented in 2012, with over 96 countries represented over the last five years.

kpmg.com



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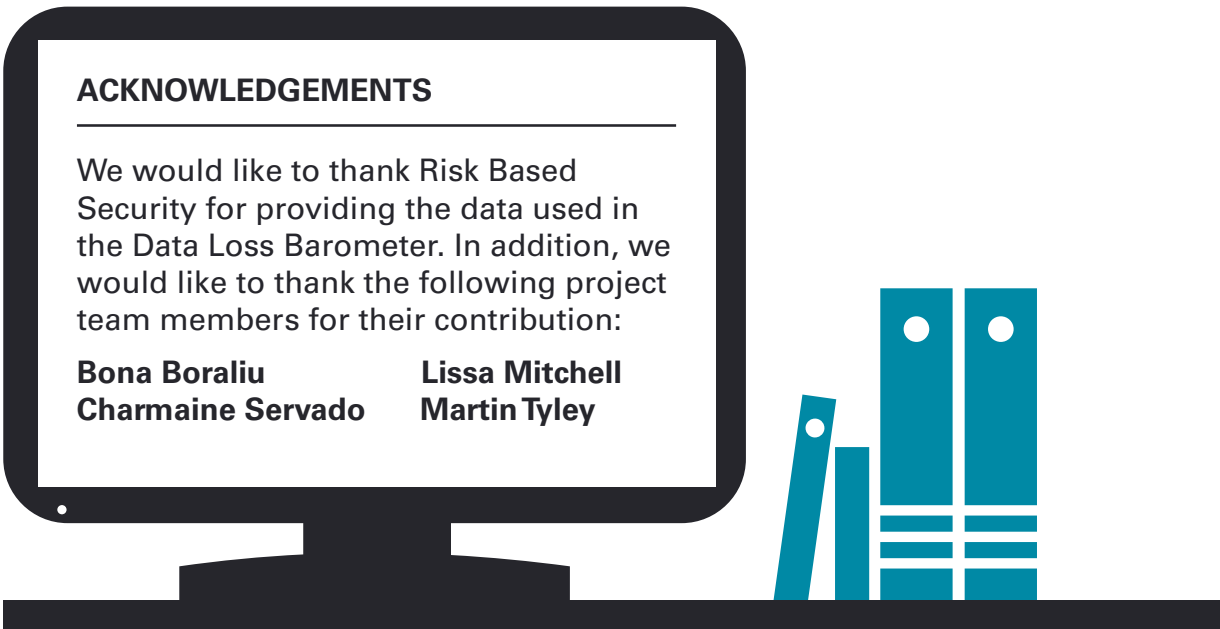

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KEY FINDINGS

Hacking number one data loss threat

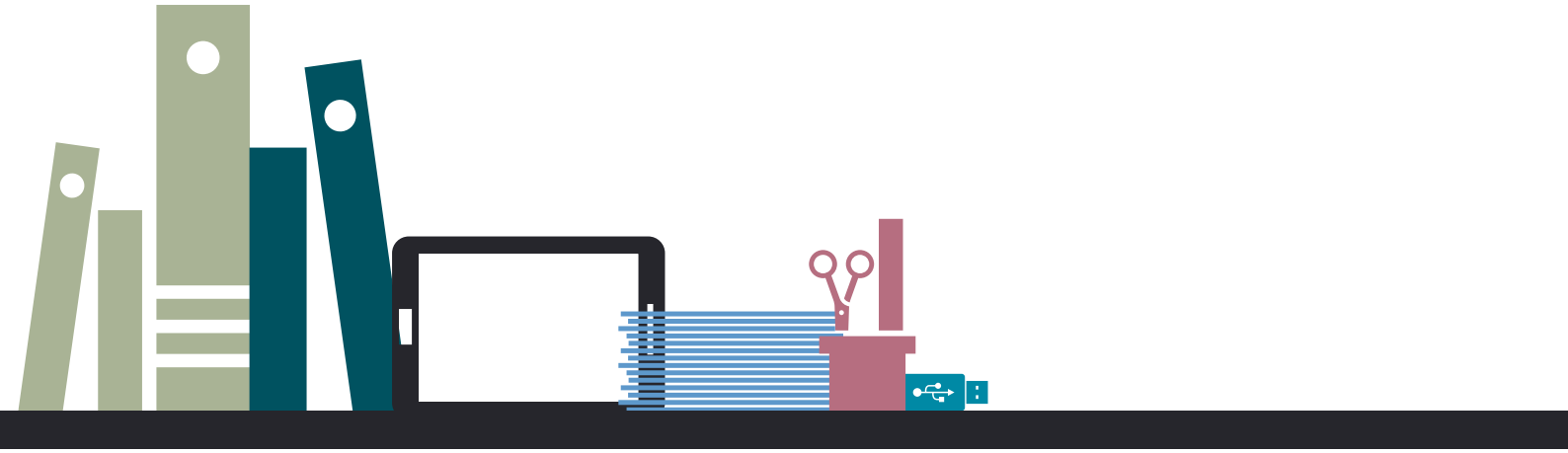
Over the past five years, more than one billion people globally have been affected by data loss incidents. In the last two years, there has been a jump of 40% in the number of publicly disclosed data loss incidents. Over the last five years, 60% of all incidents reported were due to Hacking.

Healthcare sector shows significant improvement

The Healthcare sector, which previously struggled between 2010 and 2011 with the highest number of data loss incidents has shown dramatic improvement in 2012. The percentage of data loss incidents that affected the Healthcare sector has fallen from a high of 25% in 2010, to just 8% in 2012.

Technology sector number one worst performing sector by number of people affected

Over the last five years, the Technology sector, had fewer incidents than the Top Five worst performing sectors (Government, Healthcare, Education, Financial Services, and Retail) however, the percentage of people affected by incidents in that industry remains the highest; accounting for 26% of the total number of people affected.



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Insurance sector number one at risk from Social Engineering and System/Human Error

In the first half of 2012, the Insurance sector appears to be at greatest risk from Social Engineering attacks and System/Human Error incidents.

First time in five years that insider threat has decreased and is at an all-time low

Surprisingly, for the first time over the last five years, **the threat from malicious insiders has dropped from an average from previous years of 25% of total number of incidents**, to an all-time low of 6.5% in 2012. Conversely, we see a dramatic rise of double the number of incidents from external sources in 2012 from 2010, accounting for 81% of total number of incidents. This could be because the rise in hacking has taken people's eyes off the insider threat – KPMG has not seen an improvement in controls to prevent or detect insiders in the period.

Overall data loss incidents return to similar levels as 2008

Following a fall in reported incidents in 2009-2010 when compared to 2008, the trend has reversed with a higher number of incidents reported in 2011, and total incident numbers in 2012 almost returning to 2008 levels. This could be accounted for by a maturing regulatory environment where incidents are being identified and monitored more thoroughly, but is also likely to be a result of the dramatic increase in the sophistication and variety of attacks we have seen in the last 18 months.

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SECTION ONE: OVERVIEW

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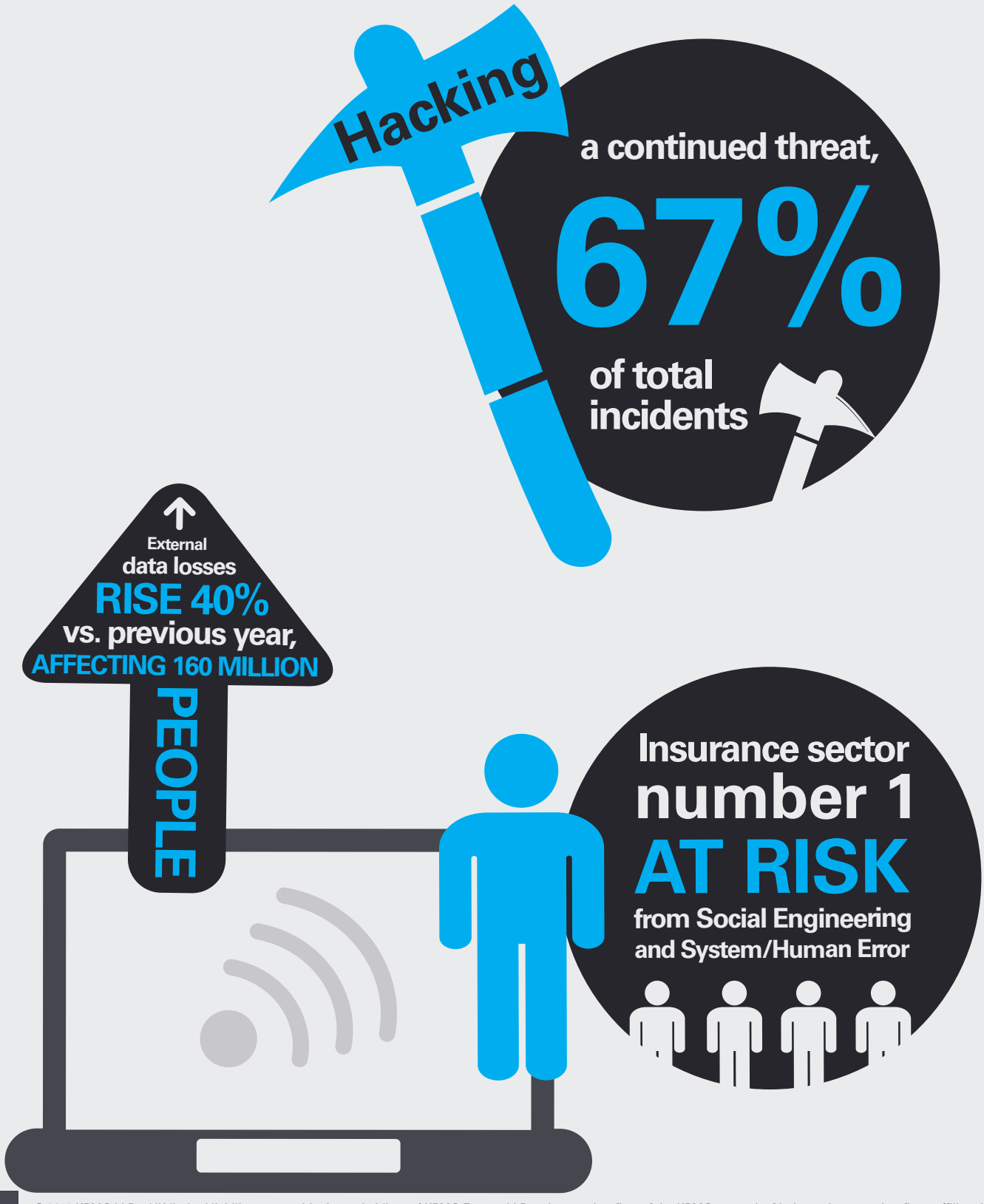
2012
DATA LOSS TRENDS

* January – June 2012



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Government, Education, & Technology WORST affected sectors for data loss

3 Data loss incidents involving third parties are more commonplace in the Technology sector

Personally identifiable information remains the number **1** data loss type

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2012
SECTOR TRENDS

1. **Over 96%** of data loss incidents in Media were attributed to Hacking in the first half of 2012.

2. Insurance sector **number one at risk** from Social Engineering and System/Human error in the first half of 2012.

3. Financial services have seen an **80% reduction** in data loss by number of incidents in the last five years, but is still **the fifth worst performing sector** in the first half of 2012.

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4 **Government** has maintained **relatively flat rates** of data loss incident numbers since 2008, ranking either **number one** or **number two** as overall worst performing sector by total number of incidents over the last five years.

5 **75%** of data loss incidents in Retail were attributed to Hacking in the first half of 2012.

6 **18.5 million people** have been affected by PC theft. It represents around **1/3 of all data loss incidents** in the Healthcare and Professional Services sectors in the first half of 2012.

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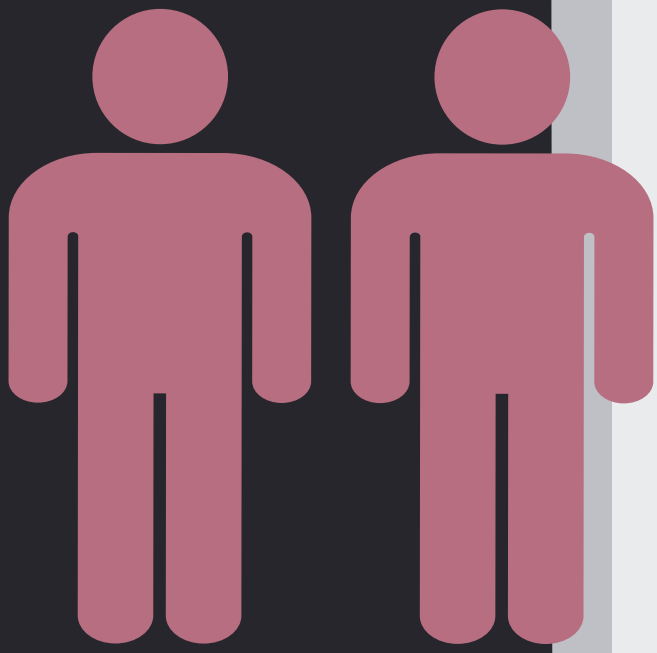
2008 – 2012
A 5 YEAR VIEW

Total number of incidents show Technology, Financial services, Retail and Media as the worst performing sectors

681 million records/people affected by Hacking as number one cause of data loss



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2008			
J	F	M	A
M	J	J	A
S	O	N	D

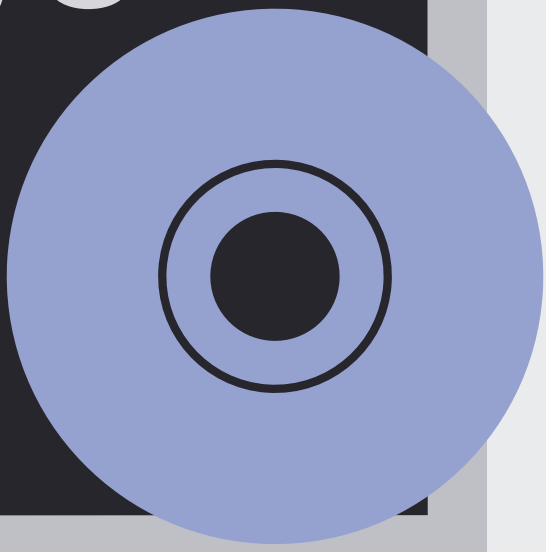
2009			
J	F	M	A
M	J	J	A
S	O	N	D

2010			
J	F	M	A
M	J	J	A
S	O	N	D

2011			
J	F	M	A
M	J	J	A
S	O	N	D

2012			
J	F	M	A
M	J	J	A
S	O	N	D

Hard Drive number one portable media incident, but a growth in DVD/CD incidents



Healthcare sector shows a sharp drop in the number of breaches in 2012

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SECTION TWO:
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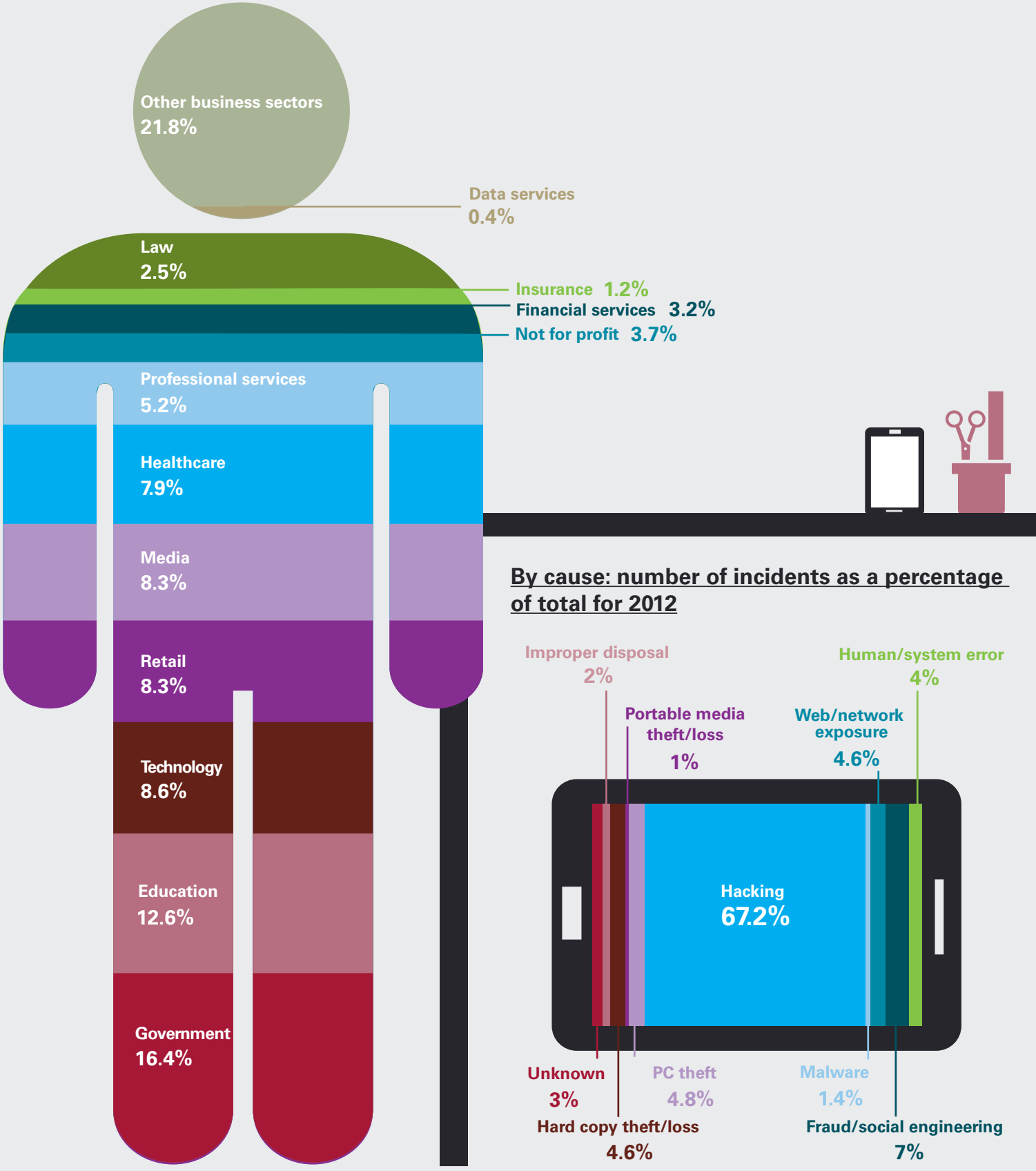
2012
DATA LOSS TRENDS

* January – June 2012

By sector: number of incidents as a percentage of total for 2012



By cause: number of incidents as a percentage of total for 2012

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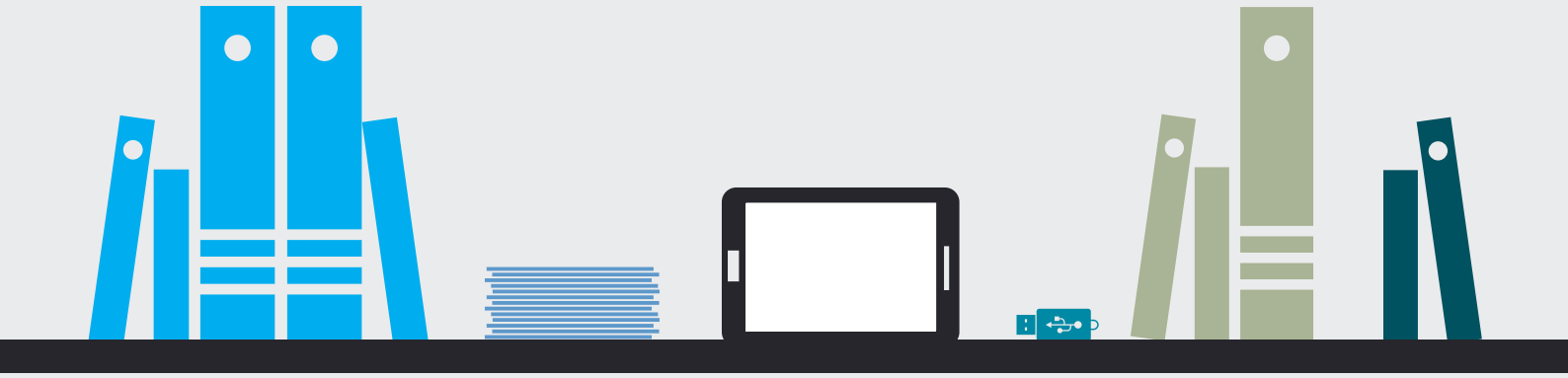
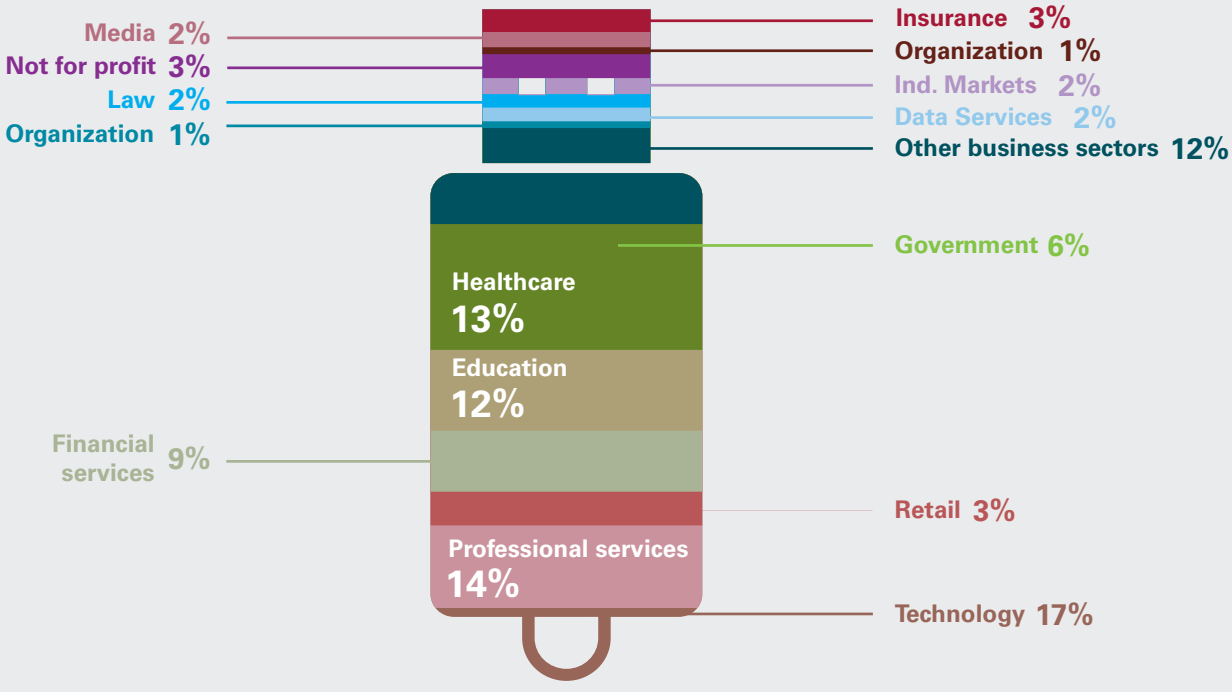


By sector: number of incidents as a percentage where a third-party was involved for 2012



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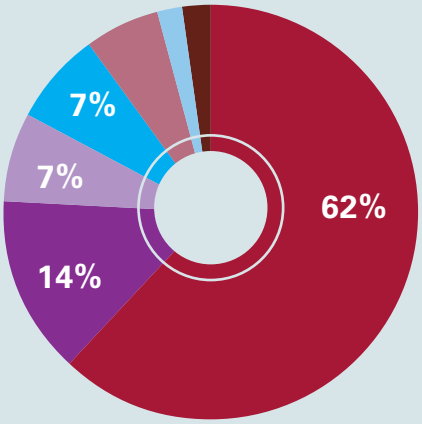
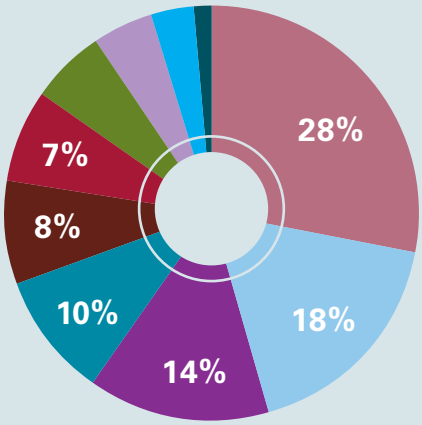
Cause of data loss vs. Industry: number of incidents as a percentage of total for 2012 (January – June)

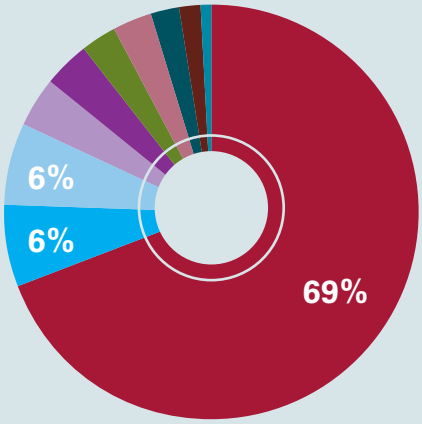
Government



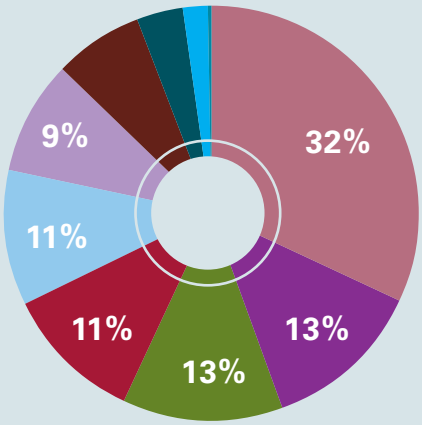
Healthcare



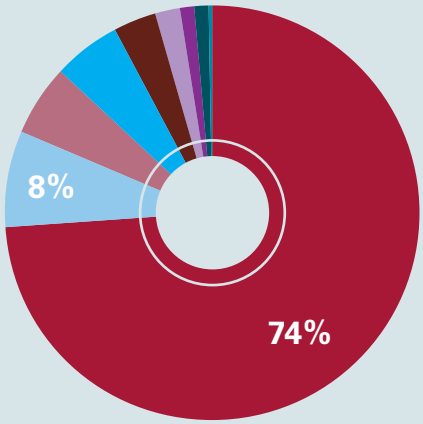
Education



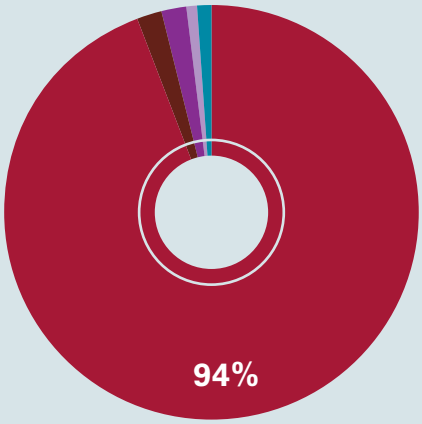
Professional services



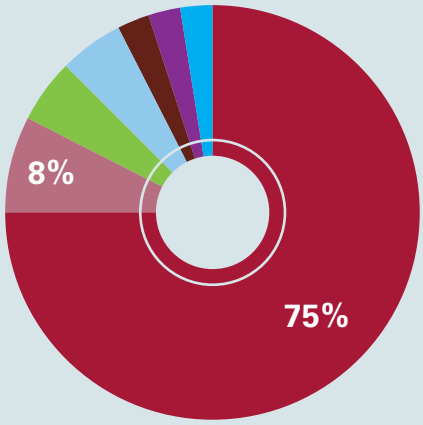
Technology



Organization



Not for profit



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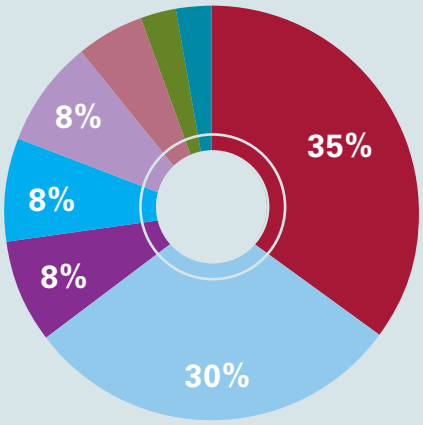
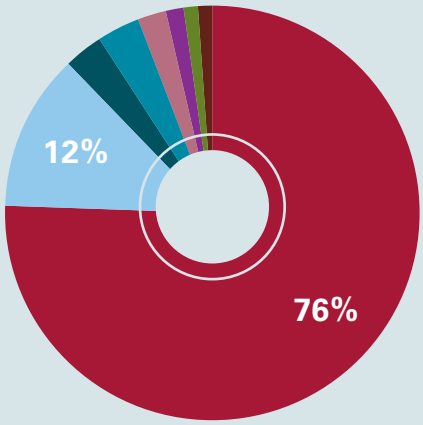
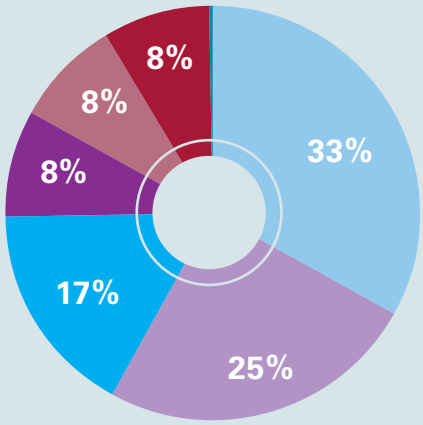
Financial services



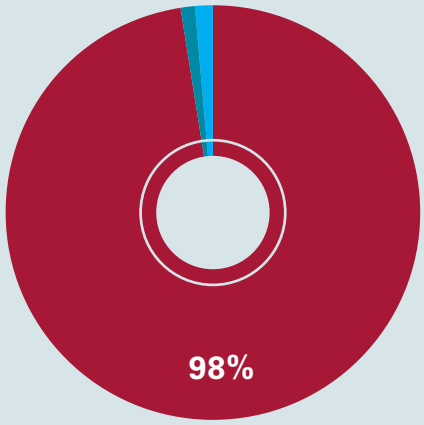
Retail



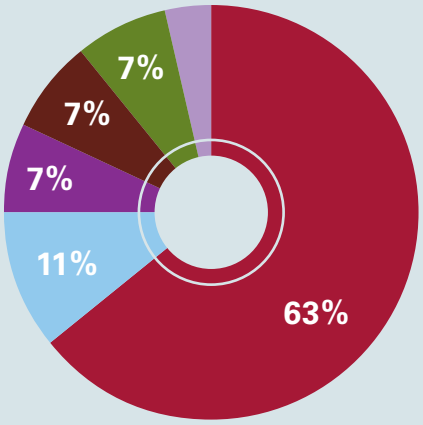
Insurance



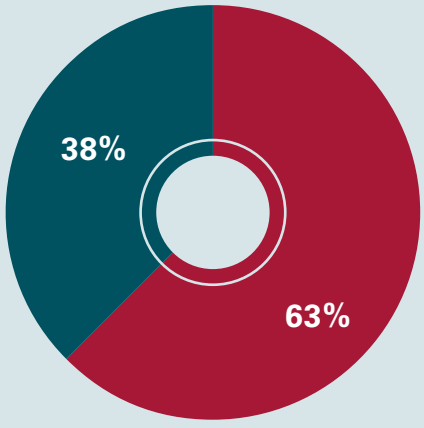
Media



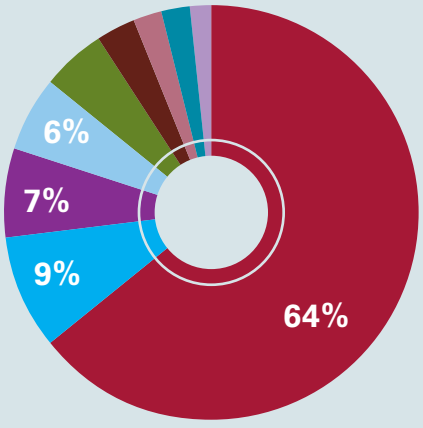
Law firms



Industrial markets



Other business sectors



- Hacking
- PC theft
- Portable media
- Human/system error
- Web/network exposure
- Fraud/social engineering
- Malware
- PC loss
- Improper disposal
- Hard copy loss/theft
- Unknown

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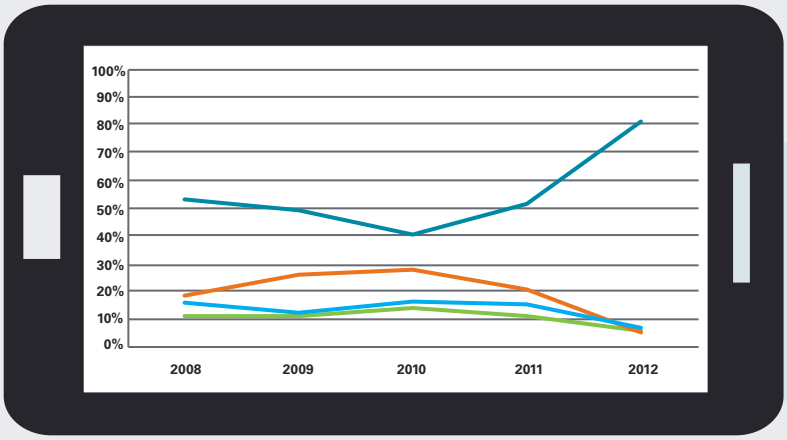
2008 – 2012
A FIVE YEAR VIEW

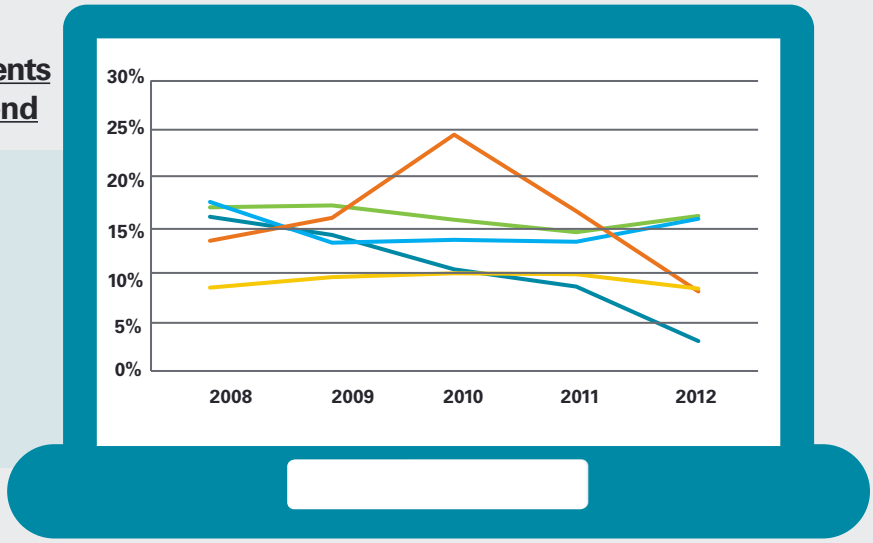


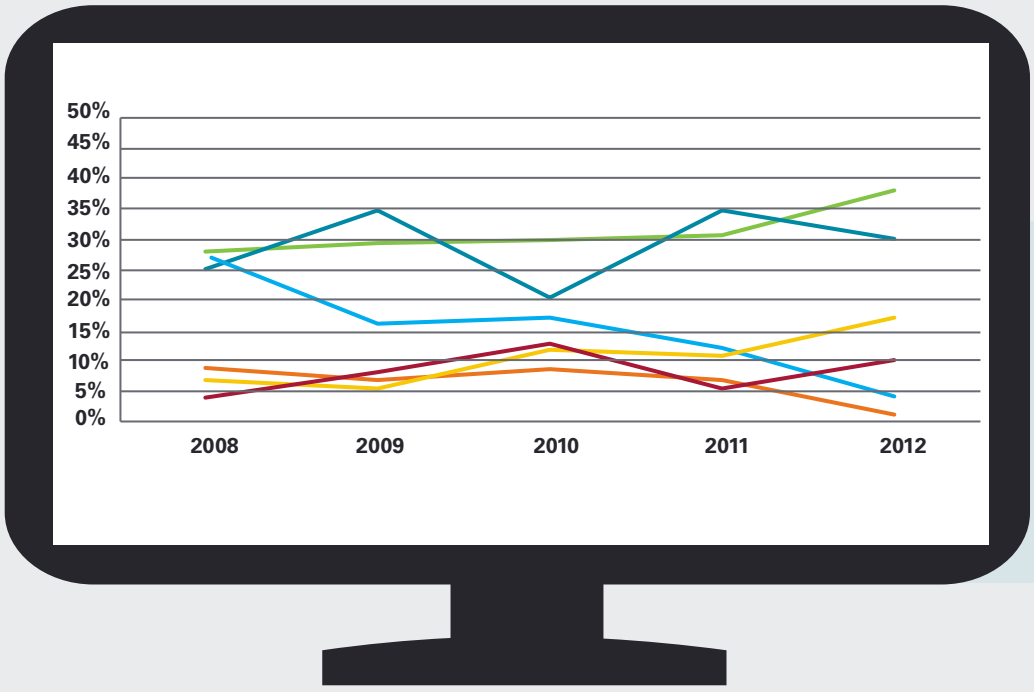
By cause: number of external incidents as a percentage of total – five year trend

- Insider – malicious
- External
- Insider – accidental
- Insider – unknown

By sector (Worst five): number of incidents as a percentage of total – five year trend

- Government
- Financial services
- Education
- Healthcare
- Retail





By portable media: number of portable media incidents as a percentage of total – five year trend

- Hard drive
- USB memory
- Tape
- Other
- DVD/CD
- Mobile device

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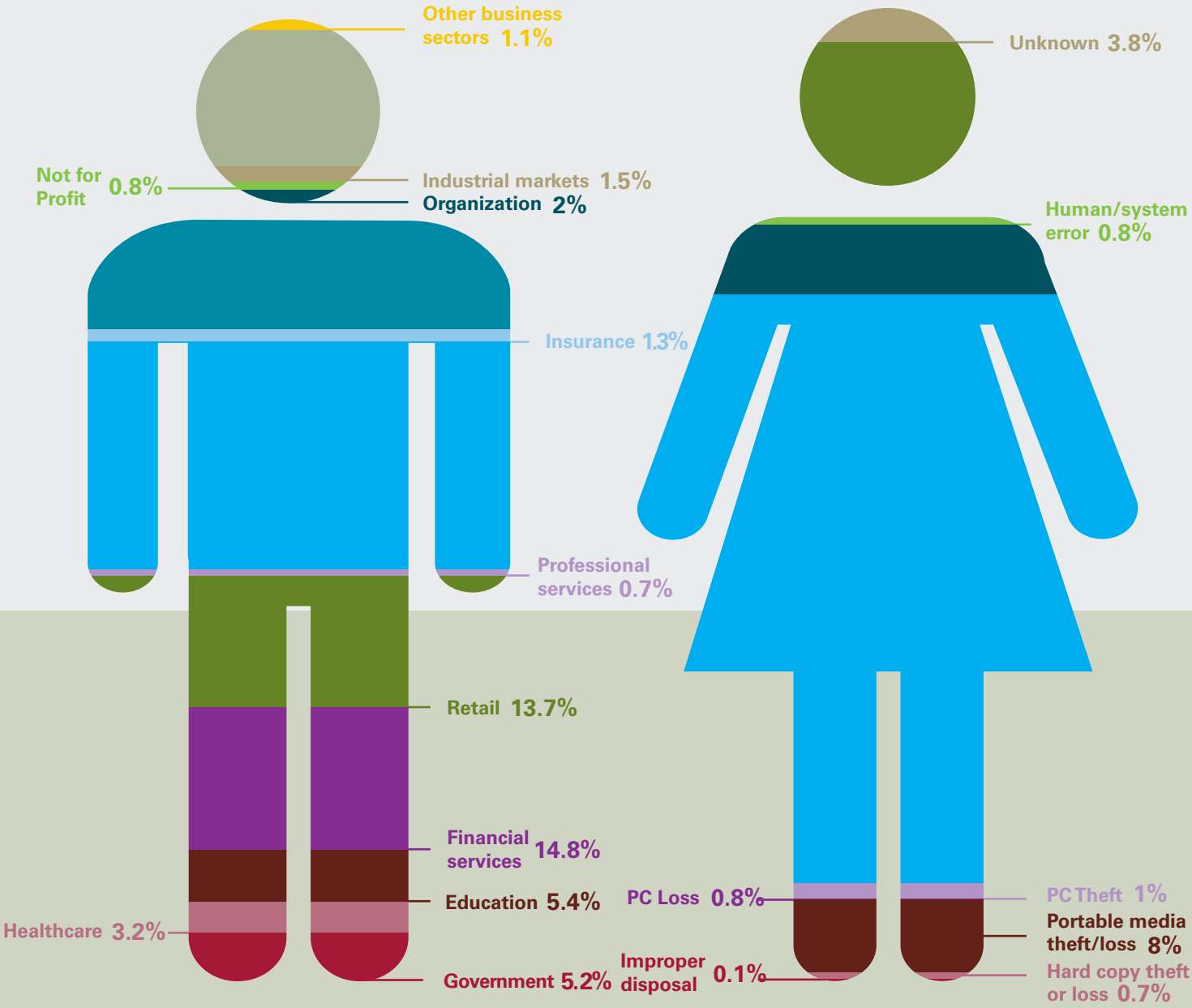
By sector: number of records/people affected as a percentage of total since 2008 (to June 2012)

By cause of data loss: number of records/people affected since 2008 (to June 2012)



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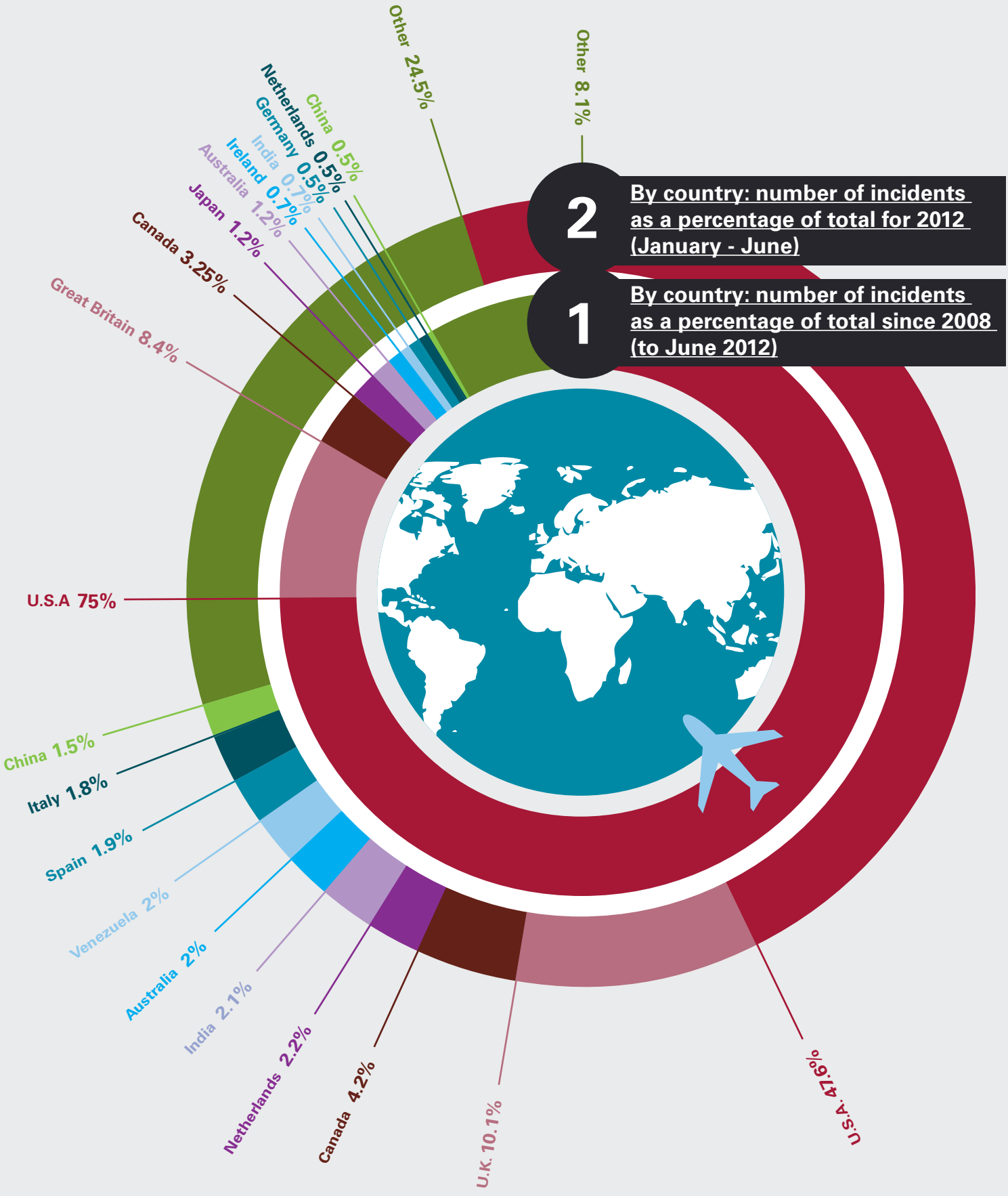
GLOBAL CHARTS



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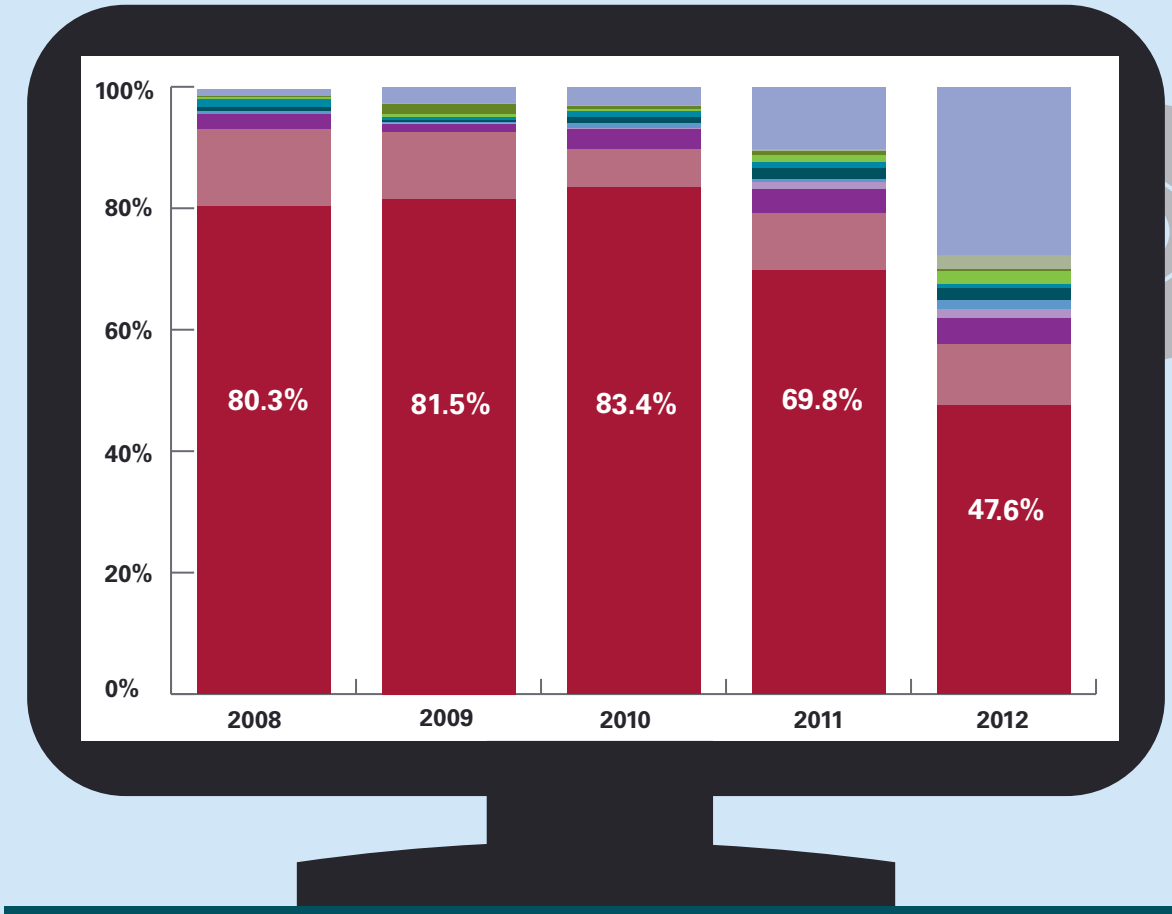
By country: number of incidents as a percentage of total - five year trend



- U.S.A.
- Great Britain
- Canada
- China
- Germany
- Australia
- Ireland
- India
- Japan
- Netherlands
- Other

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The Data Loss Barometer is being replaced by KPMG's Cyber Vulnerability Index, the first edition of which was published in July 2012, and is available at:

www.kpmg.com/uk/security

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