

# Data Breaches and Sensitive Data Risk

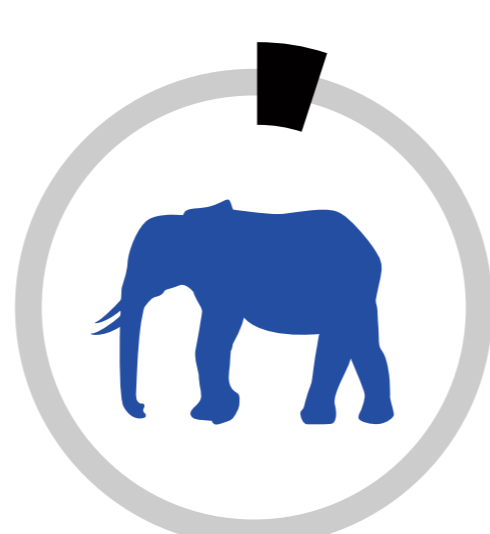
Ponemon Institute presents the results of the State of IT Security and Data Protection survey, sponsored by Informatica. It found that IT and Security believe they will have a greater risk of data breach but have poor visibility into data and its risks.

## Do you know the risk to your organization's sensitive information?



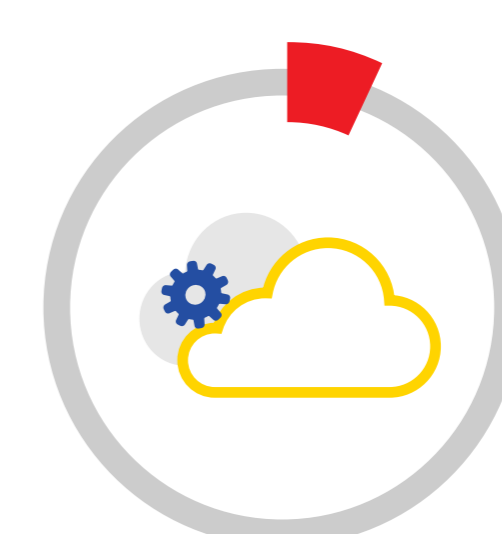
**12%**  
said yes

Only 12% said they knew the risk to their **structured data**.



**5%**  
said yes

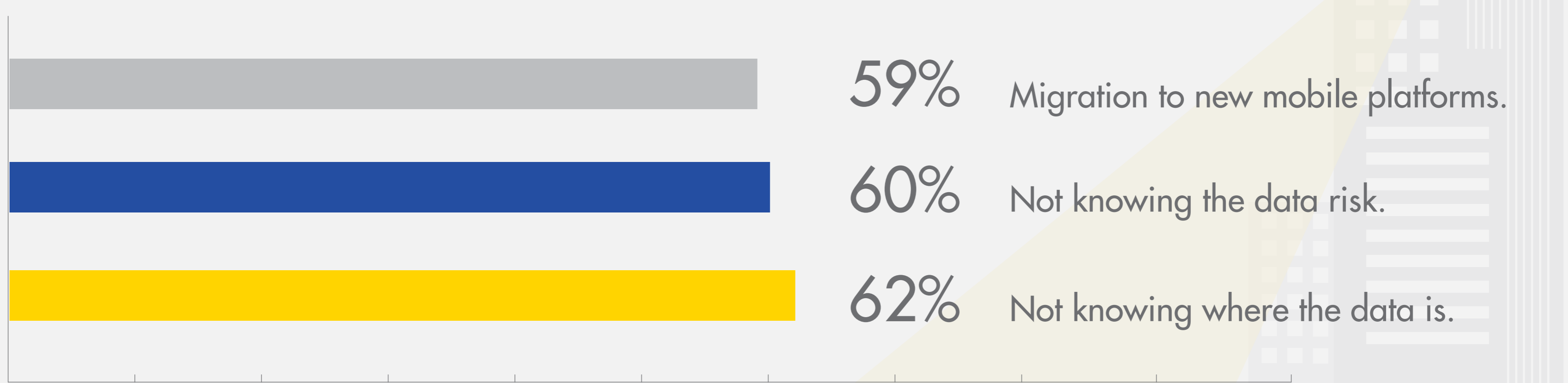
Only 5% said they knew the risk to their **big data**.



**7%**  
said yes

Only 7% said they knew the risk to their **cloud environment**.

## What keeps you up at night?



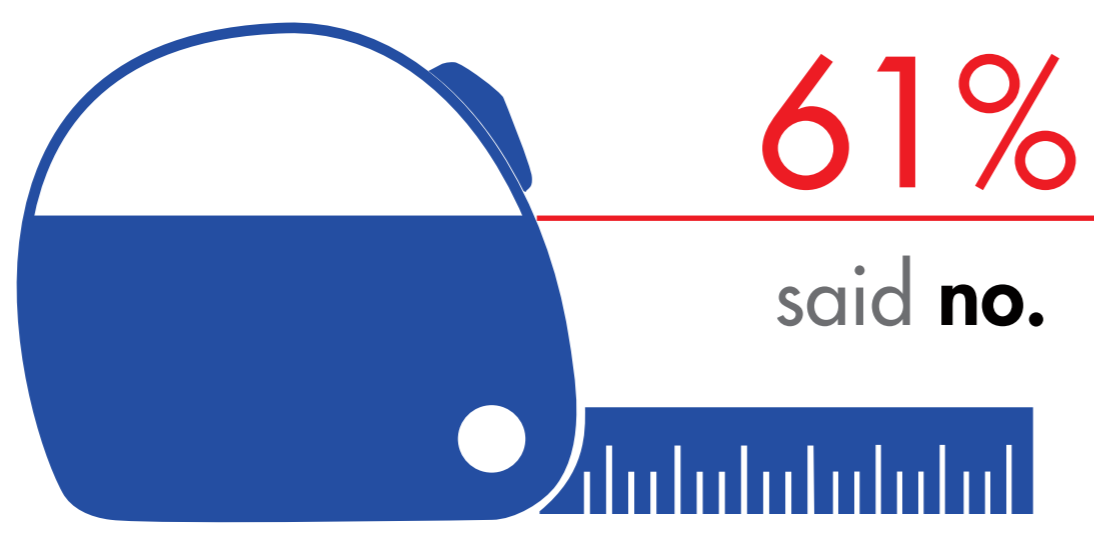
How many structured databases are deployed within your organization today?



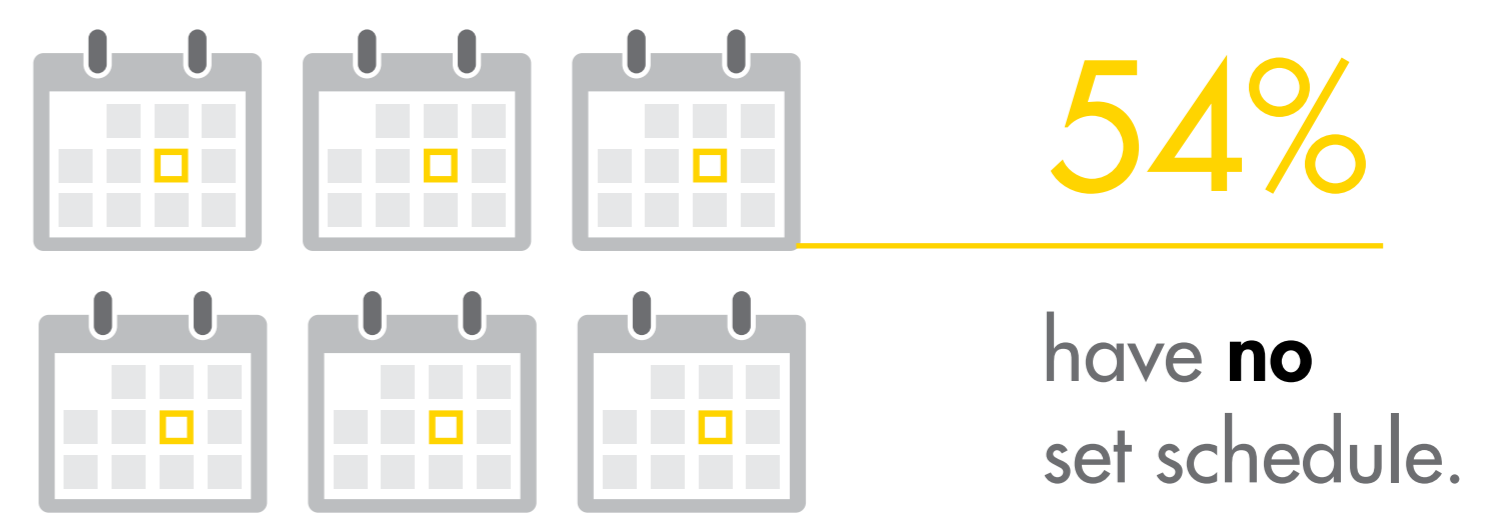
Only 33% have confidence in their security controls for a data breach.



Do you have defined metrics to communicate the business impact of your security program?



How frequently does your organization access the risk of its sensitive data?



## Is IT security risk increasing, decreasing or staying the same over the next 12 months?



of people consider the risk of data breach of sensitive information is **increasing**.