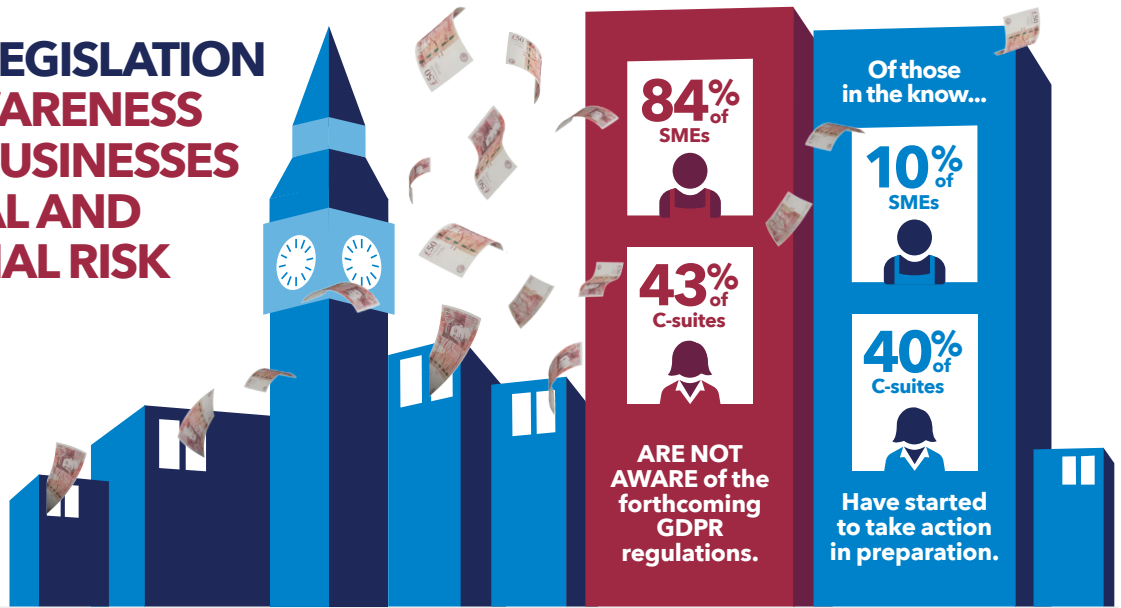


**NEW GDPR LEGISLATION
LACK OF AWARENESS
LEAVES UK BUSINESSES
AT FINANCIAL AND
REPUTATIONAL RISK**



**THEFT OF CUSTOMER INFORMATION IS
SEEN AS THE BIGGEST RISK FOR C-SUITES,
BUT SMALL BUSINESSES STILL
THINK THEY ARE IMMUNE**

Perception vs reality...

40% of small businesses

DO NOT believe a data breach would have a significant impact on their company

and yet...

64% of small businesses

who have been victims of a breach say it caused a financial impact

47% of C-suites

say it caused harm to their credibility and reputation



**DATA SECURITY AS A BOARD-LEVEL PRIORITY IS UP,
BUT STILL ROOM FOR POLICY IMPROVEMENT**



But change is on the horizon...

21% of large organisations

have someone at board level responsible for data security issues in 2017 vs 13% in 2016.