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.

DATA SECURITY: NO LONGER JUST HYGIENE

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

65%

The proportion of customers who “don’t want to deal” with a business, in the event of a breach.

85%

THE VALUE AT RISK TO THE WORLD’S TOP 100 BRANDS
Up to $223B

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
UP TO 2,600 $m
- Trust at the core of their offering
- Risk of loss of Personal Identifiable Information

TECHNOLOGY
UP TO 29,000 $m
- Highest value at risk in absolute terms
- Reflects the ubiquity of tech in our everyday lives

BUSINESS SERVICES
UP TO 3,500 $m
- Risk to value more from the amount of data that they handle

AUTOMOTIVE
UP TO 4,200 $m
- Risks from disruptions in manufacturing and supply chain/ logistics
- Digital-first brands higher at risk

LUXURY
UP TO 2,400 $m
- Risks from compromising high-networth customer records and data
- Reputational risk to brands from ‘spoofing’

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

© Source: Science Focus
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