Supply Chain Attacks Roar Back in Q3; Mega-Breaches Drive Increase in Victims

A new breach record is unlikely this year

Key Takeaways

- After declining in early 2024, Supply Chain Attacks against vendors jumped by 203 percent in the Third Quarter (Q3) compared to the previous Quarter.
- Mega-breaches that impacted 100 million or more victims continued to skew the victim counts for the second consecutive Quarter. Adjusting for the mega-breaches, the victim count to date is on a downward trendline compared to previous years, as bad actors continue to focus on more frequent but targeted attacks that generally impact fewer individuals.
- Fifty (50) data compromises with no information as to the type or root cause of the event impacted more than 850,000 victims in Q3.
- The current trendlines point to an annual compromise rate slightly below 2023's record high. The ITRC's *2024 Data Breach Report* analyzing the full-year (FY) trends will be released on January 28, 2025, as part of Data Privacy Day at the annual Better Identity Coalition/ITRC/FIDO Alliance Public Policy Forum.

Highlights

The number of data compromises reported in Q3 of 2024 totaled 672. As of September 30, 2024, the year-to-date (YTD) total of data compromises was 2,242. Based on current trends and subject to a last-minute surge in cyberattacks, the annual number of data compromises is unlikely to exceed the record number of events in 2023.

The estimated number of victims in Q3 2024 totaled 241 million people, including those who were impacted by multiple breaches. The victim count continues to be skewed by a small number of very large data breaches[1]. For example:

- An AT&T data breach compromised the personal information of 110 million individuals, nearly every customer of the telecom company.
- MC2 Data, a data broker that primarily sells personal information for background checks, acknowledged a data leak impacting 100 million individuals. The compromise was not a data breach but a lower-risk event where a database of personal information was open to attack because of misconfigured security. There is no evidence the data was ever copied or removed by a bad actor.

After dropping in the first two Quarters of 2024 – 50 and 30 attacks in Q1 and Q2 respectively – Supply Chain Attacks jumped back up in Q3, with 91 organizations impacted by attacks against third-party vendors.

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Financial Services continued to be the most targeted industry in 2024 with 141 compromises, slightly ahead of Healthcare with 121 compromises.

"Not Specified," at 69 percent, remained the most reported cause of a cyberattack listed in breach notices issued in Q3 2024, flat with the previous two Quarters. Fifty (50) companies issued a notice regarding a data compromise but did not provide information about the nature of the event (e.g., cyberattack, system error, human error, physical attack). A lack of information puts individuals and other businesses at risk from similar attacks.

A Special Note About Companies That Are Repeatedly Compromised

In the upcoming *2024 Consumer & Business Impact Report*, the ITRC reports that 81 percent of small businesses were the victim of a cyberattack, a data breach or both in the year since the 2023 report. Approximately 76 percent of those business have been attacked more than once.

Breach notices issued in Q3 from businesses of all sizes show that five (5) percent of companies (36 out of 672 entities) compromised in Q3 2024 were previously compromised in the past 12 months.

More than half of those 36 companies (19 or 53 percent) compromised in both Q3 and in the previous 12 months were also compromised multiple times in Q3 2024.

Repeat compromises of the same organization are an indication of the unrelenting challenge cybersecurity teams face when protecting personal information.

The ITRC's *2024 Consumer & Business Impact Report* will be published on October 30, 2024, as part of Cybersecurity Awareness Month.

[1] The Q3 estimated victim count does not include individuals impacted by a cyberattack-related breach at Change Healthcare. Victim notifications are being sent, but neither the company nor its parent organization – United Healthcare – have disclosed how many people have been sent notices. According to company estimates, Change processes one-third of all U.S. patient health records.

Q3 Data Compromise Highlights

ITRC | IDENTITY THEFT RESOURCE CENTER

Number of Q3 Compromises

672
TOTAL COMPROMISES

241,889,316
TOTAL VICTIMS

615 DATA BREACHES
141,022,573 VICTIMS

6 DATA EXPOSURES
100,014,000 VICTIMS

1 DATA LEAKS
0 VICTIMS

50 UNKNOWN COMPROMISES
852,743 VICTIMS

Q3 Attack Vectors

CYBERATTACKS
549 Breaches
140,828,480 Victims

SYSTEM AND HUMAN ERRORS
67 Breaches/Exposures
100,194,221 Victims

PHYSICAL ATTACKS
5 Breaches/Exposures
13,872 Victims

SUPPLY CHAIN ATTACKS
31 Breaches/Exposures
97 Entities Affected
992,367 Victims

Top Compromises by Industry in Q3

FINANCIAL SERVICES	*141 Compromises*
HEALTHCARE	*123 Compromises*
PROFESSIONAL SERVICES	*91 Compromises*
MANUFACTURING	*66 Compromises*
EDUCATION	*33 Compromises*

Q3 Public Data Breach Notices

433
NOTICES WITHOUT ATTACK VECTOR

239
NOTICES WITH ATTACK VECTOR

Top 5 Compromises by Victim Count in Q3

AT&T
110,000,000 VICTIMS

MC2 DATA
100,000,000 VICTIMS

EVOLVE BANK & TRUST
7,640,112 VICTIMS

HEALTHEQUITY INC.
4,300,000 VICTIMS

ACADIAN AMBULANCE SERVICE, INC.
2,896,985 VICTIMS

Q3 2024 Charts

Top 10 Compromises of Q3 2024

	Entity	Victims Impacted
1	AT&T	110,000,000
2	MC2 Data	100,000,000
3	Evolve Bank & Trust	7,640,112
4	HealthEquity Inc.	4,300,000
5	Acadian Ambulance Service, Inc.	2,896,985
6	Rite Aid Corporation	2,200,000
7	Slim CD, Inc.	1,693,000
8	National Public Data	1,300,000
9	Patelco Credit Union	1,009,472
10	Young Consulting LLC	954,177

Compromise Year-over-Year Totals

Year	Compromises	Victims
2024 YTD	2,242	1,323,973,841*
2023	3,203	419,040,609
2022	1,798	425,219,503
2021	1,859	351,833,545**
2020	1,107	302,869,661
2019	1,278	883,569,154
2018	1,175	2,224,601,976
2017	1,505	1,825,413,935

*As of September 12, 2024, the Ticketmaster breach victim count is based on unverified information provided by the threat actor claiming responsibility for the attack. Ticketmaster has filed a mandatory breach notice that states more than 1,000 individuals have been impacted but has not provided information on the number of victims by country. The entry will be updated if and when an updated victim count is reported.

**The AT&T victim count has been added to the 2021 victim count as the compromise initially occurred and was entered in 2021. The 51M is not reflected in the Q1 2024 victim count.

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Quarter-to-Quarter

Year	Compromises	Victims
Q3 2024	672	241,889,316
Q2 2024	732	1,043,903,153
Q1 2024	836	38,181,359
Q4 2023	1,087	154,647,016
Q3 2023	734	81,748,184
Q2 2023	940	81,958,874
Q1 2023	442	100,686,535
Q4 2022	511	253,285,922
Q3 2022	471	109,967,747
Q2 2022	412	35,197,623
Q1 2022	404	26,768,211

Compromises by Sector Q3 2024 vs. Q3 2023 & 2022

	Year					
	Q3 2024		Q3 2023		Q3 2022	
	Compromises	Victims	Compromises	Victims	Compromises	Victims
Education	33	447,037	42	2,708,134	23	1,097,584
Financial Services	141	16,465,155	205	17,887,214	66	3,153,208
Government	19	1,093,143	26	2,869,278	19	220,738
Healthcare	123	3,997,594	113	17,758,006	93	5,060,271
Hospitality	17	310,057	10	3,525,136	10	69,027,431
HR/Staffing	9	28,730	2	134,469	-	-
Manufacturing & Utilities	66	139,001	65	3,589,716	64	23,095,176
Mining/Construction	17	25,249	20	38,048	-	-
Non-Profit/NGO	32	81,426	22	7,178,851	16	65,161
Professional Services	91	372,693	81	16,961,377	69	1,705,652
Retail	30	2,325,117	30	1,289,332	20	363,880
Social Services	7	74,035	3	17,349	-	-
Technology	31	3,237,043	40	5,958,190	21	2,969,682
Transportation	11	2,933,933	25	175,858	6	2,517,830
Utilities	18	110,016,155	10	16,502	-	-
Wholesale Trade	5	1,269	13	23,694	-	-
Other	18	100,339,032	27	1,617,030	64	691,134
Unknown	4	2,647	-	-	-	-
Totals:	672	241,889,316	734	81,748,184	471	109,967,747

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Attack Vector Q3 2024 vs. Q3 2023 & 2022

	Q3 2024	Q3 2023	Q3 2022
Cyberattacks	549	613	414
Phishing/Smishing/BEC	104	82	131
Ransomware	37	63	78
Malware	9	18	15
Non-Secured Cloud Environment	-	5	1
Credential Stuffing	6	5	8
Unpatched Software Flaw	-	-	-
Zero Data Attack	4	69	2
Other	7	7	2
NA – Not Specified	382	364	177
System & Human Error	67	96	42
Failure to Configure Cloud Security	6	6	3
Correspondence *(Email/Letter)*	28	42	15
Misconfigured Firewall	3	7	7
Lost Device or Document	2	9	3
Other	27	27	10
NA – Not Specified	1	5	4
Physical Attacks	5	14	12
Document Theft	-	1	2
Device Theft	4	7	4
Improper Disposal	-	1	1
Skimming Device	1	2	2
Other	-	-	2
NA – Not Specified	-	3	1
Data Leak	1	2	-
Unknown	50	9	3

METHODOLOGY NOTES: For purposes of quarterly and annual reporting, the ITRC aggregates data events based on the date the breach, exposure, or leak was entered into the database rather than the date the event occurred. This avoids the confusion and data conflicts associated with the need to routinely update previous reports and compromise totals. The date of the original compromise, if known, and the date of the event report are noted in the ITRC's *notified* data compromise tracking database.

The number of victims linked to individual compromises is updated as needed and can be accessed in the ITRC's *notified* breach tracking solution.

The ITRC reports Third-Party/Supply Chain Attacks as a single attack against the company that lost control of the information. The total number of individuals impacted by third-party incidents is based on notices sent by the multiple organizations impacted by the single data compromise.

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