



# THE CURRENCY OF DATA

## HOW MUCH IS YOUR DATA WORTH?

### On the Black Market...



Your credit card information can be purchased on the black market for as low as \$4.00...

...but for the company that gets hacked, it costs an average of \$217 per compromised record



### ...For Your Company

## THE COST OF A DATA BREACH

Affinity Health Plan paid a \$1.2 million settlement to the HHS due to a data breach



A failure to wipe multiple photocopier hard drives led to the leak of sensitive health information of nearly 350,000 patients.

A computer at Loyola University that contained personal and financial aid information of

### 5,800 students

was disposed of before the hard drive was wiped.



### \$750,000

South Shore Hospital paid a \$750K settlement when the hospital was charged with losing 473 unencrypted backup computer tapes.

## BEST PRACTICES FOR DATA SECURITY



Capture the unique device name, serial number, wipe report ID and date and time of the wipe for all overwritten or data-sanitized devices.

Record serial number, date, and time of destruction for any non-functional, loose, or other data storage devices that you've removed from systems and physically destroyed.



Match your destruction records back to your initial inventory records to make sure you have safely dealt with all items.

## NEED MORE HELP?



We protect your brand, your data, and your peace of mind.

[www.aptosolutions.com](http://www.aptosolutions.com)

Sources:  
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