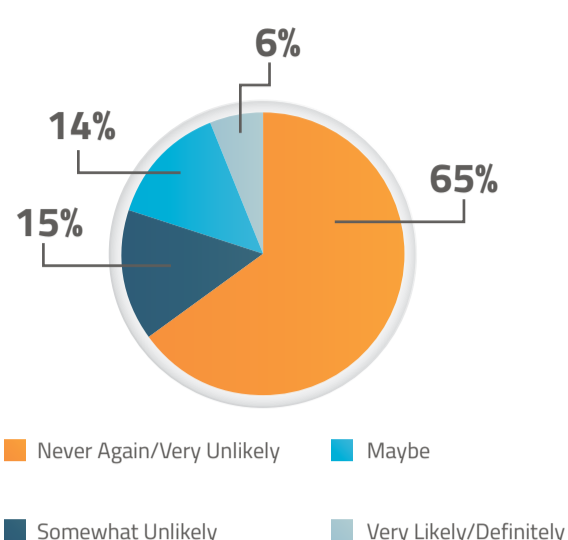


# REAL COST OF A DATA BREACH

## ...CUSTOMER LOYALTY...

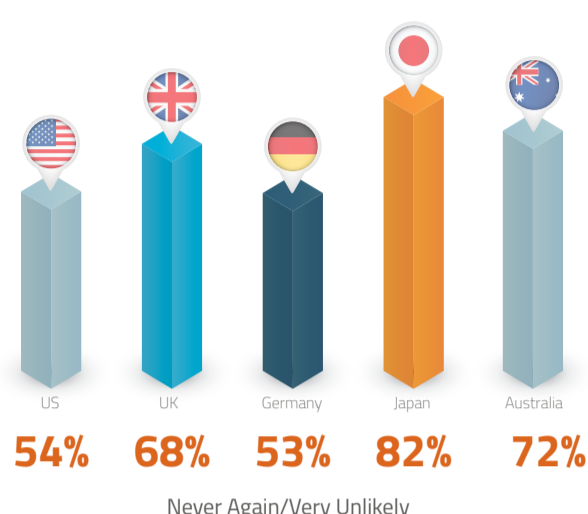
### CUSTOMER LOYALTY & RETAIL DATA BREACHES

**65%** of respondents would never, or are very unlikely to, shop or do business with a company that had experienced a data breach where financial data was stolen.

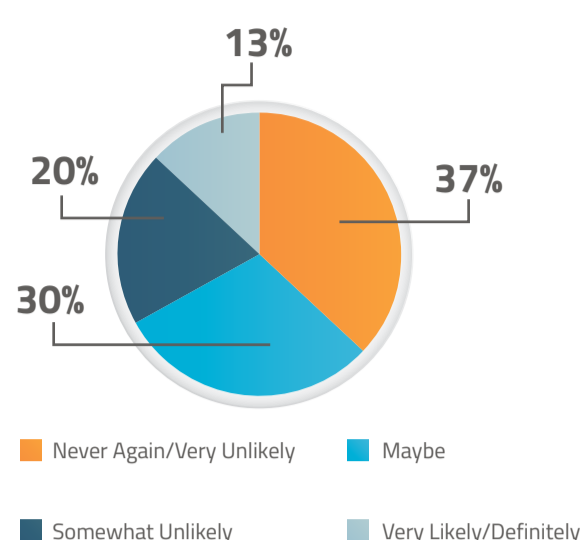


#### Breakdown By Country

Likelihood to do business or shop again with a company that had a data breach involving **financial information**

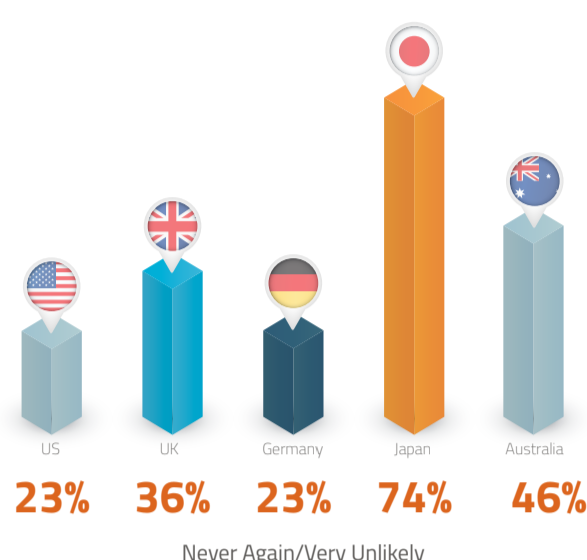


**37%** of respondents would never, or are very unlikely to, shop or do business with a company that had experienced a data breach where only non-financial information was stolen.

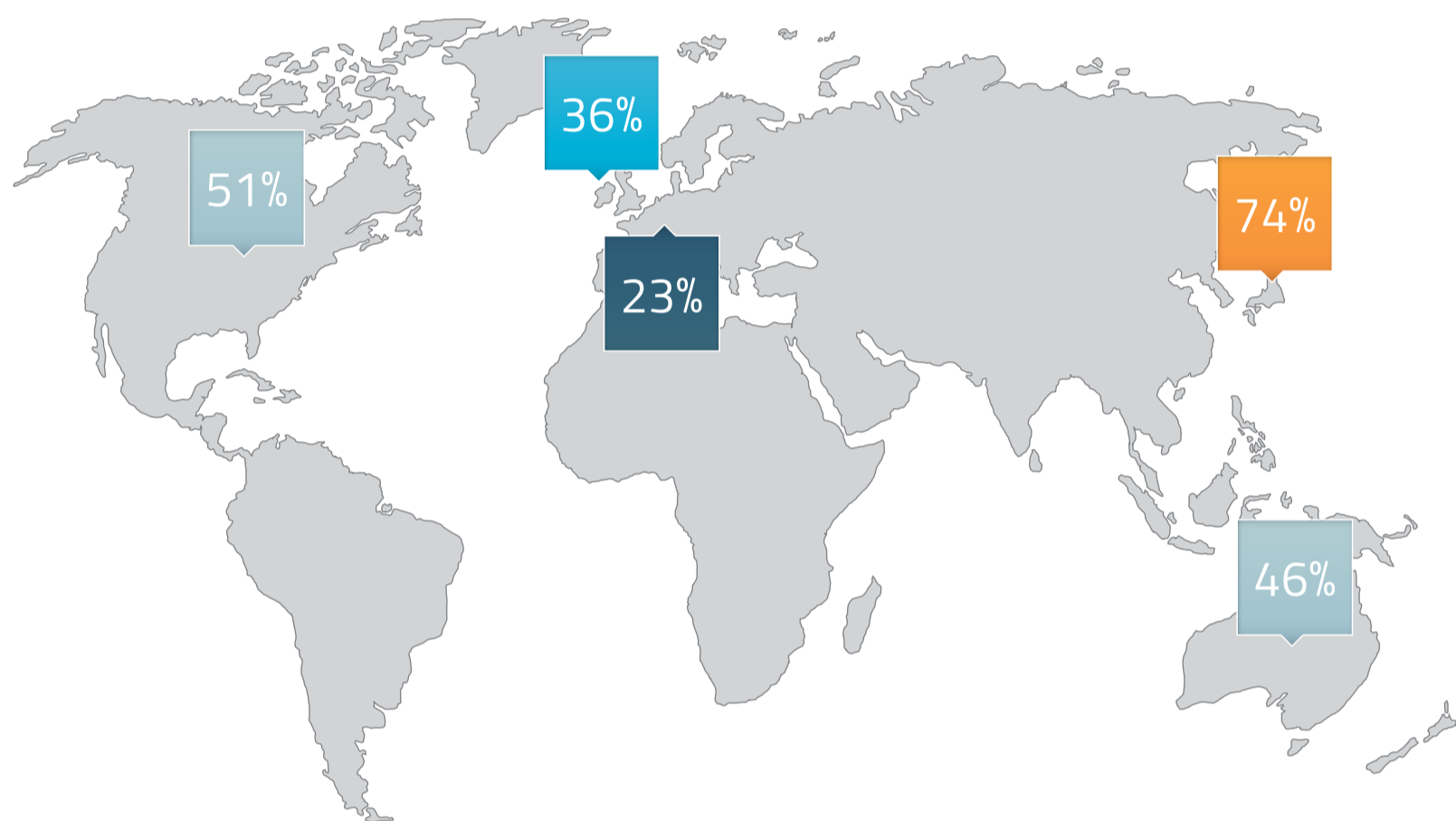


#### Breakdown By Country

Likelihood to do business or shop again with a company that had a data breach involving **non-financial information**



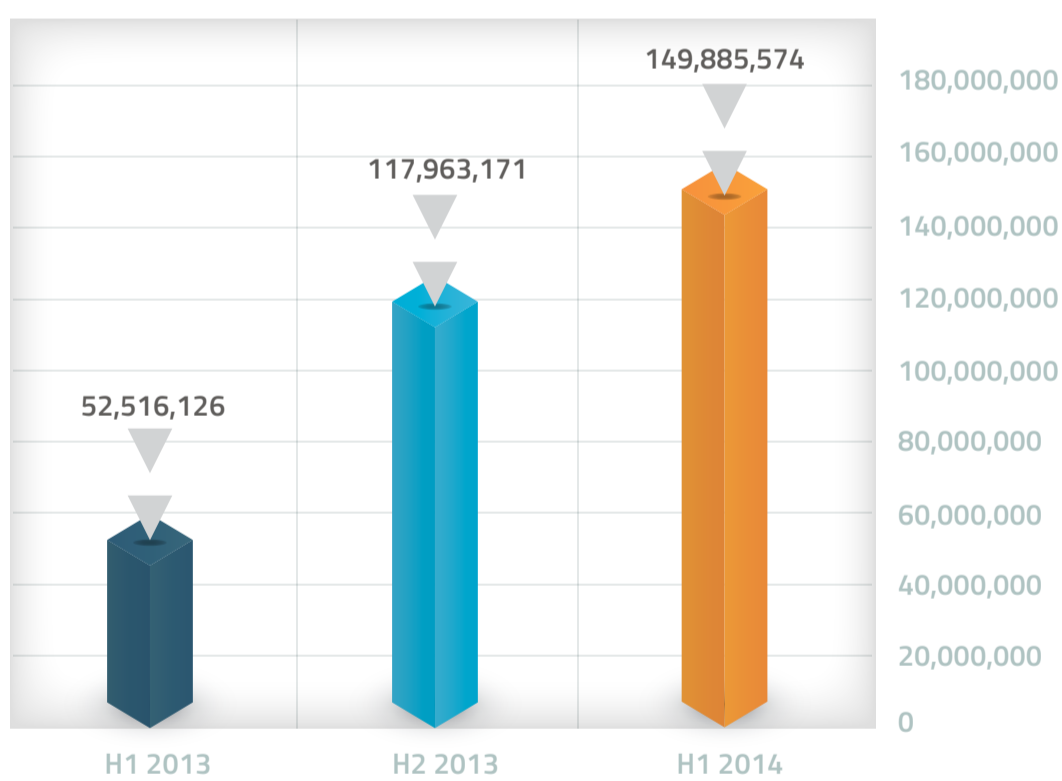
**ONLY 50% OF RESPONDENTS FEEL THAT COMPANIES TAKE THE PROTECTION AND SECURITY OF CUSTOMER DATA SERIOUSLY ENOUGH.**



### TOP 5 RETAIL BREACHES OF 2014

- eBay (US)**  
Records Lost: 145,000,000  
BLI Index: 8.8
- Michael's Stores, Aaron Brothers (US)**  
Records Lost: 3,000,000  
BLI Index: 8.6
- Spec's (US)**  
Records Lost: 500,000  
BLI Index: 7.9
- Sally Beauty Supply (US)**  
Records Lost: 282,000  
BLI Index: 7.5
- Morrisons (UK)**  
Records Lost: 100,000  
BLI Index: 7.0

### NUMBER OF DATA RECORDS STOLEN IN RETAIL INDUSTRY



### INTERESTING RETAIL STATISTICS

In just the top 10 retail breaches of 2014, almost 150 million records were stolen.

In the second quarter of 2014, the retail industry had most data stolen – 83% of all records that were maliciously accessed.

Of the top ten retail breaches that were reported, eight were located in the US.

The most common data accessed by retail breaches in 2014 were credit card numbers, names, encrypted passwords, email addresses, physical addresses, phone numbers and dates of birth.

The most common reason for retail data breaches in 2014 is financial gain or identity theft.