What is the dark web and is your personal data at risk?

Our survey of 3,250 global consumers shows that most people don't know where to start when it comes to protecting their sensitive information online.

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

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.

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

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

When asked what information hackers value most, respondents underestimated 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-$110 for those items.

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

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

In a follow up question, 80% said they have no way of knowing if their information is on the dark web.

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.

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

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.

You can take the mystery out of the dark web.