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E-Commerce & Online payments Sector
Source: Deloitte Report

Case 1
Lost customer data leads to lost trust

Organization
An e-commerce company that operates daily deals websites in numerous countries.

Scenario
Hackers breached the security of the organization's computer system, resulting in unauthorized access to customer data.

Attackers and motivation
The attackers were most likely after customer credit card data to sell on the black market.

Techniques used
SQL Injection, which is the most common form of attack for websites and web applications, was most likely used for this breach. However, other entry methods cannot be ruled out, including a more sophisticated cross-site scripting attack, or perhaps exploitation of a flaw in the web application that might have resulted from poor testing.

Business impact
More than 50 million usernames, hashed passwords and e-mail addresses were stolen, badly damaging the company's reputation. And because customer data was involved, the organization was required to report the breach, which attracted attention from the media. The incident received worldwide press coverage, both in newspapers and on television. What's more, loss of personal data resulted in a loss of customer trust, which is especially critical for e-commerce companies. This almost certainly had a negative impact on revenue.