

# 73%

## HAD PERSONAL INFORMATION COMPROMISED

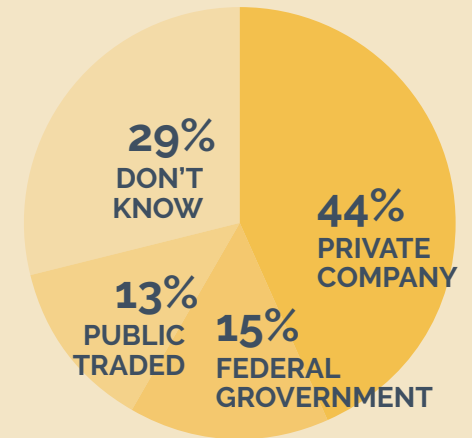
### WHO'S TO BLAME IF A CORPORATION IS HACKED?

46% SAY CORPORATION

54% SAY HACKER

## VERY UNLIKELY TO REMAIN A CUSTOMER

### WHO'S MOST TRUSTWORTHY TO PROTECT YOUR INFORMATION FROM A CYBERATTACK?



## CONFIDENCE LEVEL

of an organization to protect private information

Bank/Credit Union 84

Health Care Provider 74

Health Insurance Provider 66

Credit Card Company 64

Internet Provider 50

Mobile Phone Provider 48

48% After a cyberattack if the stolen data was used to illegally set-up a credit card in their name

41% If credit score decreased because of the stolen information

43% If personal and financial information was shared on the Internet for others to steal

# 96%

## CORPORATION SHOULD PUBLICLY ACKNOWLEDGE AN ATTACK OCCURRED AND OFFER FREE CREDIT MONITORING FOR ONE YEAR, even if there's no evidence that information was stolen.

ReputationUs

dhm  
RESEARCH

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Statement of Limitations: Any sampling of opinions or attitudes is subject to a margin of error. The margin of error is a standard statistical calculation that represents differences between the sample and total population at a confidence interval, or probability, calculated to be 95%. This means that there is a 95% probability that the sample taken for this study would fall within the stated margin of error if compared with the results achieved from surveying the entire population. The margin of error for this survey is ±4.1%.