

# The Costs of Cyber Incidents

Financial damages caused by cyber incidents vary based on size and industry of the business, type of incident, data and systems impacted, and more. Cowbell Cyber has compiled estimated costs with the help of cost calculators from NetDiligence eRiskHub. The intent is to shed light on how costly cyber incidents can be. The costs investigated are for Business Interruption, Notification, and Data Breach. If you are interested in getting cost estimates with different assumptions, contact Cowbell at [agencies@cowbellcyber.ai](mailto:agencies@cowbellcyber.ai)



## Business Interruption Cost Estimates

For the Business Interruption Cost analysis, the following settings were used:

- Revenue dependence on systems availability: 50%
- Revenue dependence on peak Season: 50%
- Estimated Cost to restore business operations: 10,000
- Estimated Outage: 30 days during peak season

Industry	Company Size (Revenue)			
	\$5M	\$50M	\$100M	\$200M
Healthcare/Social Assistance	\$93,219	\$842,191	\$1,674,383	\$3,338,767
Professional Services	\$102,465	\$934,657	\$1,859,315	\$3,708,630
Restaurants	\$76,780	\$677,808	\$1,345,616	\$2,681,232
Hotels	\$87,054	\$780,547	\$1,551,095	\$3,092,191
Manufacturing	\$61,369	\$523,698	\$1,037,397	\$2,064,794
Construction	\$36,712	\$277,123	\$544,246	\$1,078,493
Finance & Insurance	\$89,109	\$801,095	\$1,592,191	\$3,174,383
Admin. Support, Utilities	\$42,876	\$338,767	\$667,534	\$1,325,068
Retail Trade	\$71,643	\$626,438	\$1,242,876	\$2,475,753
Transportation & Warehousing	\$76,780	\$677,808	\$1,345,616	\$2,681,232
Educational Services	\$86,027	\$770,273	\$1,530,547	\$1,530,547

## Notification Cost Estimates:

The cost of notifying individuals and entities impacted by an incident depends on the volume of notifications and the number of versions needed.



# of versions needed	# of notices to be sent			
	1,000	10,000	100,000	1,000,000
3 (customers, employees, partners)	\$9,892	\$19,921	\$81,500	\$696,400



## Data Breach Cost Estimates:

For the Data Breach Cost analysis, the following settings were used:

- Organization's first breach: YES
- Data was stored in a centralized system: YES
- Fraud is expected: YES
- Class action lawsuit is expected: YES
- Organization does not have data breach coverage: Correct

# of People Impacted	PCI, PII, PHI Records exposed			
	100 of each type (300 total)	1,000 of each type (3,000 total)	10,000 of each type (30,000 total)	100,000 of each type (300,000)
Min (100/1,000/10,000/100,000)	\$811,159	\$1,127,585	\$3,142,300	\$5,537,550
Med (200/2,000/20,000/200,000)	\$811,406	\$1,130,060	\$3,167,050	\$5,785,050
Max (300/3,000/30,000/300,000)	\$811,654	\$1,132,535	\$3,191,800	\$6,032,550