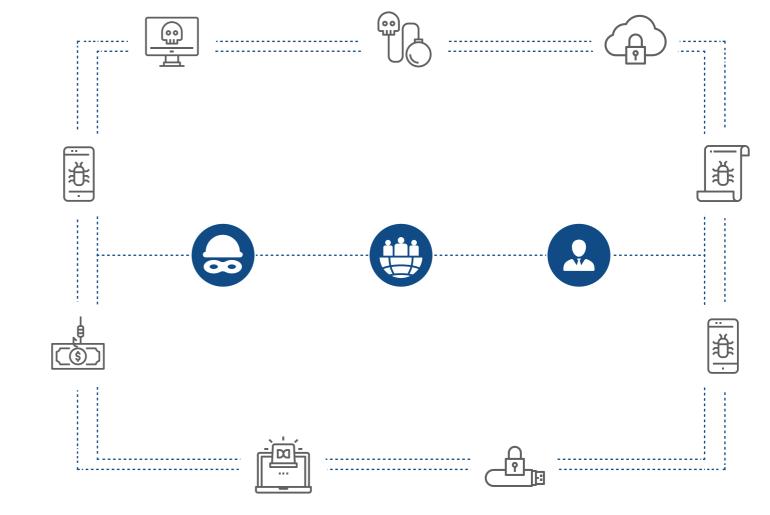## Cybercriminals

Cybercriminals want data that can be monetized such as Personally Identifiable Information (PII) and credit card numbers.

Nation-States

Nation-States want information of value to foreign governments. Intellectual property, R&D, and US government contract information are common targets.

Company Insiders

Company insiders are after data that can be monetized or that can be valuable to their next employer.