

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.

85%

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

DATA SECURITY: NO LONGER JUST HYGIENE

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

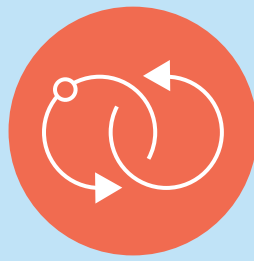
Source: Science Focus
* Source: Varonis

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

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

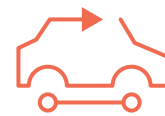
- Highest value at risk in absolute terms
- Reflects the ubiquity of tech in our everyday lives



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'

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