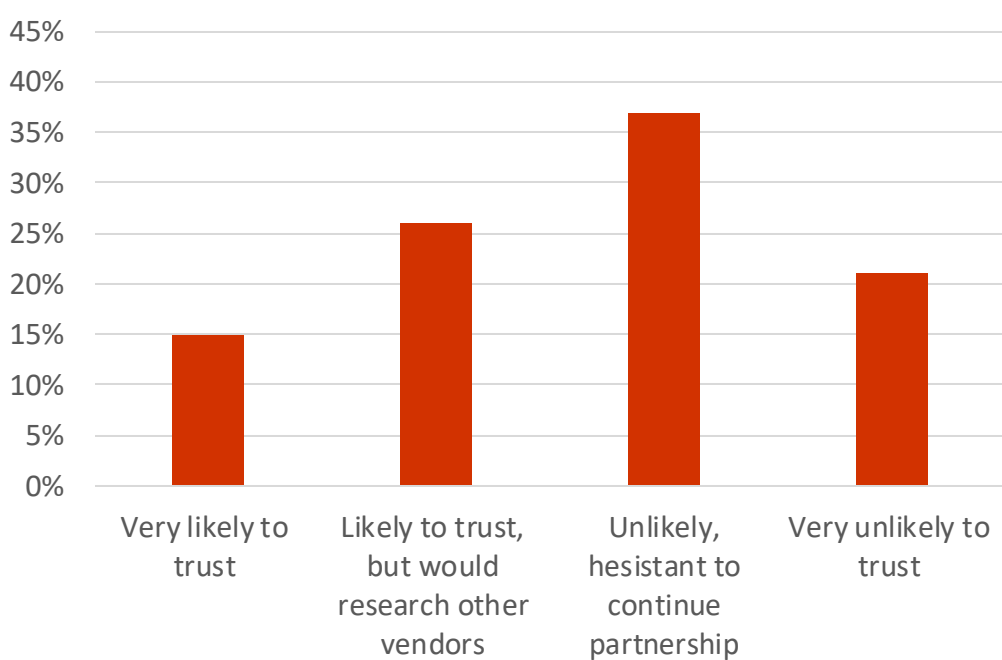


ThreatX announced the findings from a 2023 survey on [The Human Impact of Data Breaches](#), which sourced insights from 1,000 consumers ages 18+ across the U.S. The data offers a better understanding of consumers' evolving concerns around data security and showcases why businesses must improve their cybersecurity strategies to defend against the modern threat landscape to maintain positive brand reputation.

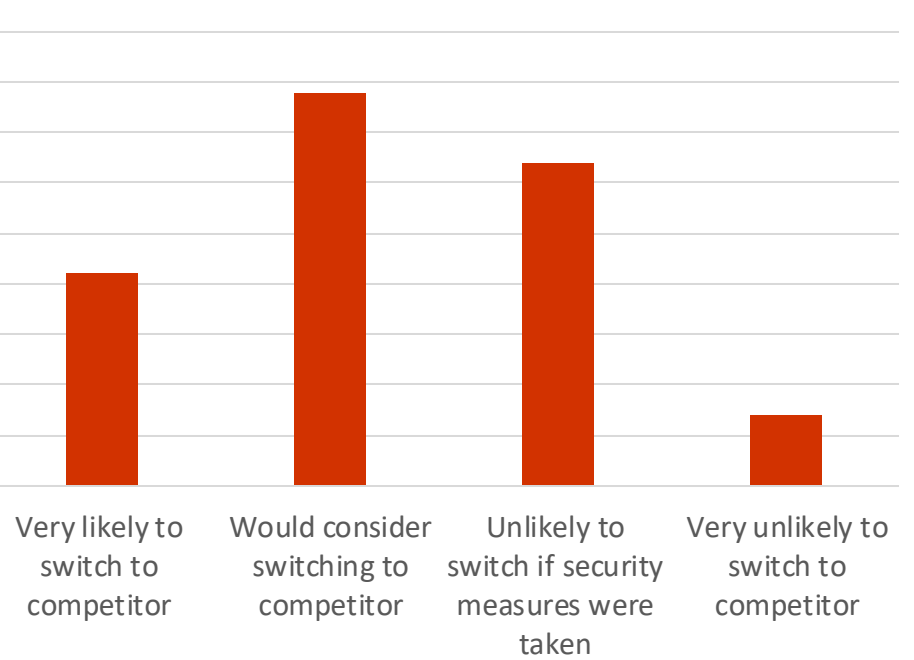
90% of consumers are concerned that a vendor's lack of cybersecurity will negatively impact their lives in 2023

1 As the sophistication and scale of cyberattacks continues to grow, consumers are becoming more aware of the ramifications should a vendor they work with fall victim to a data breach. Now, consumers are demanding more from the brands they choose to work with. So much so that **60% of consumers agreed that they would consider paying premiums** to ensure vendors are adequately protecting their personal information. What's more, **54% of Millennial and Gen Z consumers are highly aware of the way vendors protect their personal information** – compared to only **27% of Boomers and Gen X consumers**.

Consumer trust following a data breach



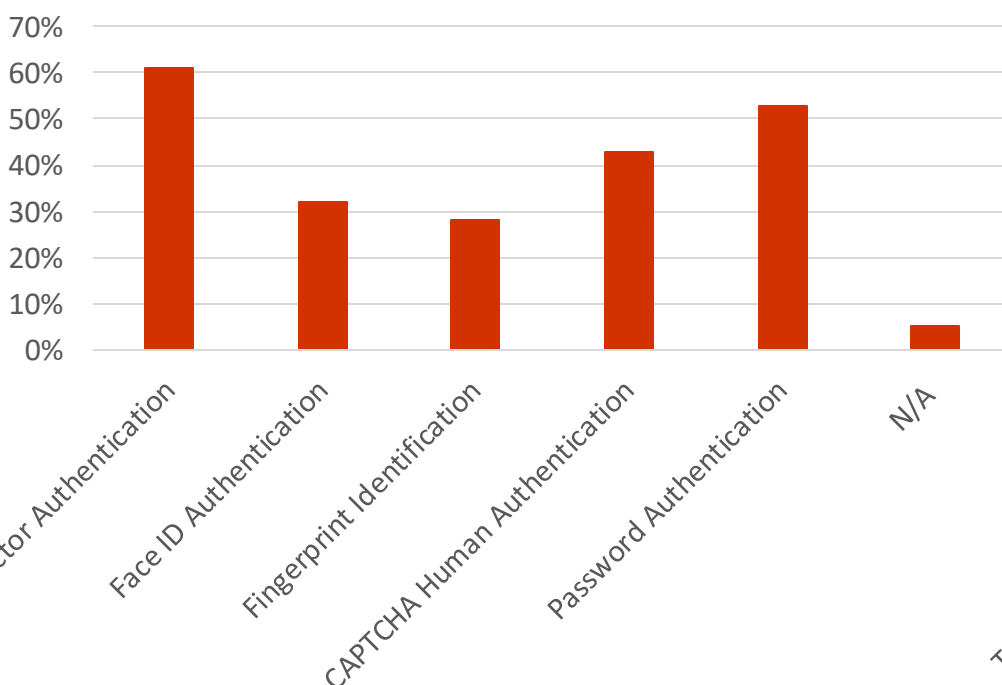
Brand reputation following a data breach



2 **60% are less likely to work with a brand that has suffered a cyberattack, with almost 1 in 4 (21%) agreeing they would switch to a competing brand following a vendor data breach.**

The data reveals that it's more important than ever for businesses to ensure they are monitoring and blocking potential threats in real time. As consumers become less forgiving of brands following an attack, security moves beyond protection and into brand reputation. **More than half (51%) of Millennials and Gen Zers said they've stopped working with brands** after having to change their password or verify their identity due to a security breach. In contrast, older generations are twice as likely to forgive a brand after a breach.

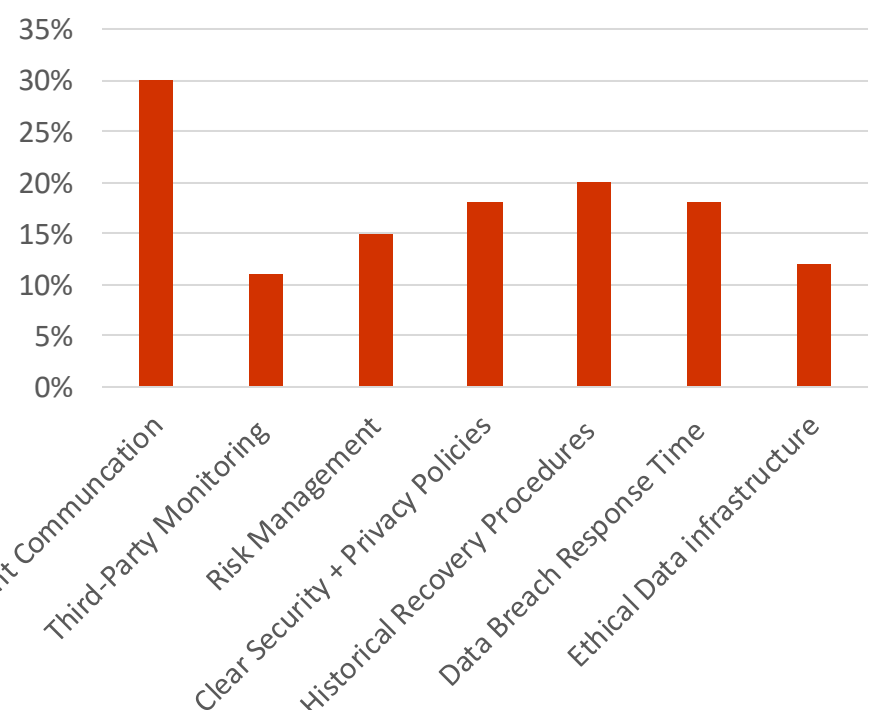
Most used security measures set up by vendors



3 **Almost half (48%) of consumers have suffered a data breach due to an organization's lack of cybersecurity protection.**

Only 10% of consumers reported feeling protected by vendors, with 40% ranking financial burden as a top concern for them following a vendor data breach amid the ongoing recession. When asked to rank what they valued most from brands, **30% of consumers surveyed ranked transparent communication around a vendor's security practice first**, followed by the measures taken in response to a data breach (20%) and a vendor's action plan to previous data breaches (18%).

Vendor security practices consumers value the most



*Source: February 2023 Dynata survey of 1,000 U.S. based consumers ranging from 18+ years of age.