



# TARGETED

## The Biggest Retail Hack in U.S. History

### WHAT THEY STOLE



# 70M RECORDS

- Customer Names
- Email Addresses
- Phone Numbers
- Addresses
- Payment Card Data

### HOW THEY GOT IN

- Intruders steal credentials of HVAC vendor and gain system access
- Infect point-of-sale registers at 1,797 U.S. stores
- Customers swipe and malware steals credit card data
- Intruders command internal Target server to store stolen data

### THE BAD ACTORS



Russian teenage hacking mastermind creates malware known as "BlackPOS", sells to unknown group(s) that carry out attack



### HOW TARGET BLEW IT

- Security team fails to respond to continuous urgent malware alerts
- Warnings triggered by security system and antivirus software
- Option to automatically delete detected malware was turned off



### TIMELINE



Malware installed days prior to Thanksgiving 2013

Hack occurs Nov 27 to Dec 15 – height of holiday shopping season

### WHERE IT HURT

Companies that fail to protect personal data suffer years of repercussions

Q4 comparable sales decline 2.5%

Reputation and customer trust take a hit

Gross expenses totaled \$252 million

Sales fall 46%, stock down 10% immediately after hack

Pay back to lenders to issue new cards

Customer reimbursements for fraudulent charges

Litigation costs in defense of negligence charges by banks

## GETTING SERIOUS ABOUT DATA SECURITY

When it comes to security, there's only one way to do it ... **RIGHT.**



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