

Don't Fall Victim to a Catastrophic Data Breach

\$5,400,000

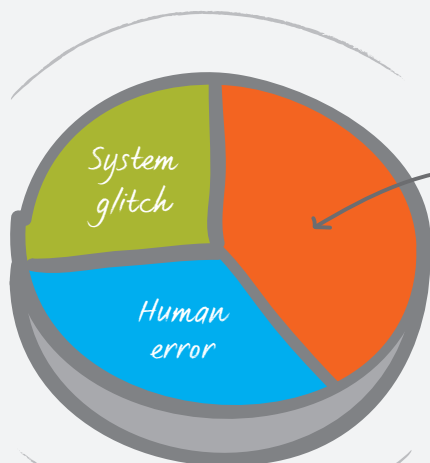
average organizational cost
of a data breach

44 million

records compromised
in 2012

1.1 billion+

records compromised
since 2004



41%

of data breaches
are the result of a
criminal attack

\$277

average cost
per stolen record

Lost Business
accounts for

56%

of data breach costs.

Other costs include:

7% Detection/Escalation

11% Notification

26% Remediation/
Fines/Legal Fees

621

data breaches
reported in 2012

66%

were not discovered
for a month or more

The likelihood of a data breach is greater than you may think, and the consequences can be catastrophic. Fortunately, you can take steps to minimize your risk. **The First Data TransArmor® solution** makes cardholder data significantly more secure by combining two technologies—encryption and tokenization—for superior protection. [Learn more at FirstData.com.](http://FirstData.com)