

# Charting the Scale

## OF IDENTITY EXPOSURE

A single identity asset can become the first spark in a sprawling cyber constellation when exposed. But when you zoom out with a holistic lens, it becomes evident that identity exposure isn't isolated – it's part of a vast, interconnected digital constellation that cybercriminals use to chart and abuse their victims' online footprint.

### TRADITIONAL

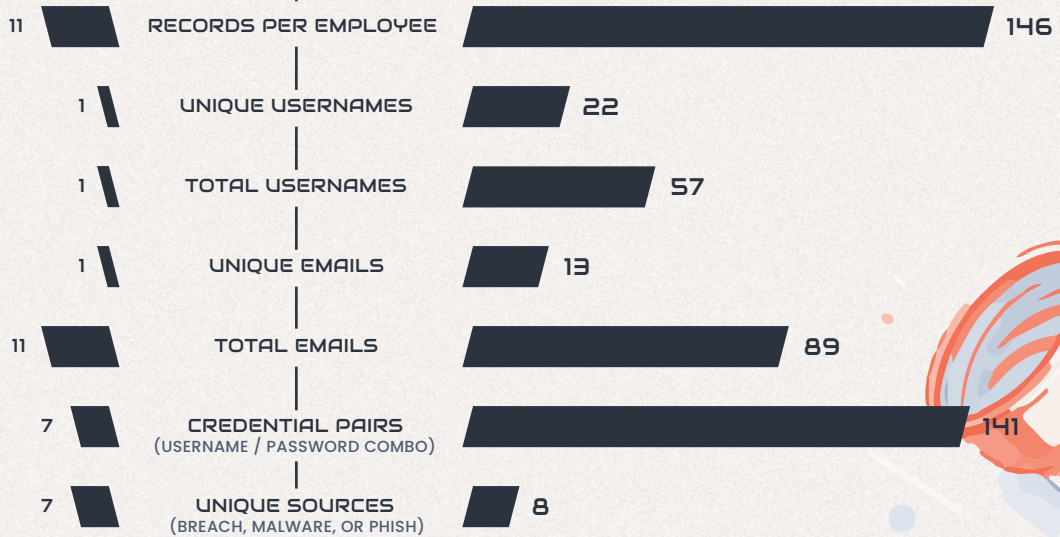
#### IDENTITY EXPOSURE

The average exposure for a single employee identity\* for 2024 shows:

### HOLISTIC

#### IDENTITY EXPOSURE

By enhancing the view of identity exposure using **holistic identity matching**\* we see **more than 12x the exposed data** for an individual employee:



\*The alignment of corresponding data to a single email is how SpyCloud researchers have calculated what makes for the average exposed digital identity.

\*Holistic identity matching aggregates multiple exposures tied to a single individual across all emails, usernames, passwords, phone numbers, and other related exposed identity data. Based on SpyCloud data recaptured from the criminal underground in 2024.

\*\*'Unique' refers to the number of different versions of a given asset type that have been exposed, whereas the 'total' number includes instances of the same asset being exposed multiple times (i.e. through multiple breaches or infections).

### HOLISTIC CONSUMER IDENTITY EXPOSURE

In the void of enterprise security control systems and processes, holistic identity matching for consumer identities delivers an even more mind-boggling view of exposure:

**229**

RECORDS PER CUSTOMER

frequently including exposed PII like full names, dates of birth, and phone numbers, as well as Social Security/ID numbers, addresses, and credit card or bank information

**74%** of recaptured consumer records contain a physical or IP address

**52**

UNIQUE USERNAMES

**105**

TOTAL USERNAMES

**27**

UNIQUE EMAILS

**125**

TOTAL EMAILS

**227**

CREDENTIAL PAIRS

**9**

UNIQUE SOURCES

Get The **2025** IDENTITY EXPOSURE TRENDS infographic

With this information in hand, criminals can increasingly compile enough identity information to not just **conduct unauthorized transactions or drain bank accounts**, but also do things like fraudulently apply for a loan or secure a mortgage in a victim's name.