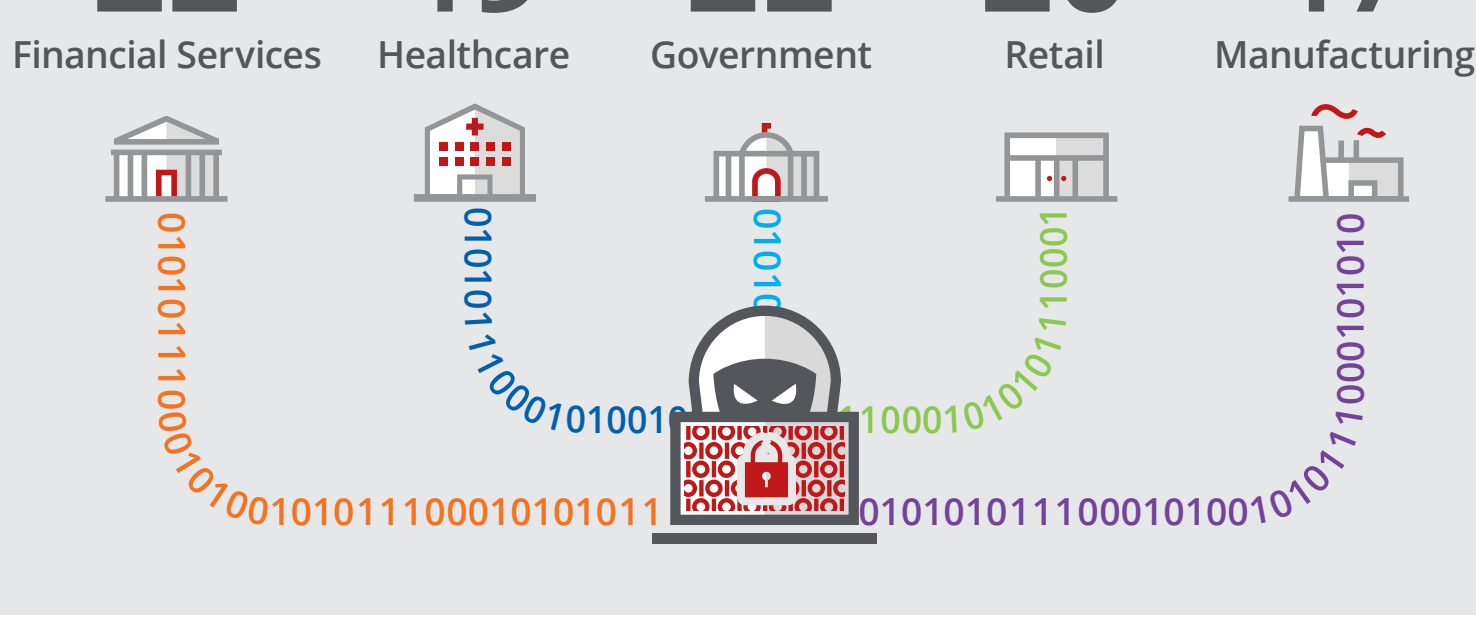


Who let the data out?

How serious is data loss? Serious enough that **68% of breaches required public disclosure.**¹

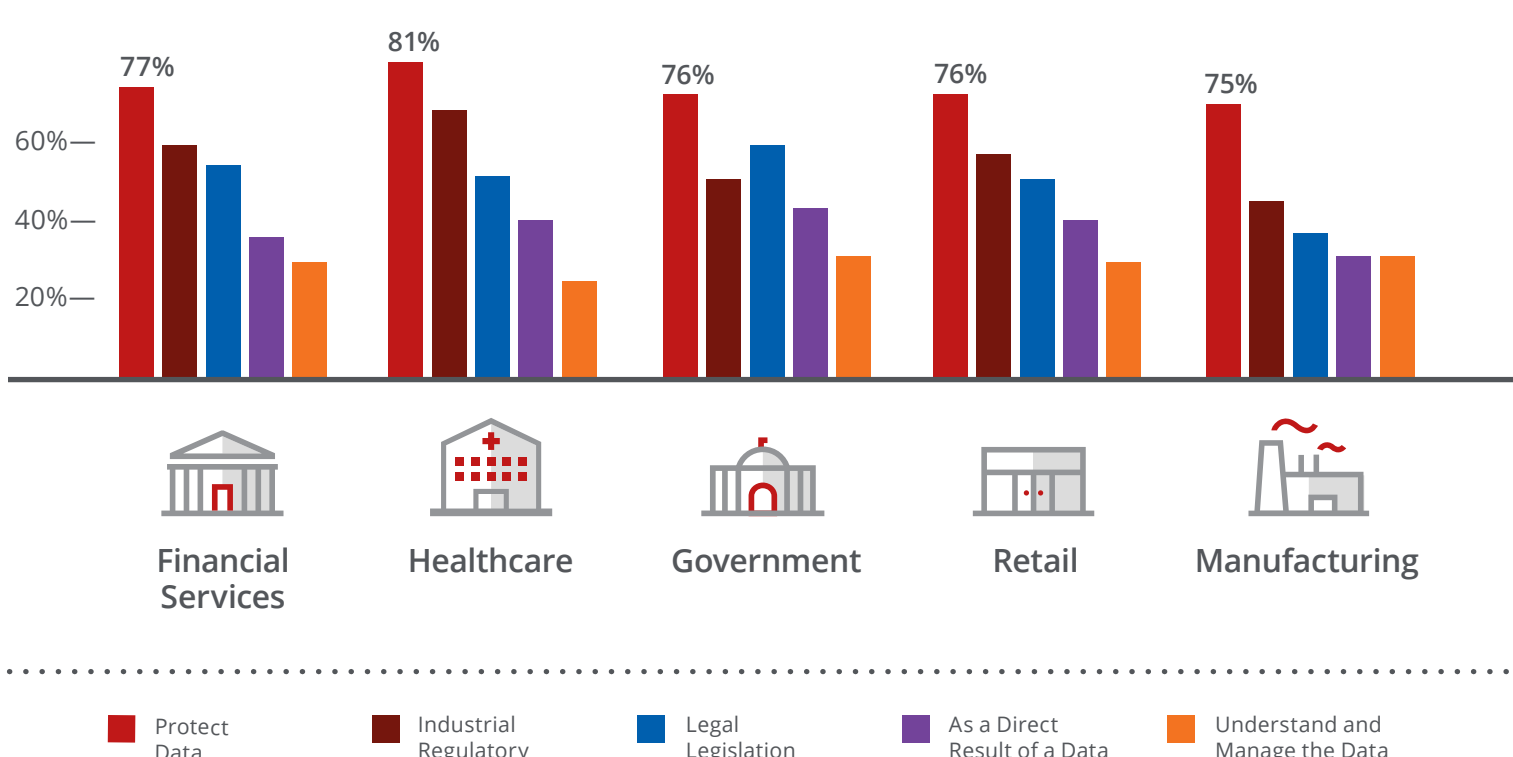
Average Number of Incidents Per Day (Per Organization)



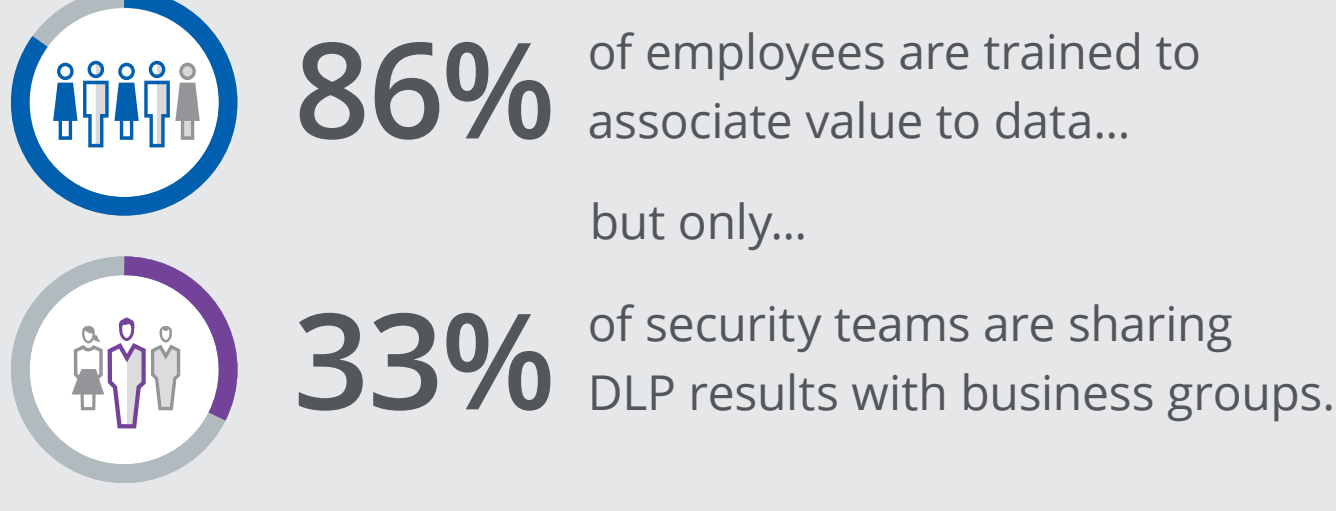
When compliance isn't enough.

For surveyed industries, protecting confidentiality of data is the #1 reason for investing in Data Loss Prevention (DLP) solutions.

Reasons for Having DLP



Education and sharing results are critical.



Sharing of DLP Data of Industry

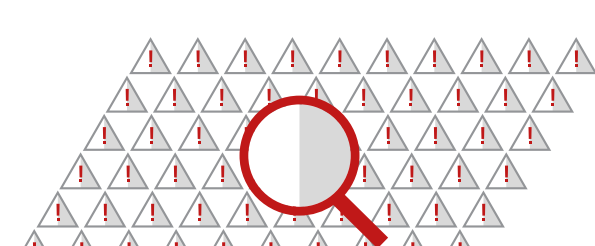


How can they improve without feedback?

You can't protect it if you don't detect it.



Monitoring one employee activity averages 17 daily incidents.²

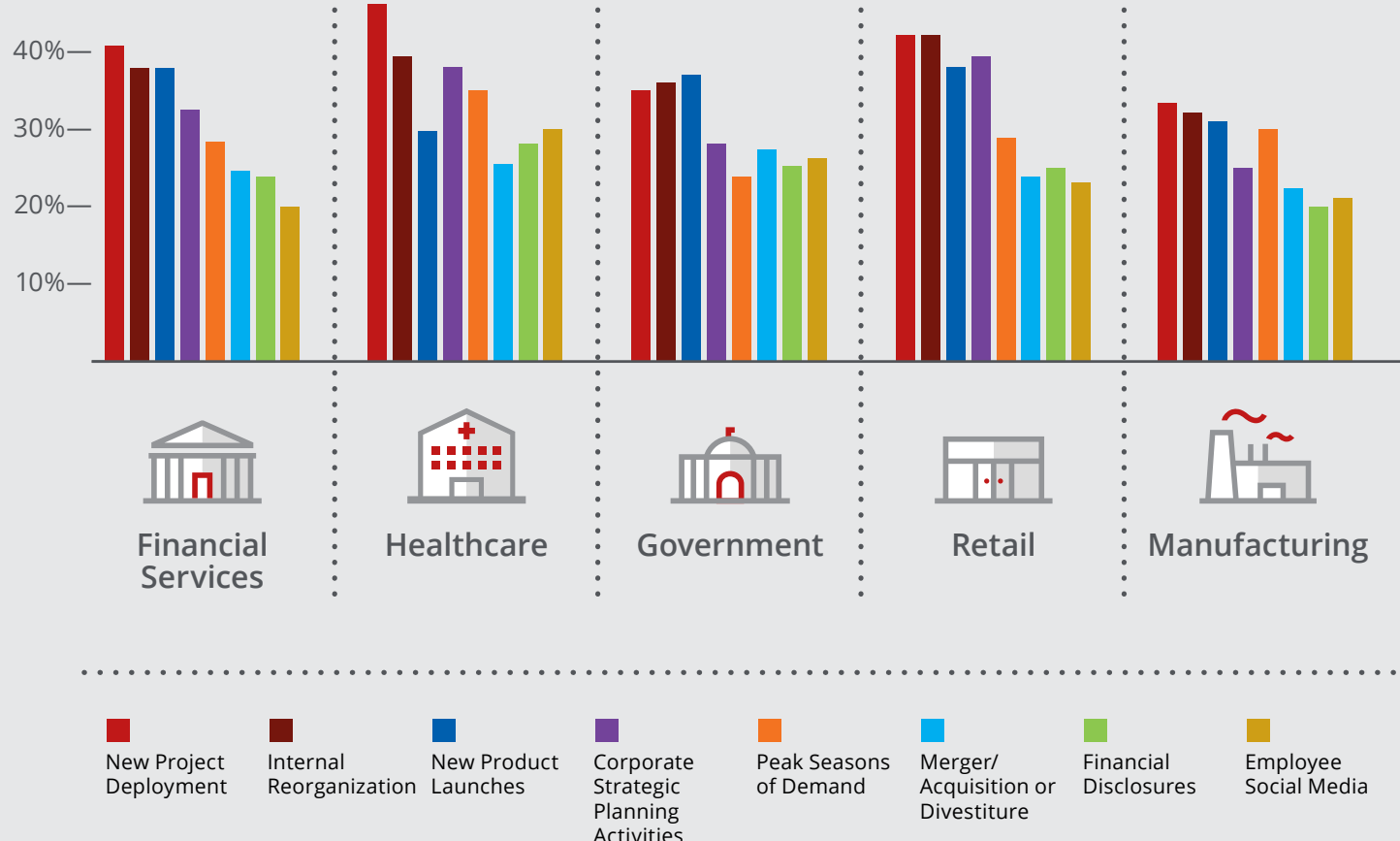


Monitoring five employee activities averages 58 daily incidents.²

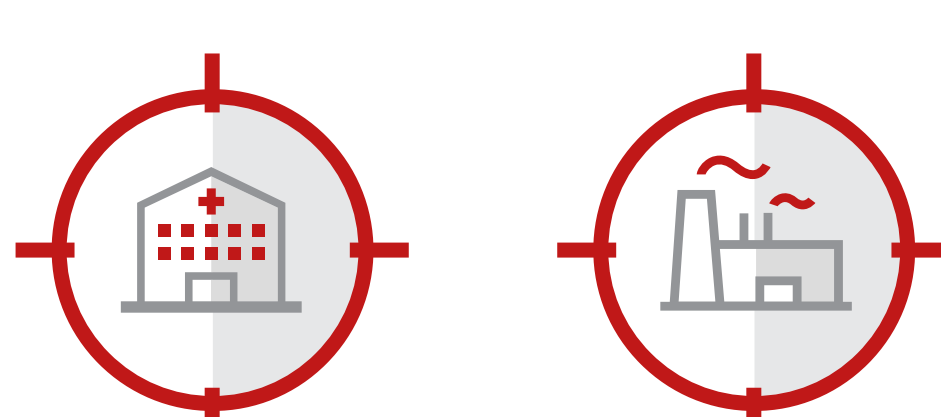
Big events create bigger risks.

Launching a product? Going through a re-org? Get your team ready! Be sure to keep your guard up during these common events, which cause an increase in data loss.

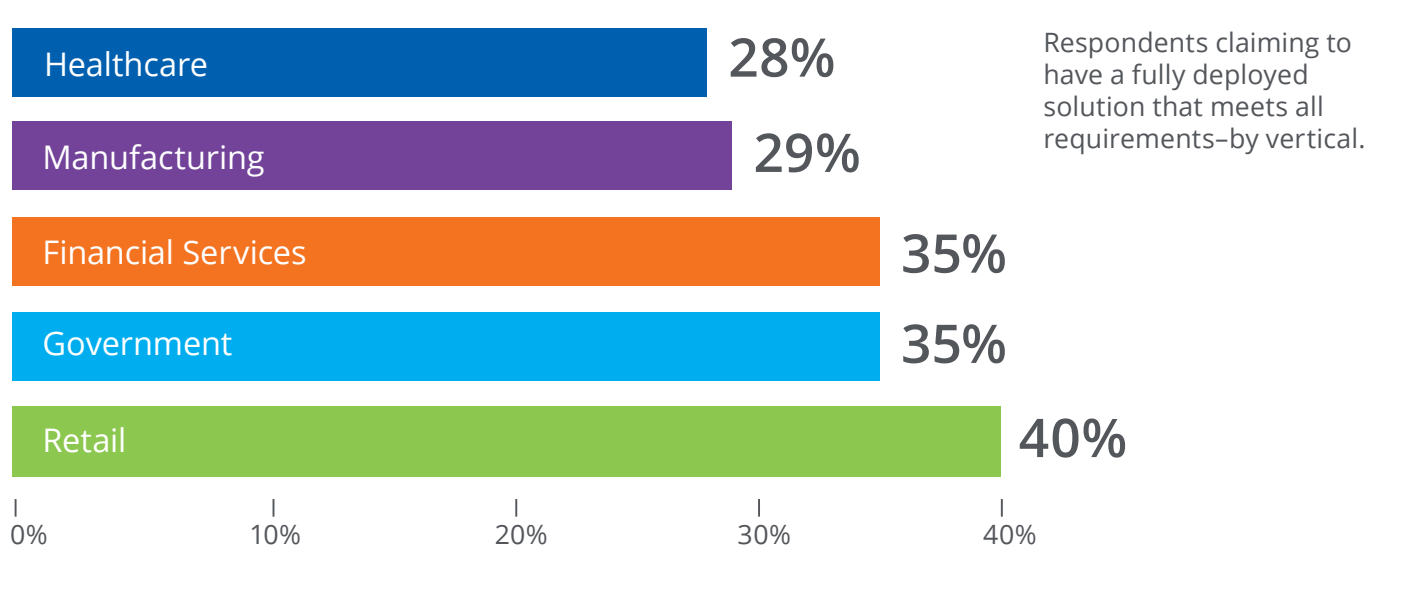
Industry respondents report that the following business actions increase data loss incidents:



Healthcare and manufacturing are hot targets for cybercriminals.



Industries that have less mature systems are potential sitting ducks as data theft shifts to personal health data, intellectual property, etc.

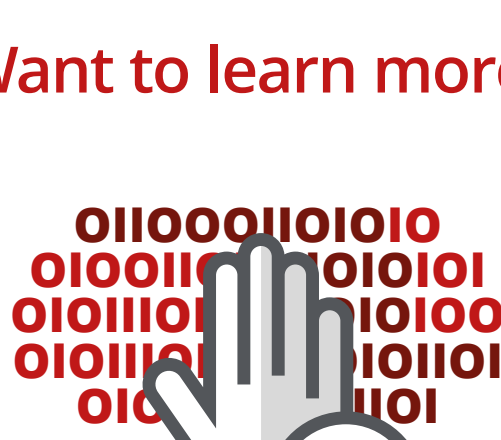


Respondents claiming to have a fully deployed solution that meets all requirements--by vertical.

53% of Organizations Feel You Need 6 (or More) Full-Time Employees Dedicated to DLP³



Want to learn more?



Read the entire report and discover more about how to better prevent data loss by visiting: www.mcafee.com/safeguarddata

Follow us on Twitter: @McAfee #WhoLetTheDataOut

1. 2015 McAfee, Grand Theft Data.

2. Activities include suspicious use of email, inappropriate use of company financial data, etc.

3. Based on 5,000 or more employees

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