

## DATA BREACHES: THE BRAND IMPACT.

### Brand experience and data sharing

As customers demand an ever-more personalized experience, they're sharing more data with brands.



1,200 Million Gigabytes

The amount of data that Facebook, Google, Amazon and Microsoft handled, in 2020.

65%

The proportion of customers who lose trust in a business, in the event of a breach.



DATA SECURITY: NO LONGER JUST HYGIENE

85%

The proportion of customers who "don't want to deal" with a business, in the event of a breach

THE VALUE AT RISK  
TO THE WORLD'S TOP 100 BRANDS  
**Up to \$223B**

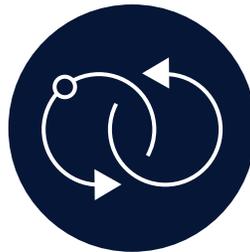
# Source: Science Focus  
\* Source: Varonis

A breach dents a brand's relevance for its customers



### PRESENCE

Negative conversations around the brand



### AFFINITY

Reduced engagement with the brand



### TRUST

A loss in trust that impacts intent to deal with brand

## Every industry is impacted

FINANCIAL SERVICES	TECHNOLOGY	BUSINESS SERVICES	AUTOMOTIVE	LUXURY
 <b>UP TO 2,600 \$m</b>	 <b>UP TO 29,000 \$m</b>	 <b>UP TO 3,500 \$m</b>	 <b>UP TO 4,200 \$m</b>	 <b>UP TO 2,400 \$m</b>
<ul style="list-style-type: none"> <li>Trust at the core of their offering</li> <li>Risk of loss of Personal Identifiable Information</li> </ul>	<ul style="list-style-type: none"> <li>Highest value at risk in absolute terms</li> <li>Reflects the ubiquity of tech in our everyday lives</li> </ul>	<ul style="list-style-type: none"> <li>Risk to value more from the amount of data that they handle</li> </ul>	<ul style="list-style-type: none"> <li>Risks from disruptions in manufacturing and supply chain/ logistics</li> <li>Digital-first brands higher at risk</li> </ul>	<ul style="list-style-type: none"> <li>Risks from compromising high-networth customer records and data</li> <li>Reputational risk to brands from 'spoofing'</li> </ul>

# 7

## STEPS TO A FUTURE-READY CYBERSECURITY STRATEGY

- 1 Building the right culture
- 2 Independence & empowerment
- 3 Right level of investments
- 4 Being proactive
- 5 Robust governance system
- 6 Cyber risk management
- 7 Including the supply chain

Interbrand



To know more about the study, scan the QR code

For more information, contact [askus@infosys.com](mailto:askus@infosys.com)



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