

## The Cost of an Account Takeover Attack

Regulatory fines can reach up to **4% OF A COMPANY'S ANNUAL GLOBAL TURNOVER OR €20 MILLION, whichever is greater.** (under GDPR)

Annual global turnover  
**\$100 MILLION**

**MAXIMUM FINE**  
**\$4 MILLION**



### CLASS ACTION LAWSUIT

Total Potential Damages Could Reach

**\$5 MILLION**

Average claim of \$500 per customer  
for 10,000 affected customers

Notification Costs

+

Legal & Consulting Fees

+

Increased Security Measures

+

Credit Monitoring Services  
For Affected Customers

=

Could Add Up To

**\$2.5 MILLION**

Find out more about Imperva Advanced Bot Protection