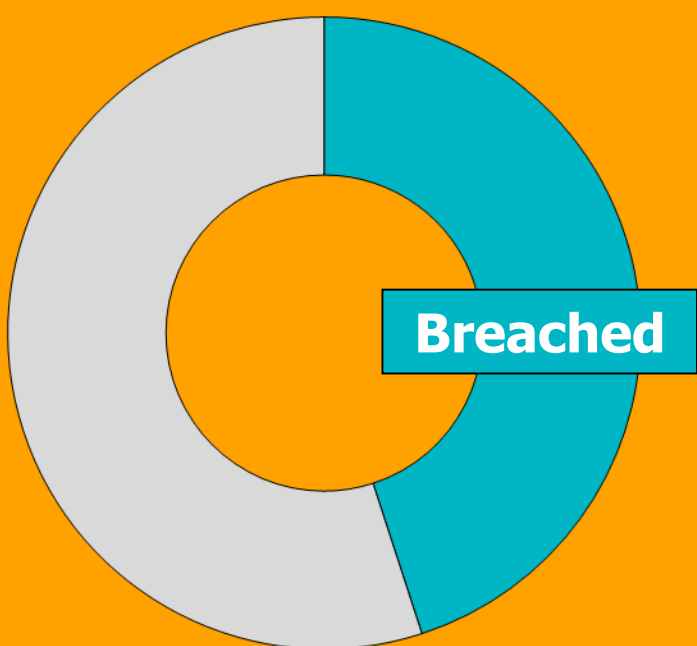
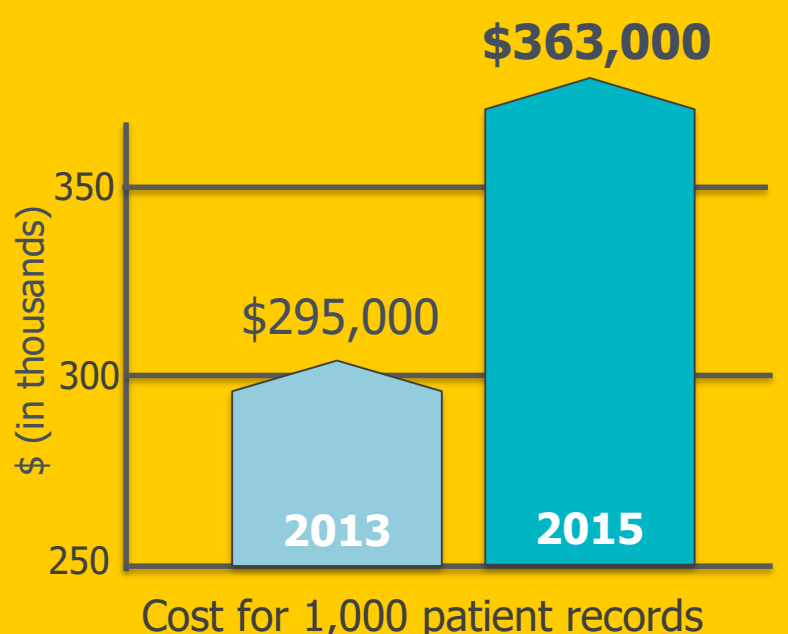


You Need Data Encryption 3 Reasons Why

#1 Data Breaches Are Expensive

The average cost of a data breach is **\$3.8 million** representing a **23% increase** since 2013. The **U.S. Healthcare** market has the highest average cost per stolen record (**\$363**).

Source: Ponemon Institute. "2015 Cost of Data Breach Study: Global Analysis." Ponemon Institute and IBM report



#2 Data Breach, A Question of When Not If

"For businesses, the risk of experiencing a data breach is higher than ever with **almost half** of organizations suffering at least one security incident in the **last 12 months.**"

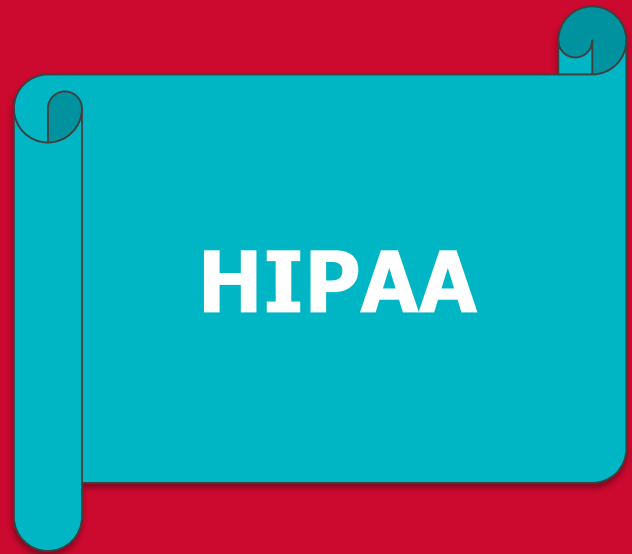
Source: Experian. "2015 Second Annual Data Breach Industry Forecast." Experian white paper.

#3 You Must - Required by HIPAA

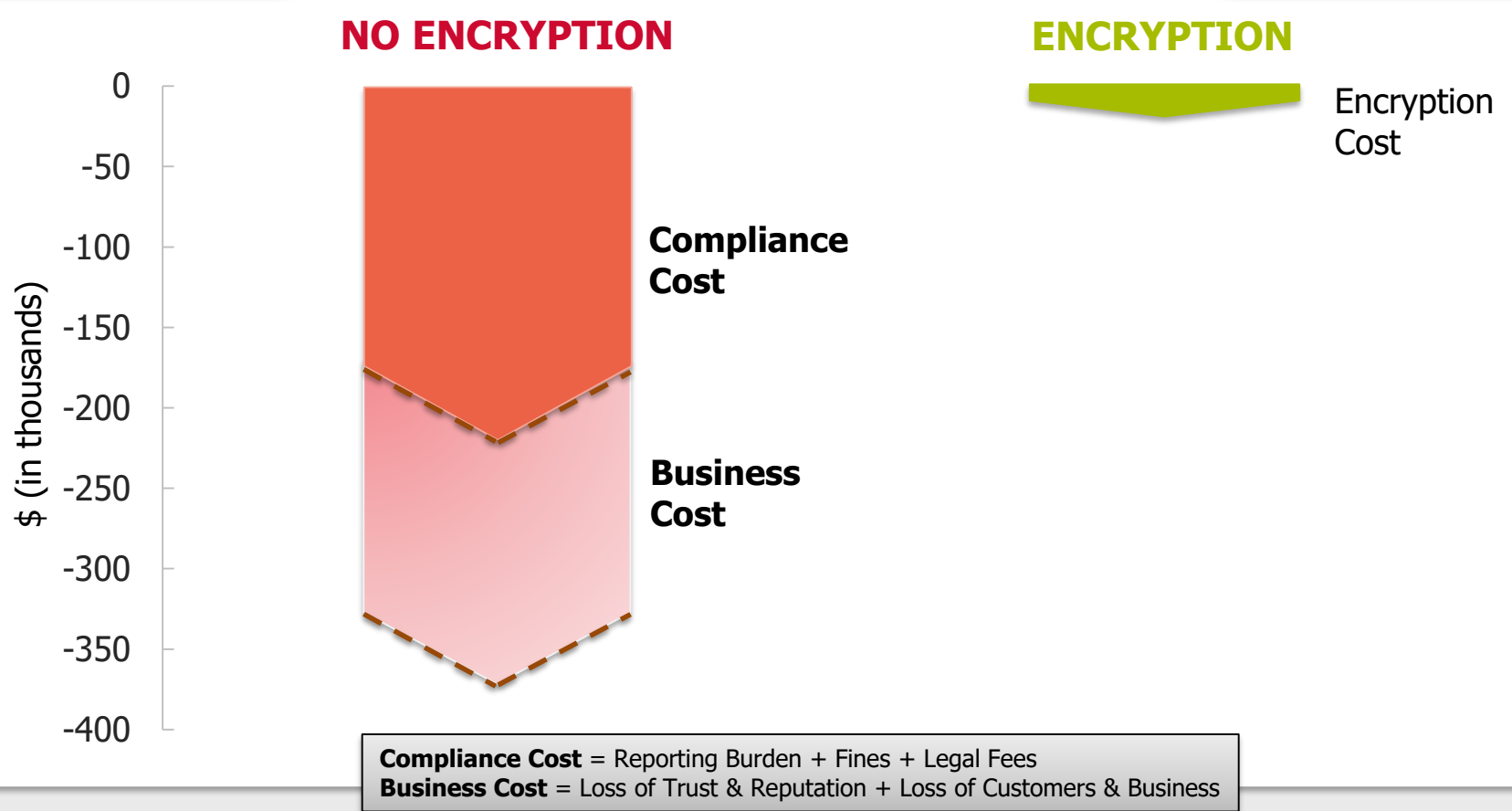
PHI is secure and meets HHS regulations when:

1. Electronic PHI is **encrypted**
2. PHI storage media has been **destroyed** beyond recovery

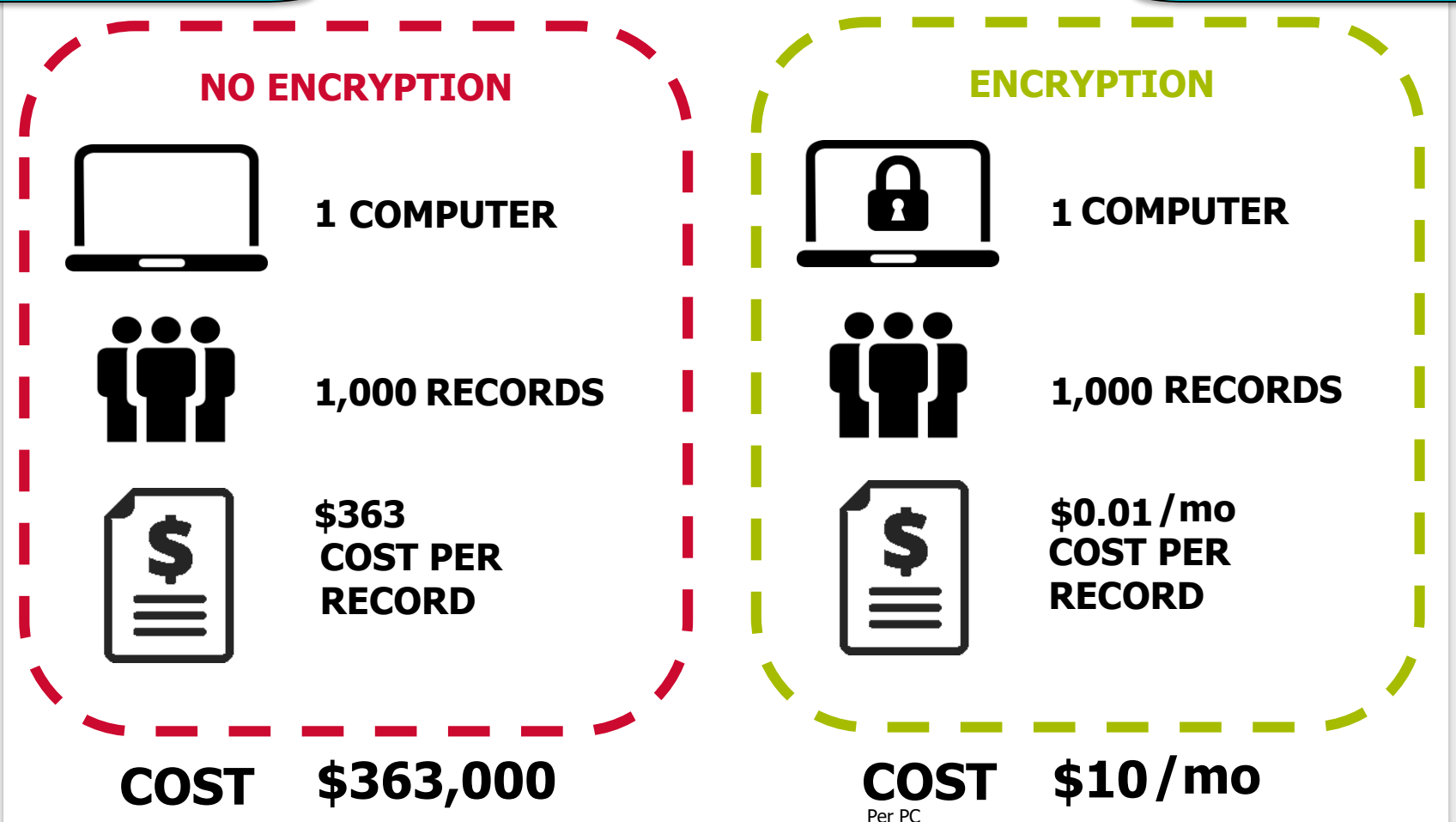
Source: U.S. Department of Health & Human Services. "Guidance to Render Unsecured Protected Health Information Unusable, Unreadable, or Indecipherable to Unauthorized Individuals."



Data Breach Cost vs. Valued Peace of Mind



No Protection vs. Protection What Is the Cost?



How much would your 'peace of mind' cost?
For a free risk analysis, contact sales@jetico.com

