

There are many reasons why data security is important to organizations around the world. For example, industry and state regulations such as the California Consumer Privacy Act (CCPA), the European Union's General Data Protection Regulation (GDPR), the Health Insurance Portability and Accountability Act (HIPAA), and the Payment Card Industry Data Security Standard (PCI DSS) outline organizations' legal obligations to protect data. This also creates the risk of significant financial losses, along with fines, legal fees, and damages in the event of sensitive data loss. Data cybersecurity is also critical to preventing the reputational risks that come with a data breach. Organizations are legally obligated to protect customer and user data from being lost or stolen and ending up in the wrong hands. A high-profile data breach or loss can cause customers to lose trust in an organization and take their business to a competitor.