70% believe responsibility to protect against breaches lies firmly with businesses compared to 30% who think they themselves have responsibility.

66% say they would be unlikely to do business with an organisation that experienced a breach where their financial and sensitive information was stolen.

Almost half (48%) have either taken legal action against the parties involved in exposing/taking their personal information, or are considering it.

58% of consumers fear they will be victims of an online information breach.

53% admit they tend to use the same password across at least some of their accounts (bank, online retail accounts and social media accounts), with over one in ten (13%) stating that they do this for all of their accounts.

58% of consumers believe companies are taking protection of their personal data very seriously, and the impact of this may go beyond losing their business.

DATA BREACHES AND CUSTOMER LOYALTY

CONSUMERS HOLD BUSINESSES RESPONSIBLE FOR BREACHES

Consumers have clearly made the decision that they are prepared to take risks when it comes to their security, but should anything go wrong they put the blame with the business.

Despite awareness of threats, no change in behaviour.

Implementing and educating about advanced protocols like two-factor authentication and encryption, should show consumers that their protection of their personal data is being taken very seriously.

With the impending threats of consumers taking legal action against companies, an education process is clearly needed to show consumers the steps they are taking to protect their data.

Repercussions of a breach