

# Data breaches: The costs, causes, and consequences

## Exposure of personal data

**46%**

of breaches involve customer personal identifiable information (PII).

## Cloud vulnerabilities

**40%**

of incidents involve data stored across multiple environments, like public cloud.

## Human error

**68%**

of breaches were attributed to human error.

## Delayed detection

**194 days**

is the average time to identify a data breach.

## Protect your business

- Implement robust cyber security measures.
- Regularly update and patch systems.
- Educate employees on security best practices.

## Rising financial impact

**£3.7million**

was the average cost of a data breach globally in 2024

**£3.79+million**

is the projected average cost this year.

We can help keep your business protected from a data breach.  
**Get in touch.**