

# FORTINET®

## MANDATORY NOTIFIABLE DATA BREACH (NDB) IMPLICATIONS

**DATA BREACHES ARE  
PREVALENT AND COSTLY**



THERE'S A

# 27.7%

chance that a typical company  
**will experience a data breach**  
in the next TWO YEARS<sup>1</sup>

Average cost of a DATA BREACH is

# \$3.62 MILLION<sup>2</sup>



# 76%

of CONSUMERS WOULD MOVE  
AWAY from a COMPANY THAT  
EXPERIENCED TOO MANY DATA  
BREACHES<sup>3</sup>



## THE NDB IMPACTS COMPANIES THAT COLLECT AND STORE SENSITIVE USER INFORMATION IN AUSTRALIA



Under the NDB,  
a breach of personal data must be  
**REPORTED WITHIN 30  
DAYS OF DISCOVERY**



FAILURE TO COMPLY MAY  
RESULT IN FINES FOR UP TO

# 1.8 MILLION DOLLARS



## READ THE WHITE PAPER

Learn which steps to take  
to prepare for the NBD.

1. Ponemon Institute's "2017 Cost of Data Breach Study"

2. Ponemon Institute's "2017 Cost of Data Breach Study"

3. "Survey: Customers Lose Trust In Brands After A Data Breach," Dark Reading, May 18, 2016.