

# Customer Loyalty, TRUST and DATA BREACHES



Trust is essential in building relationships, and for companies that hold vast quantities of customer data this is especially the case. Unfortunately, data breaches are having an impact on consumer trust, loyalty, and the perceptions of how seriously companies take the security of customers' personal and financial data.



## There is a Breakdown of Trust between Consumers and Companies

75% of consumers surveyed believe that companies do not take the protection and security of their data very seriously, while 69% of consumers believe their employers do not take the protection and security of their data very seriously



## Data Breaches Affect Many Consumers

31% of consumers have been a victim of a data breach and 27% have been a victim of fraudulent use of financial or personally identifiable information while 16% consumers expect that they will - or think that they could - be the victim of a breach within the next twelve months

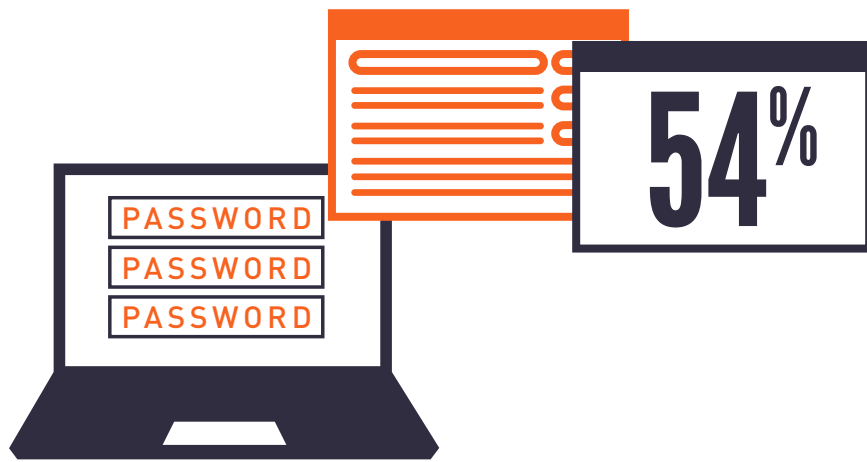


50% of consumers say they are unlikely to do business with a company where non-sensitive information was stolen



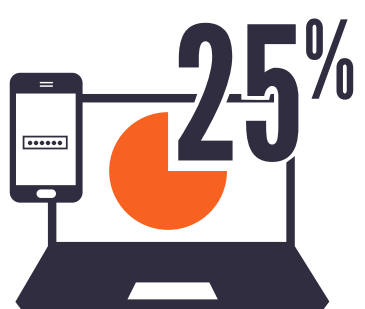
## Consumers Are Willing to Take Action Against Breached Companies

49% of consumers surveyed would consider taking legal action against companies that had consumer data stolen



## Most Consumers Fail to Use Basic Security Measures

54% of consumers admit that they tend to use the same passwords across their online accounts



25% of consumers say that all of the online retail apps/websites that they use require two-factor authentication to secure online transactions



## When It Comes to the Security of Customer Data, Companies Bear the Most Responsibility

69% of consumers believe companies are most responsible for protecting customer data



## Data Breaches Impact Customer Loyalty

64% of consumers say they are unlikely to do business with a company where their financial or sensitive data was stolen



## Threat Level Increases More During the Holiday Shopping Season

59% of consumers say threats to the security of their data increases during the holiday shopping season

## WEBSITES THAT POSE THE GREATEST THREAT TO CUSTOMER DATA



55% of consumers believe social media sites expose their data to the greatest security risk



43% of consumers believe banks expose their data to the greatest security risk



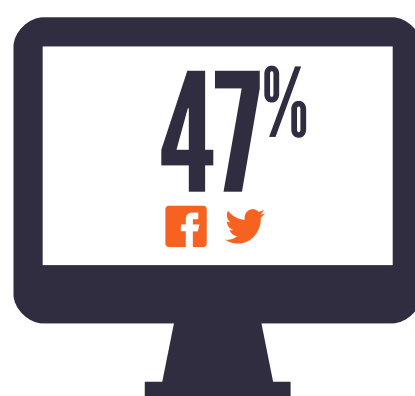
40% of consumers believe adult web sites expose their data to the greatest security risk



38% of consumers believe torrent web sites expose their data to the greatest security risk



36% of consumers believe online streaming services expose their data to the greatest security risk



47% of consumers who actively use social media accounts do not use two-factor authentication to secure access