Personally identifiable information includes your social security number, driver’s license number, credit card numbers, medical records, or passport, among many other pieces of highly sensitive information.

The data we use online every day can be pretty profitable for cybercriminals when sold on the dark web.

Among those who have found out their information was on the dark web...

In 2021 alone, there were 4,145 publicly disclosed breaches that exposed over 22 billion records.1

So, why would someone want your personal information?

The dark web is a part of the internet that isn’t indexed by search engines and allows users to remain anonymous. Much of the dark web is used for criminal activity.

Nearly one-third 32% of people don’t know what the dark web is.

87% would not know if their personal information was there.2

Credit Cards $10 to $20 each3

Driver’s License $70 each4

Medical Records $250 each5

You can take the mystery out of the dark web.

Take the Mystery Out of the DARK WEB

With our advanced Dark Web Monitoring feature, LastPass proactively watches for breach activity, so you can stop protection when you need it. Receive alerts as soon as your credentials have been found and take action right away.

You are doing enough to protect yourself...

Among those who have found out their information was on the dark web...

only 51% changed the passwords on the affected accounts.1

only 29% made sure to have a unique password for every account.4

only 27% started using a dark web monitoring service.6

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Learn More

Sources:
2 2022 Psychology of Passwords
5 Trustwave, https://www.fiercehealthcare.com/hospitals/industry-voices-forget-credit-card-numbers-medical-records-are-hottest-items-dark-web
6 2022 Psychology of Passwords

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