



DATA BREACH

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DO YOU TRUST RETAILERS WITH YOUR CREDIT CARD INFORMATION?

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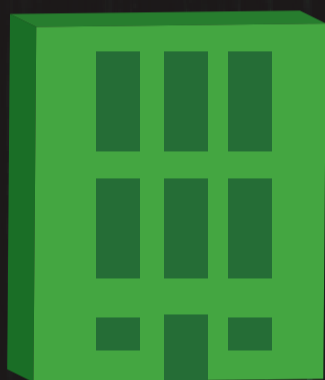
IN 2013 AND 2014, SEVERAL MAJOR RETAILERS EXPERIENCED SECURITY BREACHES IN WHICH CUSTOMERS' PERSONAL INFORMATION WAS STOLEN. THIS INCLUDED TARGET & NEIMAN MARCUS.

64% OF CONSUMERS DO NOT TRUST RETAILERS

AND THEY HAVE REASON TO BE SKEPTICAL

52% HAVE HAD THEIR PERSONAL INFO COMPROMISED

DOES BIGGER = SAFER ?



26% OF CONSUMERS DO NOT TRUST MAJOR RETAILERS WITH THEIR PERSONAL INFORMATION



45% OF CONSUMERS DO NOT TRUST SMALL BUSINESSES WITH THEIR PERSONAL INFORMATION

*HARRIS INTERACTIVE POLL

DATA BREACHES FROM 2012 TO 2013 ↑ 30%

*IDENTITY THEFT RESOURCE CENTER



- NEVADA
- COLORADO
- NEW HAMPSHIRE
- MARYLAND
- OREGON

*CONSUMER SENTINEL NETWORK

10% OF AMERICANS HAVE BEEN VICTIMS OF CREDIT CARD FRAUD

7% OF AMERICANS HAVE BEEN VICTIMS OF DEBIT OR ATM FRAUD

*CONSUMER SENTINEL NETWORK

DO YOU KNOW WHAT TO DO IF YOUR DATA IS BREACHED?

59% YES

41% NO

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