Trend Micro Unveils Unprecedented Report Dissecting Data Breaches

Decade's worth of data breaches analyzed, offering critical insight into cyberattacks

DALLAS--([BUSINESS WIRE](#))--With organizations across all industries experiencing cyberattacks, [Trend Micro Incorporated](#) ([TYO: 4704](#); [TSE: 4704](#)), a global leader in security software and solutions, today released a ground-breaking report, ["Follow the Data: Dissecting Data Breaches and Debunking Myths."](#) The report analyzes each element within a data breach including attack methods, motivations and how stolen data is used, providing key insights for businesses to understand the nature and likelihood of breaches in their industry.

"Most organizations, regardless of size, have experienced at least one data breach, but the initial data loss is only a small part of the broader cybersecurity nightmare," said Raimund Genes, CTO, Trend Micro. "With data breaches becoming a daily occurrence, our [Forward-Looking Threat Researchers](#) (FTR) closely analyzed the entire lifecycle of the stolen data to provide businesses and individuals alike with defensive practices to reduce their likelihood of becoming a victim. While it is crucial to build public awareness of the risks and repercussions of compromised data, it is incumbent upon policy-makers to intervene and create effective solutions to mitigate threats."

Trend Micro FTR examined [Privacy Rights Clearinghouse's Data Breaches database](#) and analyzed reported incidents over the past decade to determine key trends from conception to execution. The analysis found that the five most frequently breached industries – healthcare, education, government, retail and financial – accounting for 81.3 percent of all disclosed incidents. Additionally, the team determined the most common attack vectors were malware, insider threats, payment fraud and unintended disclosure. The most commonly compromised data included Personally Identifiable Information (PII), health records, financial data, education data, payment cards and credentials.

"Any business or organization that processes and/or stores sensitive information is a potential target," said Numaan Huq, senior threat researcher, Trend Micro. "By providing a better understanding of the nature of these attacks and how data is used throughout the process, organizations and individuals can better protect themselves and be prepared to respond effectively if and when a breach occurs."

Report highlights include:

- **Examining the top five industries** most frequently breached and the cybercriminal methods used to steal data.
- **[Diagnosing data breaches](#)** to determine attack methods, extent of damage and the probability of the type of data to be stolen or lost based on industry.
- **Post-data breach analysis** identifying what data was stolen, by whom, and potential ways it will be leveraged.
- **Defense methods** for organizations to integrate within business operations to mitigate fallout, including a response plan for successful attacks.

For the complete report, please visit:http://www.trendmicro.com/vinfo/us/security/news/cyber-attacks/follow-the-data

A blog post further detailing the report's findings can also be viewed here:http://blog.trendmicro.com/trend-micro-unveils-unprecedented-report-dissecting-data-breaches/

About Trend Micro

Trend Micro Incorporated, a global leader in [cyber security software](#), strives to make the world safe for exchanging digital information. Built on 26+ years of experience, our solutions for [consumers](#), [businesses](#) and [governments](#) provide layered data security to protect information on mobile devices, endpoints, gateways, servers and the cloud. Trend Micro enables the smart protection of information, with innovative security technology that is simple to deploy and manage, and fits an evolving ecosystem. All of our solutions are powered by cloud-based [global threat intelligence](#), the Trend Micro™ Smart Protection Network™ infrastructure, and are supported by more than 1,200 threat experts around the globe. For more information, visit [TrendMicro.com](#).

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