

# Data breaches and identity theft in the hotel industry

## Why is the hotel industry targeted?

- Hotels store highly-valuable guest data, which often includes: payment details, addresses, phone numbers, email addresses, and other sensitive information
- Cybercriminals stealing credentials could gain access to thousands — and in some cases, millions — of guest records
- Hotels are frequently targeted by foreign governments seeking confidential information on national and international travelers

## Must-know data breach statistics for the hotel industry

93%

of all data breaches in the hotel industry are attributed to point of sale intrusions, web application attacks and malware<sup>1</sup>

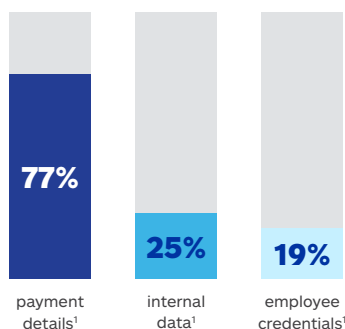
95%

of security incidents, breaches and identity theft were caused by external threat actors<sup>1</sup>

100%

of data breaches and security incidents were financially motivated<sup>1</sup>

## Security incidents in 2019: what data was exposed?

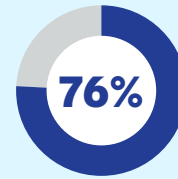


## Take a closer look at some recent incidents

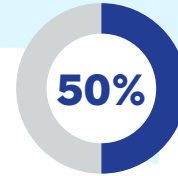
- Global hotel and resort management company Pyramid Hotel Group was breached in 2019. Security logs and physical security management systems were exposed, potentially compromising guest safety<sup>2</sup>
- In 2018, a breach at Marriott's Starwood properties exposed the sensitive personal data of 383 million guests<sup>3</sup>
- MGM Resorts International experienced a hack exposing the personal information of 10.6 million guests in 2018<sup>4</sup>

# Protect your employees, protect your business

Empower your employees with the protection they're looking for. High quality, valuable privacy protection improves public perception and trust. Plus, it may reduce the probability of litigation for your organization and increase your employees' security awareness and safety.



of Americans don't believe companies are doing their part to protect data<sup>6</sup>



of Americans say they don't know who to trust<sup>5</sup>

## Why choose Allstate Identity Protection

# Best-in-class technology, innovation and expertise



91.4

Net Promoter Score (NPS)



98%

implementation satisfaction rate



99%

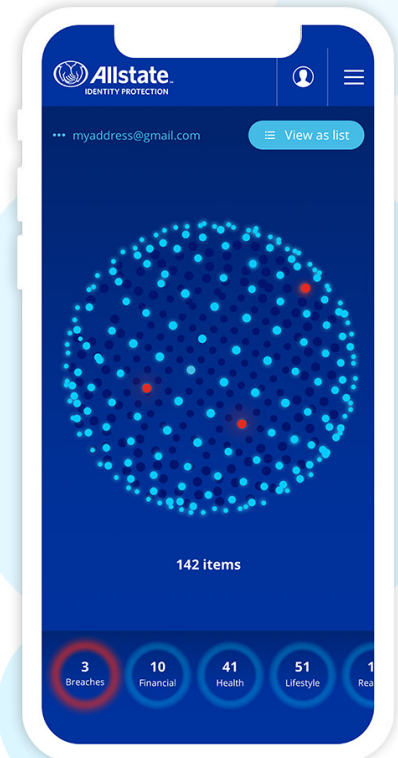
account management satisfaction rate



99%

client retention

- Comprehensive and ongoing administrative support
- Easy onboarding that includes comprehensive product education and a dedicated client relationship advisor
- Scalable and flexible payment models that minimize risk
- Expert customer service representatives based in the U.S.
- Proactive, real-time alerts that help employees manage their privacy
- In-depth monitoring of the dark web for employees' compromised personal data, plus high risk transactions, data breach notifications, and more
- Tools to monitor and preserve an employee's reputation across social networks
- A dedicated advocate to guide and manage an employee's full recovery process



## Ready to get started?

Contact us at [sales@infoarmor.com](mailto:sales@infoarmor.com)

1 Verizon Enterprise, "2019 Data Breach Investigations Report," May 2019  
2 Forbes, "Security Systems Of Major Hotel Chains Exposed By Huge Data Breach," May 2019  
3 CNET, "Marriott says hackers stole more than 5 million passport numbers," January 2019  
4 Reuters, "MGM Resorts says was victim of data breach last year," February 2020  
5 Allstate Data Privacy and Consumer Expectations Survey  
6 Allstate Digital Safety Offering Study, MARA

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