Data at Rest is Data at Risk, sponsored by Identity Finder, identifies and explores the threats that data breaches pose to the financial, health-care, and retail industries. Every year, the risk of identity fraud that consumers face as a result of data breaches continues to rise. As a result, an ever greater number of consumers are losing their trust in the businesses which were supposed to be protecting their personally identifying information. As data breaches adversely affect businesses and their customers, preventing these incidents should be a priority for any organization that is entrusted with sensitive consumer data.