BREACHES would be unlikely to do business with a company again where financial and sensitive information were stolen.

67% of consumers would consider legal action against businesses if their personal data was stolen during a breach.

CONSUMER BEHAVIOUR IS PUTTING THEIR OWN AND OTHERS’ DATA AT RISK

BREACHES
Around three in five say that if an online breach was suffered by a retailer (61%), bank (59%) or social media site (58%), they would stop using that company.

SERIOUS THREATS
27% feel that businesses take customer data security very seriously.

TWO FACTOR AUTHENTICATION
41% take advantage of additional security measures offered by social media platforms.

WEAK PASSWORDS
56% use the same passwords for multiple accounts.

LEGAL ACTION
93% of consumers would consider legal action against businesses if their personal data was stolen during a breach.

RESPONSIBILITY
62% feel the business that holds their data is mostly responsible for its security.

HACKER TRENDS
80% of hacking-related breaches involve weak or previously stolen credentials.

BREACH FEAR
67% worry they will be victims of a data breach in the near future.

93% of consumers would consider legal action against businesses if their personal data was stolen during a breach.

CONSUMERS WOULD JUMP SHIP IF THEIR PERSONAL DATA WAS BREACHED