# DATA BREACH
&
CONSUMER PRIVACY

3 ways

Every day millions of people's privacy and security are threatened by sophisticated fraudsters and rogue state actors. A lack of regulatory standards and accountability leaves all of us vulnerable.

Here's how to help secure data and protect Americans' privacy:

Since 2005

10,000
DATA BREACHES
more than

&

11.6 billion
RECORDS EXPOSED

Source: PrivacyRights.org

1 Fix weak links
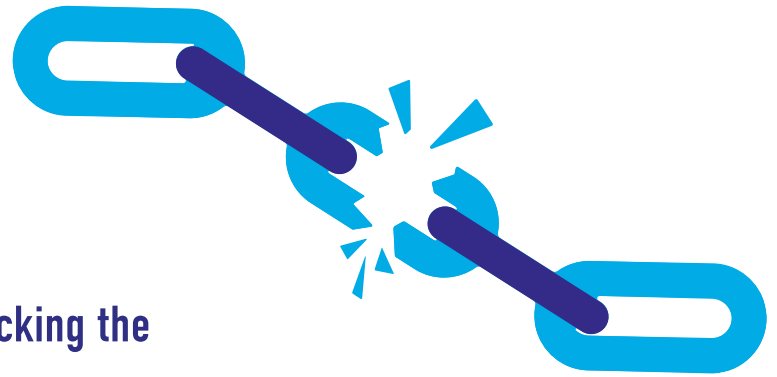
FACT:
Hackers are skilled in attacking the weakest security link.

We need a federal data security law that holds each link in the transaction journey accountable to:

• Incentivize market participants to strengthen weak security.

• Foster fair-share responsibility.

2 Standardize the patchwork of regulations

FACT:
There is no national standard on data privacy or cybersecurity.
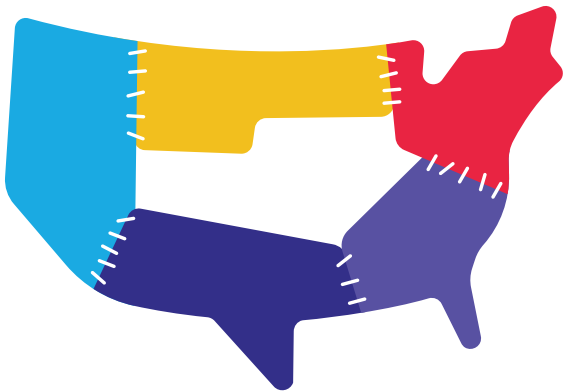
- The current patchwork makes it easier for hackers to identify and expose vulnerable targets.

- Americans must be protected by strong data protection rules consistent across every state, city and rural town across the country. These rules must be supplemented by consistent notification requirements to ensure consumers are aware of violations that can cause harm.

3 Protect American interests

FACT:
Hackers are often linked to foreign entities looking to disrupt U.S. interests.

- Foreign actors and governments are often directly or indirectly linked to attacks.

- Data security and privacy needs to be a national security priority.

THE BOTTOM LINE

If Congress is serious about protecting Americans, then it's time for REAL SOLUTIONS for data security and privacy.