

What is the Cost of Your Data on the Dark Web?

Price per record in USD — observed across dark and clear web marketplaces (2008–2026)



Personal health records are the most valuable data to threat actors, **commanding approximately \$300 per record.**



Health records can't be canceled

Unlike financial credentials, they enable fraud and extortion schemes over extended periods of time.



Credit cards rank 8th at just \$17

The asset most defenders treat as the crown jewel of breach data is, by the collective valuation of the threat actor population, a mid-tier commodity.



Email addresses: \$0.83. Phone numbers: \$0.97.

Not because they are harmless, but because they are so abundant that supply has driven the price to near zero. They remain the raw material from which most intrusions begin.

Based on analysis of 348 real data breach listings spanning 2008–2026 across 25 PII categories.