

# HOW MUCH IS YOUR IDENTITY WORTH ON THE DARK WEB?



## 01

The Dark Web is the digital equivalent of the black market—bank accounts, and data of unknowing consumers. This is how hackers gain access to personal data, and how much they sell it for on the Dark Web.



## 02

Faxes and snail mail are being used less often today, in favor of email and online identify verification services. The personal information provided to these services—driver's licenses, financial statements, utilities bills, and more—is often stored in databases on web servers.



## 03

Without proper security tools or encryption in place, hackers can gain access to the data. **Web servers represent the #1 compromised asset in data breaches (56%).**



## 04

Hackers have turned this opportunity into a business, selling unsuspecting consumers' identities for as little as \$10.



## 05

The buyer—often another hacker—can use the stolen identity to authenticate and access bank accounts, government benefits, credit, and more.



## 06

This information is then sold on the Dark Web for anyone to purchase, **ranging from \$100-\$3000 per identity.** The price is determined by factors such as the account owner's wealth and location, current bank account balance, and account type(s).