



# A Data Breach is Just the Beginning...

When your data is stolen, it's not just about money – it's about you. If someone gets your data, they can become you... and as far as the world's concerned, they are you.

## The Obvious Hits

Bank account drained

Credit card maxed out

Spam calls and phishing texts

Social media account taken over

Phone cloned

These are the obvious hits - annoying, expensive... but they're just the beginning.

345 million

### Did you know?

Globally, more than 345 million records were exposed in early 2025 alone, and 83% of breaches resulted in data turning up on dark-web markets.

## The True Cost of a Data Breach

Identity theft

New bank accounts opened in your name

Unauthorized loans or mortgages

Government benefits fraud

### Did you know?

In 2024, identity fraud in the UK hit 250,000 cases, costing an estimated £1.8 billion, with fraud rising 5% in just one year.

£1.8 billion

Legal and financial consequences

Tax fraud or delayed returns

Debt collectors chasing loans you didn't take

Bad credit scores affecting housing/employment

Data breach reuse

Your login reused in future attacks

Credential stuffing across platforms

Exploited in ransomware or extortion attempts

Surveillance and profiling

Location tracking

Behaviour prediction from stolen data

Data sold on dark web marketplaces

\$9.1 billion

### Did you know?

By mid-2025, an estimated \$9.1 billion of personal data was circulating on underground markets; credential-stuffing accounted for 21% of global breaches



Secure tomorrow's data today

You are your data. When you lose control of it, you lose control of your identity, your finances, and your future.

Contact Certes to find out how we can help you secure your data.

[www.certes.ai](http://www.certes.ai)