

# Sticky Notes Aren't for Passwords: Here's What a Breach Could Cost Your Business



Think writing your passwords on sticky notes is harmless? Think again.

## 86%



of breaches involved the use of stolen credentials. (1)

And when nearly two-thirds

## 62%

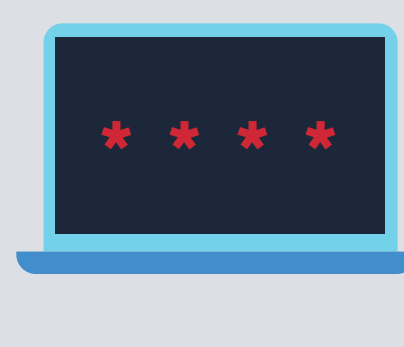
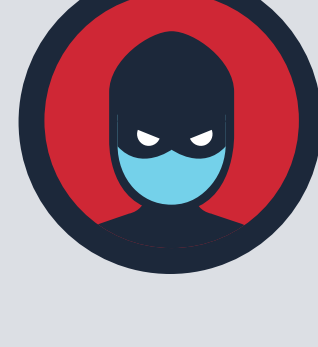


of people always or mostly use the same password, it's not a matter of if but when a bad actor will strike. (2)

### Those stolen passwords could cost your business dearly.

The global average cost of a data breach in 2023 was

# \$4.45 million USD,



## \$4.76M

## \$4.67M

was the average cost of a data breach due to phishing.

was the average cost of a data breach caused by business email compromise.

### When it comes to a breach, time is of the essence.



The average cost of a data breach with a life cycle of over

## 200 days is \$4.95 million.

The average number of days to identify and contain breaches resulting from compromised credentials?

## 328 days. (3)

### How can businesses protect themselves in this costly compromised credential crisis?

A password manager.



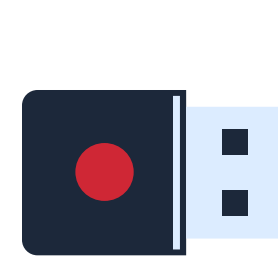
**Eliminate** employee password reuse



**Manage** passwords from one place



**Protect** your employees' sensitive data



**Share** passwords simply and safely



### Goodbye sticky notes. Hello password peace of mind.

With LastPass your business can reduce password-related friction for employees while increasing control and visibility over their credentials.

With over 1 billion sites secured, millions of users, and 100,000 Business customers, LastPass provides pervasive password protection and makes online security simple.

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