

It's time to take the mystery out of the dark web

What is the dark web and is your personal data at risk? Our survey of 3,250 global consumers¹ shows that most people don't know where to start when it comes to the protecting their sensitive information online.

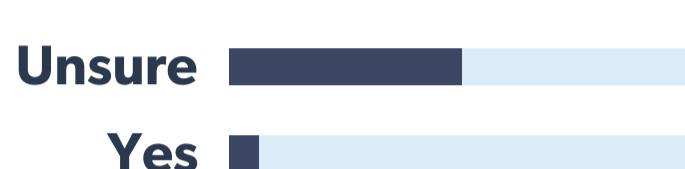
40% of people don't know what the dark web is ...

What is the dark web?

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

... let alone know when their data is compromised ...

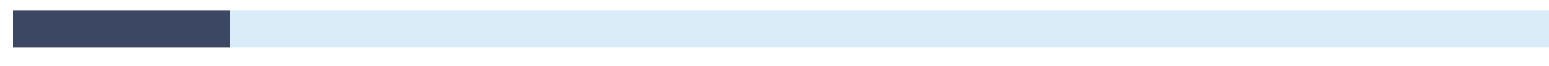
When asked if their personal information has been found on the dark web, only **4% said yes** and **50% were unsure**.



86% In a follow up question, 86% said they have no way of knowing if their information is on the dark web.

... or how common it is to be breached ...

When asked if a company they use has ever been involved in a data breach, **only 13% said yes**.



Globally, **over 9.7 billion** data records have been lost or stolen since 2013,² so unfortunately you are more likely to be affected than you think.

... or how valuable their information is to hackers ...

When asked what information hackers value most, respondents undervalued the items that earn hackers the most money on the dark web:



Only 3% said Medical records were most important, but they are actually worth up to **US \$1,000**.



Only 6% said Passports were important to hackers, but in reality, they are worth up to **US \$2,000**.



Most thought credit cards and social security numbers were most valuable but hackers only earn **US \$1-\$110³** for those items.

What are you doing to protect yourself?

When asked what actions they take to protect their sensitive information online:

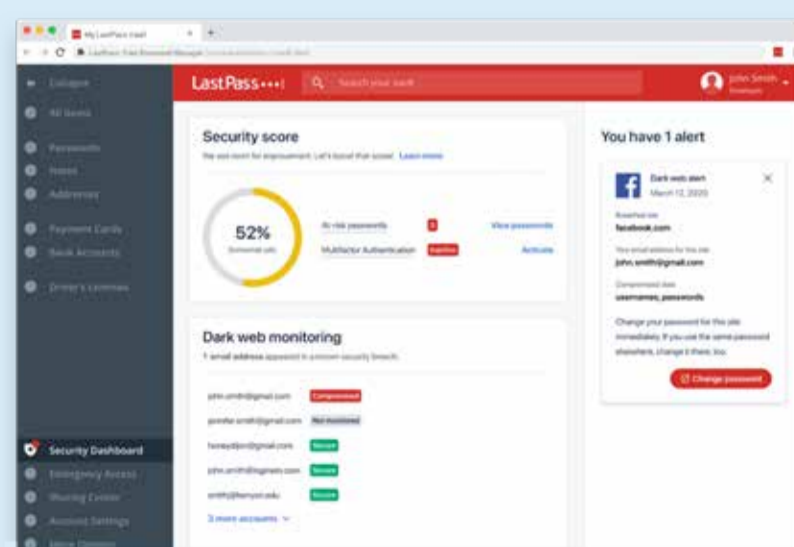
14% said they take no action and

51% said they try to avoid giving out that type of information at all.

But in our current world that requires us to work and socialize online, these are not practical solutions.

You can take the mystery out of the dark web

LastPass makes it simple to protect your most critical data and keep track of your online security.



With our new dark web monitoring, LastPass proactively watches for breach activity and alerts you when you need to take action.

Find out more:
www.lastpass.com/dark-web-monitoring