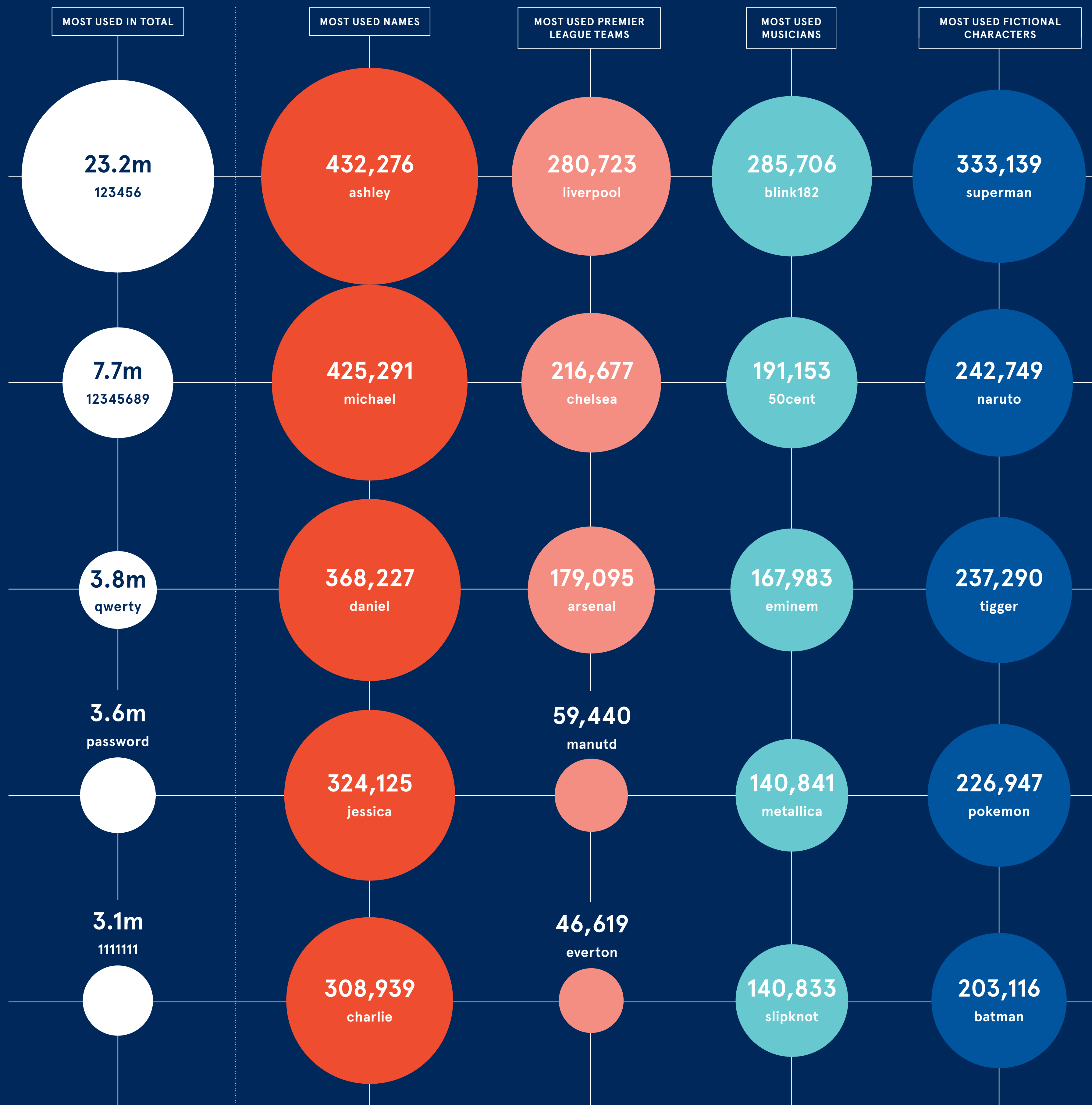


PUBLIC PRIVACY & PROTECTION

MOST USED PASSWORDS

Analysis of breached accounts worldwide



National Cyber Security Centre 2019

63%

of global consumers say most companies aren't transparent about how their data is used

Salesforce 2020

58%

say they are comfortable with relevant personal information being used in a transparent and beneficial manner

54%

say most companies don't use data in a way that benefits them

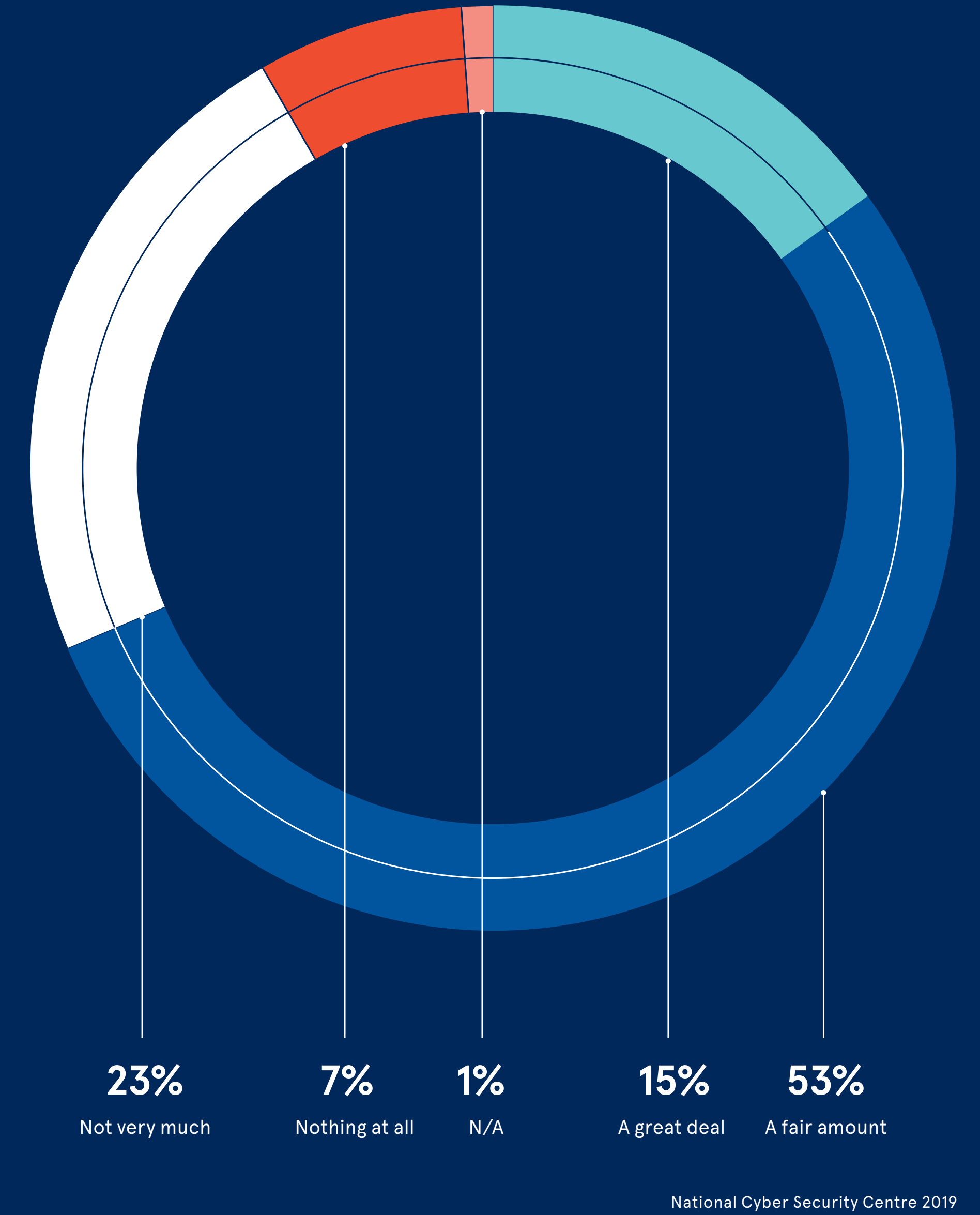
48%

have stopped buying from a company or using a service due to privacy concerns

Consumers are increasingly concerned about how their personal information is used by organisations, and what measures are in place to protect their data. But when it comes to their own cybersecurity, many still don't know how to protect themselves online, and are using unsophisticated passwords that won't prove much of a test for your average cybercriminal

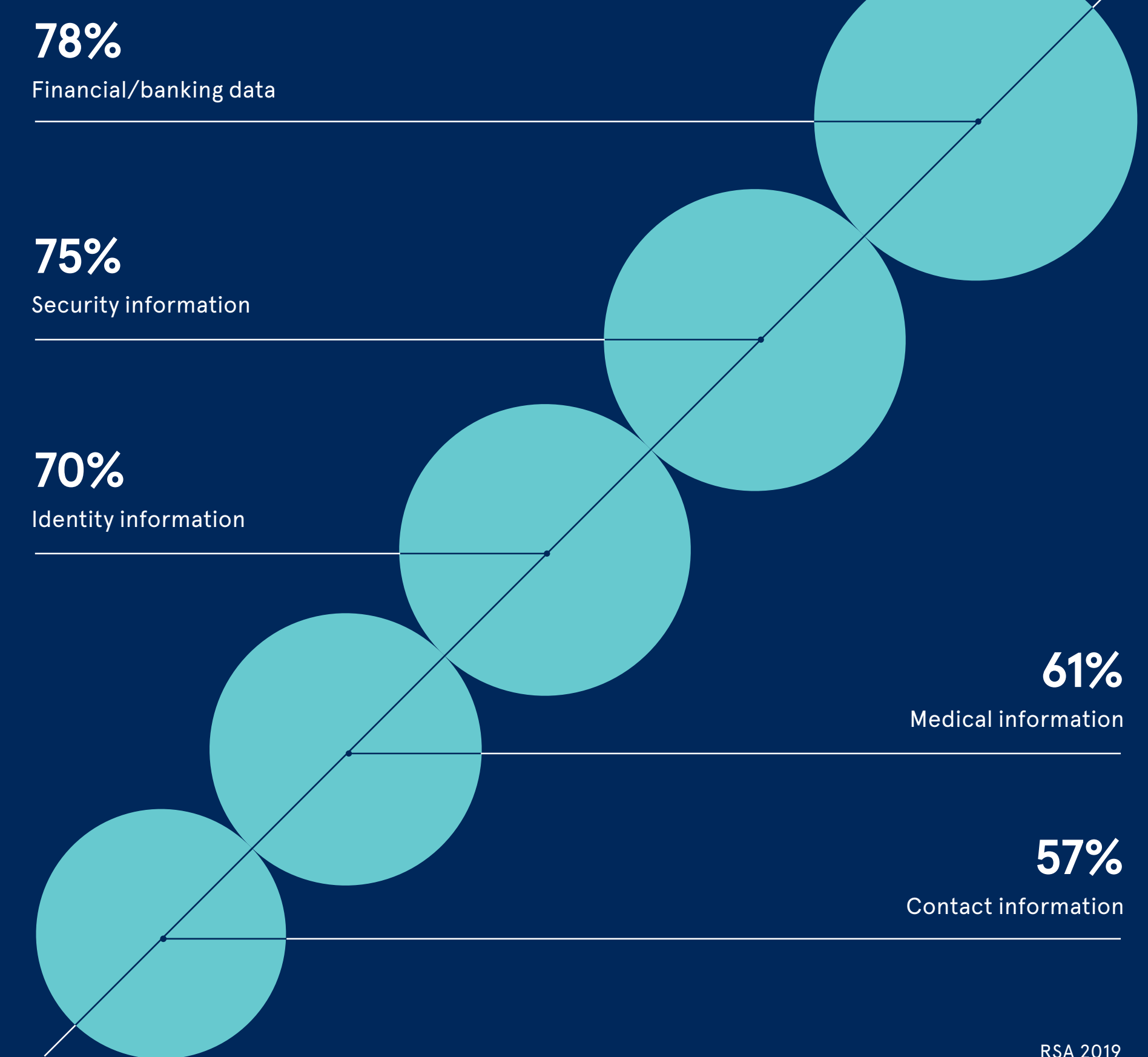
CYBER PROTECTION AWARENESS

Whether UK consumers think they know how best to protect themselves from harmful cyber activity



PERSONAL INFORMATION CONSUMERS CARE ABOUT THE MOST

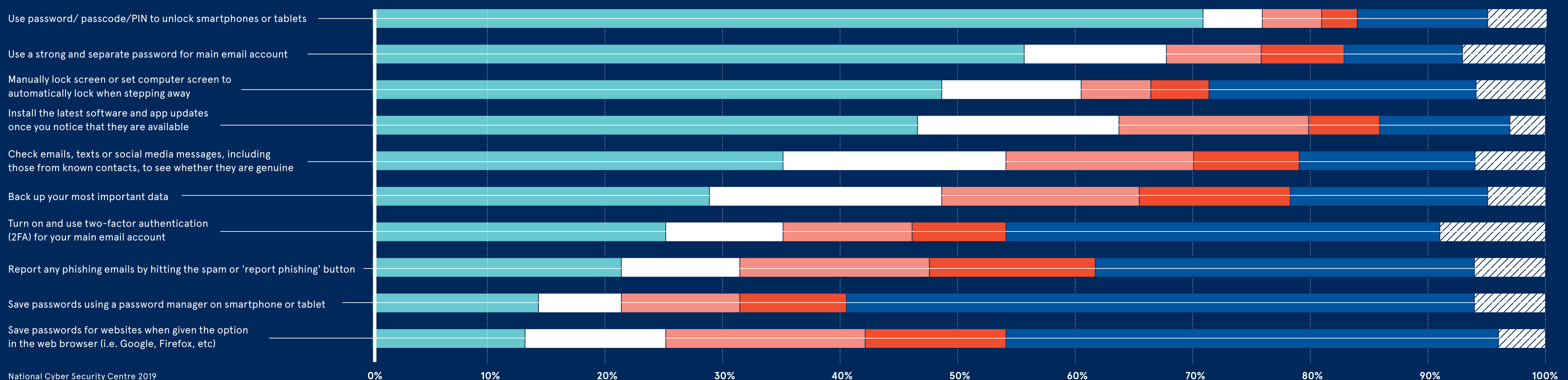
Survey of consumers across France, Germany the UK and United States



HOW CONSUMERS PROTECT THEMSELVES ONLINE

How regularly, if at all, UK consumers do the following

Always Often Sometimes Rarely Never Doesn't apply/don't know



CONSUMER INCENTIVES FOR SHARING PERSONAL DATA

How likely UK consumers would be sharing their personal information in exchange for each of the following incentives

Unlikely Likely

Retail Economics/Womble Bond Dickinson 2019

