Publicly available information is one data source that cybersecurity researchers can utilize: PrivacyRights.org is one of them. This journal will discuss the ways researchers might use this publicly available information to study data breaches. Geographic breakdowns of data breaches are one type of information available. This can assist researchers in mapping and tracking increased cybersecurity threat clusters, leading them to ask questions that reveal the causes behind them. Perhaps the state has a greater number of senior residents as in Florida's case (20.37% compared to 16.4% nationwide) making them an attractive target to cybercriminal groups dealing in identity theft and online financial scams. Or perhaps the number of local medical institutions providing medical services to these same seniors presenting a golden opportunity for cybercriminal groups to conduct ransomware attacks in pursuit of financial gain.

Another way researchers can leverage this kind of information is through trend analysis. numbers, types, and frequency of attacks can be captured through sites like this. Analyzing the data enables identification of common patterns and trends that assist researchers in building data models. focused on predicting future breaches and preventative measures dealing with current threats. Driving changes in both cybersecurity practice and technology. Examples like the evolution from traditional password authentication to multi-factor authentication technologies driven by an increase in the number of cyberattacks, including phishing attacks as well as the rise of remote work making MFA more attractive to organizations in lieu of traditional password authentication. Or the sea change from a traditional perimeter-based network security model to zero trust network architecture due to organizations increased enterprise footprint of services and endpoints managed by public cloud providers, connecting employee, partner, and customer devices as well as web-enabled smart devices. Each representing services and capabilities traditional perimeter-based models cannot appropriately protect.