

Understanding the Retail Data Breach: The Science of Security



As data breaches become more common, retailers are under pressure from both consumers and regulatory agencies to build security programs that effectively protect customer data.



94% of organizations encountered at least one cybersecurity incident in 2014.



PCI DSS 3.0 added new security requirements for retailers to comply with on

January 1, 2015.

Over 370M records

have been compromised in retail breaches alone in the last 12 months.



Anatomy of a retail data breach

1



Attackers use email phishing techniques to steal retailer's network log in credentials from a third party contractor.

2



Attackers used stolen login credentials to access victim's network via VPN.

3



Attackers map out victim's internal network and find and infect a vulnerable server.

4



Attackers use infected server to distribute credit card collecting malware to retailer's POS systems.

5



Malware copies credit card data from POS system.

6



Malware sends and stores stolen data on compromised internal server.

7



Stolen data is transmitted from retailer's network to servers controlled by the hackers.

Sources:

- <http://www.pewresearch.org/fact-tank/2014/04/14/more-online-americans-say-theyve-experienced-a-personal-data-breach/>
 - 2014 Cost of Data Breach Study, Global Analysis, IBM/Ponemon Institute 2014
 - IT Risks Survey, Kaspersky Labs/B2B International, 2014
 - Trustwave, 2014
 - breachlevelindex.com/

How EarthLink Helps

EarthLink protects over 1M customers from over 200M threats each day. Our security team understands the unique challenges in the retail industry.

Create an actionable security and compliance action plan with:



Professional services assessments that allow you to gain visibility into security and compliance risk.

Protect your network and customer data while quickly responding to threats through:



Secure remote access solutions



Proactive server patching to mitigate software vulnerabilities



Industry-leading malware protection designed to identify advanced threats



Firewalls, secure networks and PCI compliant WiFi that keep your data protected inside your network, where it's supposed to be.



24x7 Advanced managed security monitoring designed to prevent and detect today's and tomorrow's threats before they become headlines.



Protect your brand, keep your customers coming back, and provide executives with exclusive insight into your secure environment.

Learn more about protecting your data and enhancing your shopper's experience.



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