



Ohio State University is one of the centers of higher education listed by Hunt, with 38,705 of its employee records turning up in the database.

### Digital Commodity

How the information was stolen isn't yet clear, but it doesn't appear that great sophistication was required, which is in itself worrisome.



0



8



29



4



23



65

"The D&B breach shines an uncomfortable light on a common fact of modern life -- that companies of most every sort consider personal customer information to be a valuable commodity," said Charles King, principal analyst at Pund-IT.

"Once consumers provide information to businesses and other organizations, they have virtually no control over how it is handled, and few options when it is mishandled," he told the E-Commerce Times.

"This hack shows that these types of databases are the low-hanging fruit for hackers," said Pierre Roberge, chairman of Arc4dia.

"This wasn't a very technical hack, and there probably isn't a lot of money that will be made from it, but for some hackers this is enough so that they can eat and live," he told the E-Commerce Times.

### Going Into Crisis Mode

Companies have been challenged to come up with effective responses to data breaches, cyberattacks and other hacks.

"Organizations that have been hacked or breached would do well to address the situation with full transparency," noted King.

Salesforce FY18 Kickoff

Salesforce, IBM Kick Off New Artificial Intelligence Era

CallidusCloud Steps Up Call Center SPM Game

New Rules

AdChoices

MEMBER PRICES

See Deals