How Data Breach Fatigue Can Impact Your Digital Health

When you hear your sensitive data was lost in another data breach, is exhaustion your first reaction? Do you find yourself shrugging off notifications about your personal information being compromised?

Maybe you even had the dark thought that it doesn't matter if your data is out there because pretty much everyone's is after all these data breaches!

Take a moment. We're here to help. You're suffering from data breach fatigue, a sense of frustration and loss of hope upon finding out your data's been compromised through no fault of your own. Don't throw that notification letter in that trash with a groan and go about your day! Data breaches are an exasperating issue in our digital age. Know that you aren't alone, and there are some simple actions you should take immediately. Don't give in to data breach fatigue!

Symptoms of data breach fatigue

Do any of these symptoms sound familiar?

- **Desensitization:** You're numb to the news of data breaches: "Oh, another breach? Big deal."
- **Apathy**: You feel helpless to protect your data: "What can I do? It's out of my hands."
- **Inaction:** You ignore security alerts and skip best practices: "Changing passwords again? Too complicated."

If you recognize these symptoms in yourself, you might be experiencing data breach fatigue. Millions of people worldwide deal with data breach fatigue. As reports of breaches become more frequent, people feel overwhelmed and powerless, leading to a dangerous cycle of neglecting their digital hygiene.

But the prognosis is favorable! Our treatment plan? Empowerment!

Why you need to care

Ignoring data breaches can have serious consequences. Personal information like social security numbers, banking details, and passwords can be used for identity theft, financial fraud, and other malicious activities. Dealing with the fallout of a data breach is easier than being the victim of identity theft or other fraud, trust us. Don't worry, understanding the problem is the first step toward a solution.

Cyber resilience is your prescription for online health

We're here to provide solutions for data breach fatigue, and we think this is cyber resilience: a sense of empowerment that comes with the knowledge that you can keep yourself safe even when your data is lost in a breach. Think of this as your prescription for renewed digital vigilance.

1. **Stay informed, not overwhelmed**

Stay updated on the latest cybersecurity threats but avoid inundating yourself. Subscribe to reputable cybersecurity sources that provide concise, actionable information, like Stay Safe Online! Choose quality over quantity to keep yourself informed without feeling overwhelmed. Free resources like can help you understand how to best protect your identity, too.

2. **Take action**

Don't let fatigue put your cybersecurity posture to sleep. Simple, consistent actions can dramatically improve your security:

- Maintain strong passwords: If a data breach impacts one of your accounts, changing your password is generally a good idea. Strong passwords today are long, complex, and unique: each should be special to the account, at least 16 characters long, and a random mix of letters, numbers, and symbols. If you reuse passwords, you must change them anywhere else they were reused – and stop recycling passwords! Password managers can help you keep track of all your passwords.
- Enable multi-factor authentication (MFA): Most accounts now for MFA, and you should always enable it to add an extra layer of security that can thwart unauthorized access.
- Monitor your credit: Often, when a data breach occurs, the impacted company offers credit monitoring to people who lost data. While this is fine, we recommend going a step further and freezing your credit. It's free, doesn't impact your credit score, and doesn't allow anyone to open a line of credit in your name. You must freeze your credit with each credit bureau: Experian, Equifax, and TransUnion.

3. **Don't take the phishing bait**

Cybercriminals attempt to exploit big data breach situations by sending phishing emails, texts, or DMs designed to trick you into sharing additional sensitive data or clicking on malicious links. Hackers might impersonate different companies through email or over the phone. Even taking a few seconds of skepticism when you receive an unexpected communication can make a difference. Remember, legitimate organizations will not ask for sensitive information, like your login info or bank account number, through email, text messages, or over the phone.

Data breach fatigue can be cured!

Data breach fatigue might be a real feeling for many of us, but we don't have to let it take over our digital lives. It's fine to take a few moments to vent or feel frustrated. But then act, stay updated, and be aware that cybercriminals might try to exploit the situation. Remember, in the fight against cyber threats, every small action counts.
