The Big Data Revolution: Privacy Considerations
Identity fraud trend – constant or declining

Figure 1: Overall Identity Fraud Incidence Rate and Total Fraud Amount by Year

*Significance tested against 2012; Blue significantly lower, Red significantly higher.

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October 2005 through 2012.
n= varies 4,784 - 5,249.
Base: All Consumers.
“Risk” declining

Total $ of ID Fraud / $1,000 US GDP
Data breach trend - up

Count of Breaches per Year

- PRC Count of Breaches per year
- ITRC Count of Breaches per year
Breaches/$eCommerce relatively constant

Number of Breaches / $ (Billions) in eCommerce

PRC
ITRC
Records compromised – relatively flat

![Graph showing the number of reported records over time, with two lines representing PRC and ITRC records. The number of records varies significantly, with peaks in 2009 and 2010.]
Records/$\text{eCommerce}$ lower

Number of Records / $\text{Millions in eCommerce}$

- PRC
- ITRC
Known causes – mostly offline

Known Causes of Identity Fraud - Travelers Insurance (2012)

- Stolen Wallet/Purse: 44%
- Auto Burglary: 16%
- Home Burglary: 12%
- Signature Forgery: 10%
- Online/Data Breach: 15%
- Other: 3%

(Travelers Insurance, 2012)