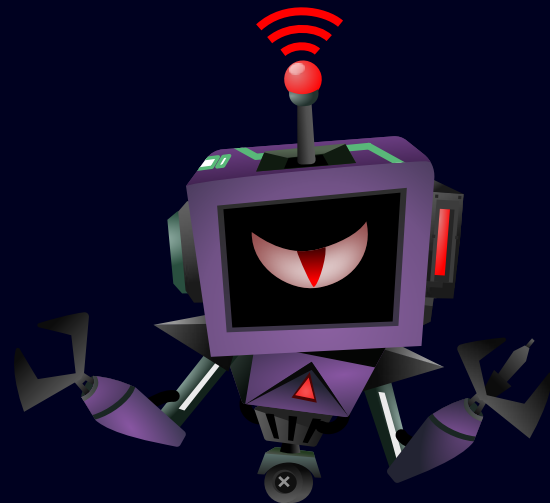


What Happens to Your Data After a Breach?

Why **your** personal
information is so
valuable to a
threat actor!





Direct and Indirect Gain

PII is used by threat actors for direct financial gain, but also indirectly to support further attacks that grant access to information such as intellectual property, trade secrets or financial information.



On Selling

Selling your data to other criminals on the dark web for direct financial gain, including:

- 1. Passports**
- 2. Drivers licenses**
- 3. Email addresses**
- 4. Passwords**
- 5. Credit card numbers**



Identity Theft

1

Account Takeovers

Threat actors take control of various types of accounts to steal money directly, or perform social engineering attacks against **your** friends, family or colleagues by pretending to be **you**.



Identity Theft

2

New Account Fraud

Threat actors open new accounts in ~~your~~ name, such as credit cards, bank loans, utility accounts, online shopping or gambling accounts.



Identity Theft

3

Synthetic Identity Theft

Threat actors create a new identity by combining real ~~and~~ fake information, such as a real tax file number, a fake name, and a false date of birth.



Identity Theft

4

Medical Identity Fraud

Threat actors use ~~your~~ personal information or health insurance information to receive medical treatment, prescription drugs or obtain health insurance.



Spear Phishing Attacks

PII is used to craft targeted spear phishing attacks to appear more legitimate to the victim.

Using names, education, job, hobbies and other info makes it sound like they know the victim.



Targeted PII Attacks

Threat actors identify targets with access to valuable information they need.

They then find PII on them to launch targeted phishing or other social engineering attacks.



Extortion

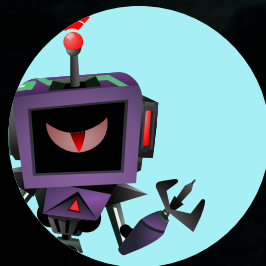
The use of PII for extortion, especially sensitive or embarrassing information the victim would not want an employer, family or friends to see.



Want More Information?

Read more on our blog about how PII is stolen and how its use can impact **you.**

<https://morrisec.com.au/insights>



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