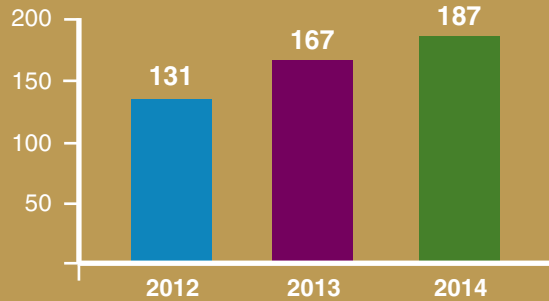




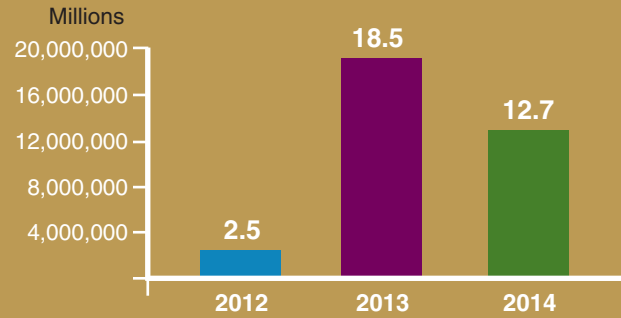
California Data Breach Statistics

January 2015

Number of Data Breaches Reported to AG



Number of Records Affected



	2012	2013	2014
Number of breaches reported ¹	131	167	187
Number of records affected ²	2.5 Million	18.5 Million	12.7 Million
Type of Breach³			
Physical Theft or Loss	27%	26%	19%
Malware & Hacking	45%	53%	60%
Misuse (Intentional)	10%	4%	5%
Errors (Unintentional)	18%	18%	16%
	100%	100%	100%
Industry Sectors⁴			
Retail	26%	26%	26%
Finance	22%	20%	16%
Health Care	15%	15%	17%
Professional Services	5%	8%	6%
Government	8%	7%	3%
Hospitality	2%	5%	4%
Education	8%	3%	4%
Other	14%	17%	24%
	100%	100%	100%

¹ Breaches affecting more than 500 Californians are required to be reported to the Attorney General, per Civil Code sections 1798.29(e) and 1798.82(f).

² Number of records of California residents, not necessarily the number of individuals, since some individuals may have records breached in more than one incident.

³ **Physical Theft or Loss:** Unencrypted data stored on laptop, thumb drive or other device removed from owner's control.
Malware and Hacking: Intentional unauthorized intrusions into computer systems containing data.
Misuse: Intentional abuse of access privileges by insider.
Errors: Anything unintentionally done or left undone that exposes data to unauthorized individuals.

⁴ The organization that experienced the breach is classified according to the U.S. Census Bureau's North American Industry Classification System.