



PRESS RELEASE

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Claudiu Popa Releases the Cyber Talks Calendar to Boost Corporate Digital Literacy and Cyber Education

Company president invites Canadian organizations to partner on cybersecurity awareness to control the spiraling costs of data breaches

Toronto, Canada, January 23, 2024 – For the fourth year in a row, the catastrophic impact of data breaches continues to damage companies across the country with an average impact of \$7 million, leading to massive ransomware and extortion costs, business interruptions and rising losses of revenue.

In an unprecedented effort to enhance cybersafety education for the Canadian business sector, Informatica Corporation president Claudiu Popa announces the product of corporate partnerships between leading cybersecurity brands that produced the Cyber Talks Calendar for 2024. This list of exclusive professional talks is focused on the specific trends prevalent during each individual month, enabling organizations to roll out the right education across their enterprises and supply chains.

According to numbers by Statista, much of the staggering \$7 million cost of average data breaches has severely impacted almost half of Canadian organizations. Based on CIRA's 2023 Cybersecurity Survey, nearly a third of all Canadian firms experienced a significant loss of revenue as a result of a cyber attack. A full quarter of victim companies suffered damage to their reputations.

"This serves as a stark reminder of the evolving threat landscape. As businesses and individuals navigate an increasingly digital world, understanding and mitigating these risks become paramount" said Informatica president Claudiu Popa, co-facilitator of the 2024 Cyber Talks programme.

Companies can integrate the Cyber Talks Calendar into their own structured education framework to address key, monthly challenges and equip participants with the knowledge and tools needed to safeguard against cyber threats. Spanning the entire year, the Cyber Talks Calendar features themes that address the most relevant aspects of cybersafety every month.

From protecting personal information on Data Privacy Day to exploring the opportunities and risks of AI during AI Cybersafety Month, each event is designed to empower organization staff with valuable insights and practical guidance.

Event organizers and corporate trainers are invited to access the Cyber Talks Calendar and even request tailored talks aligned with the themes of each event. All Talks facilitated by certified expert Claudiu Popa benefit from 35 years of sector experience and are available as event keynotes, employee webinars or board presentations.

To schedule a Cyber Talk, organizations are encouraged to contact us with the monthly plan and number of attendees. For media requests, email soundbites@claudiu.ca.

ABOUT THE COMPANY:

Informatica, through its DBAs, Datarisk Canada and Managed Privacy Canada specialize in managed security and privacy solutions for the small and mid-size market, with products and solutions designed to meet the growing needs of approved professional associations.

MEMBERS OF THE MEDIA ARE INVITED TO CONTACT:

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