

# The Secret To Reducing Data Breach Notifications By 80%

There's More To Ransomware Attacks And Data Breaches – A Lot More

Ransomware attacks dominate the headlines, often highlighting the crippling costs, halted operations, and regulatory nightmares. But the true impact runs much deeper: the hidden costs, the agonizing uncertainty, the potential for even greater damage, **and the nightmare of breach notifications.**

Here's the truth about ransomware attacks:

- **Overwhelming burden of breach notifications:** After a ransomware attack, it's not just about paying a ransom; companies must notify regulators, as well as current and former customers, partners, and employees. Every breach triggers a costly, time-consuming cascade of regulatory notices. The costs don't stop there—reputational damage can reach into the billions as public trust erodes and competitors gain ground, leaving your business struggling to recover; not to mention suggesting a vulnerability to cyber threats and raising concerns about data security.
- **GDPR, article 34:** Ransomware isn't just downtime; it's a GDPR compliance nightmare (and CCPA, HIPAA, and the list goes on). Stolen customer data triggers notification requirements. Mishandle this, and hefty fines, reputational damage, and lawsuits could follow.
- **Double and triple extortion:** Yes, your data gets encrypted, but that's just the first act. Before locking you out, most ransomware attacks involve stealing sensitive information, including customer records, financial data, and even internal emails. This stolen data is a ticking time bomb waiting to be sold on the black market or is used for double/triple extortion, where victims are threatened with the release of their data unless they pay an additional ransom.
- **The blinding uncertainty:** The worst part isn't losing access; it's not knowing what's missing. Imagine the chaos – was it customer data from Marketing? Financial records from Accounting? Or maybe employee data from HR? This lack of visibility forces organizations into a terrifying situation.
- **The shutdown gamble:** Because you don't know the scope of the breach or where stolen data might be stored, shutting down entire business units becomes a harsh reality. This means halting production lines, delaying shipments, and leaving customer service representatives



without answers. The domino effect is apparent: lost productivity, frustrated customers, and a financial hemorrhage.

**There's a way to avoid the breach notification nightmare, and it's called ITsMine.**

Traditional security solutions leave companies scrambling after a breach, forced to navigate the chaos of notifying regulators and the public. With ITsMine, companies can immediately:

1. Know exactly which files were affected
2. Kill these files remotely even if the attacker holds them on external offline system
3. Reduce the breach notification burden to ZERO.

This is in addition to ITsMine's proactive suite of solutions including advanced real-time alerts, SoftwareMines™, Virtual Vaults with File-GPS™ and File-Timebomb™ capabilities.

**You get the following key benefits:**

- ITsMine minimizes data compromised, reducing the need for widespread breach notifications
- Swift identification of stolen data limits regulatory and customer disclosures
- Proactively prevents breaches, cutting costs on regulatory reports and legal fees
- Less data compromised reduces the need to inform stakeholders and regulators
- Faster incident resolution by quickly identifying stolen data and containing breaches in hours
- Helps demonstrate data security compliance by remotely revoking or destroying stolen data
- Ensures business continuity by preventing widespread shutdowns and minimizing disruption
- Protects data security, reputation, and bottom line by streamlining incident response

ITsMine empowers companies to be proactive. By minimizing data leakage, streamlining incident response, and reducing regulatory notices, ITsMine helps protect your data security, reputation, and bottom line – and avoid the data breach notification quagmire.