

EXPECTATIONS BEFORE DATA BREACH



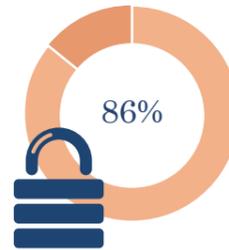
Over 1 in 5 consumers use their cards to make payments over the telephone



1 in 3 people would prefer a combined agent and automated service from a contact centre



9 out of 10 of people aren't always confident they're speaking to the intended party on the phone



86% have felt uncomfortable during a call, due to the amount of information they were being asked to share.



59% felt more confident sharing card details if the call centre agent couldn't hear or see their card details

How do you prefer to share personal information?



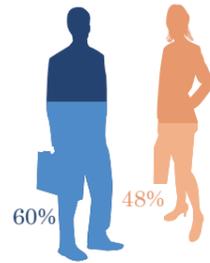
Online



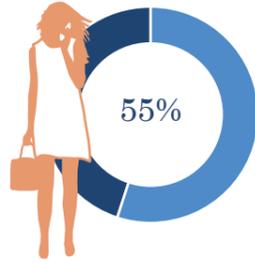
Telephone



Either

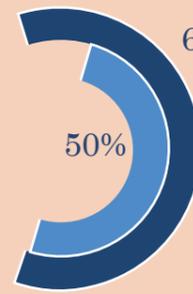


60% males and 48% of females would put the responsibility for their personal data security on ALL senior employees



55% would feel more confident sharing information if call centres complied to international data security standards

THE PEOPLE & DATA BREACH A UK STUDY



60%
After a data breach 50% of males and 60% of females first response would be to call the customer helpline



75%
3/4 of consumers believe a breached company should inform ALL customers when payment card data is compromised



40% want to be contacted personally after a data breach



1 in 4 respondents will blame the brand if payment card data was compromised



42%
42% of respondents ranked financial loss as their biggest concern in a case of a data breach

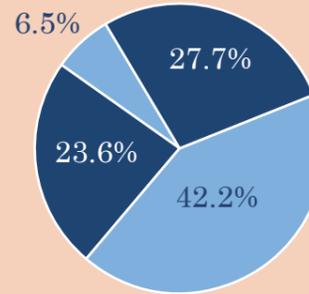


80% want companies who don't do enough to protect payment card data to be named and shamed

If you weren't a customer of a breached company what would you do?

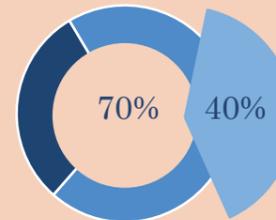
It wouldn't make a difference

It depends on how the breach was handled



I wouldn't do business with them

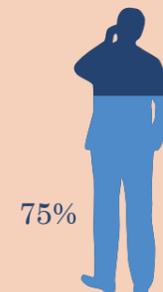
I'd seek advice first



70% would tell close friends and relatives with 40% telling everyone they know that they were a victim of data breach



Over 60% were confident that their personal data was being stored safely and securely



75%

After a data breach 2 in 3 people want a sincere response from a brand accepting liability.



Over half would be happy to receive a compensation package worth between £20 - £100.



70% want an apology and compensation after a breach