

The Cost of Privacy in a Hyper-connected World

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intel Security

Mining for gold



Source: Forbes Magazine

Records compromised



Source: Gemalto Breach Level Index

What happened from 2014 to 2015?



Source: Reuters

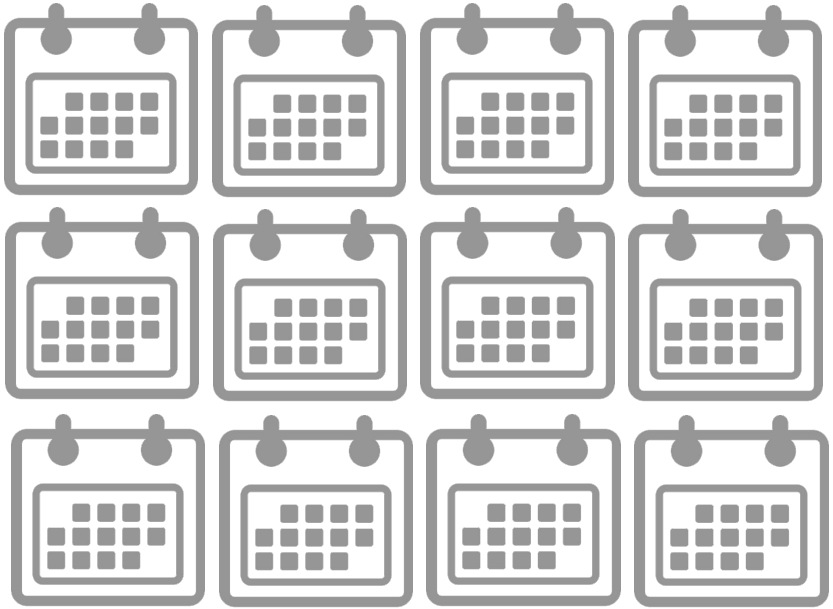
Data breach cost

$221/record

Source: Ponemon - 2015 Cost of a Data Breach

Reputation recovery time

1 year



Source: Ponemon - 2015 Cost of a Data Breach

Loss of brand value

$184-$330 million

Source: Ponemon Institute - Reputation Impact of a Data Breach

Case study

101,000

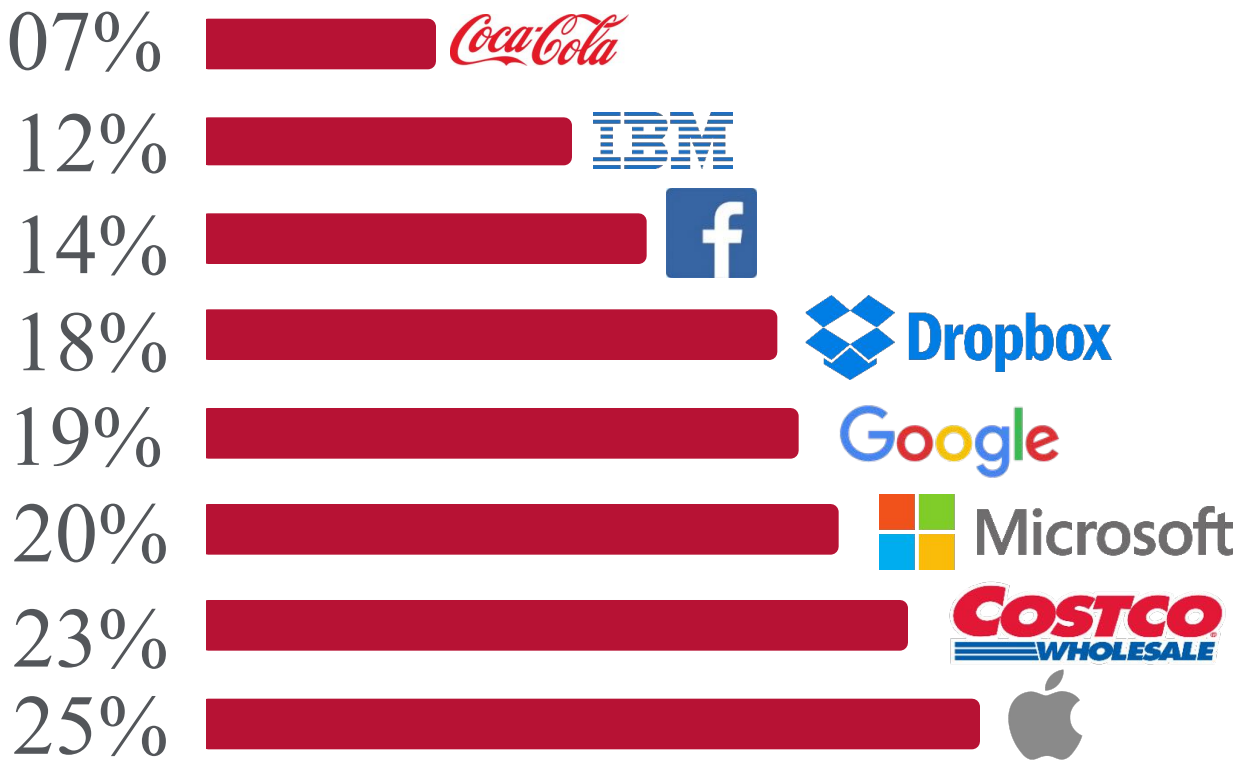




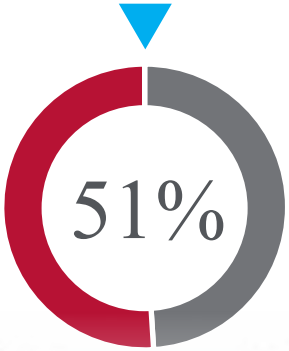
Question: What does online privacy mean to you? n=1748

Which companies do consumers trust

Do you trust Company X with your personal information like age, sex, address, marital status, etc?



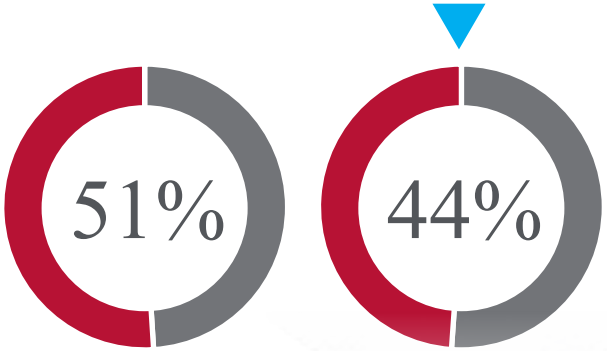
Due to privacy concerns this year…



51% have **not clicked** an online ad.

Source: NCSA U.S. Consumer Privacy Index 2016

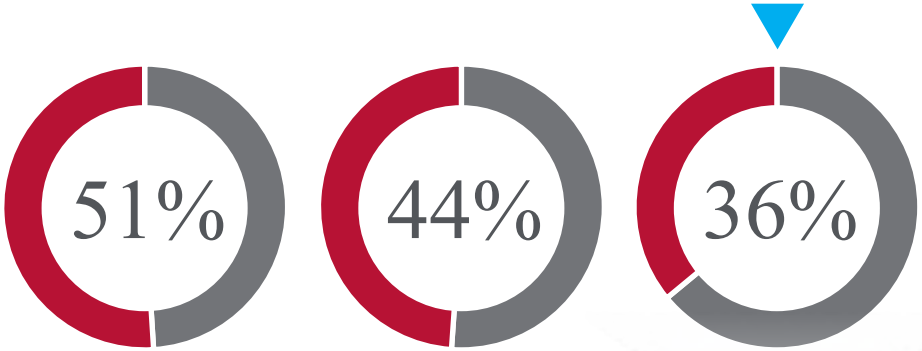
Due to privacy concerns this year…



44% withheld **personal information**.

Source: NCSA U.S. Consumer Privacy Index 2016

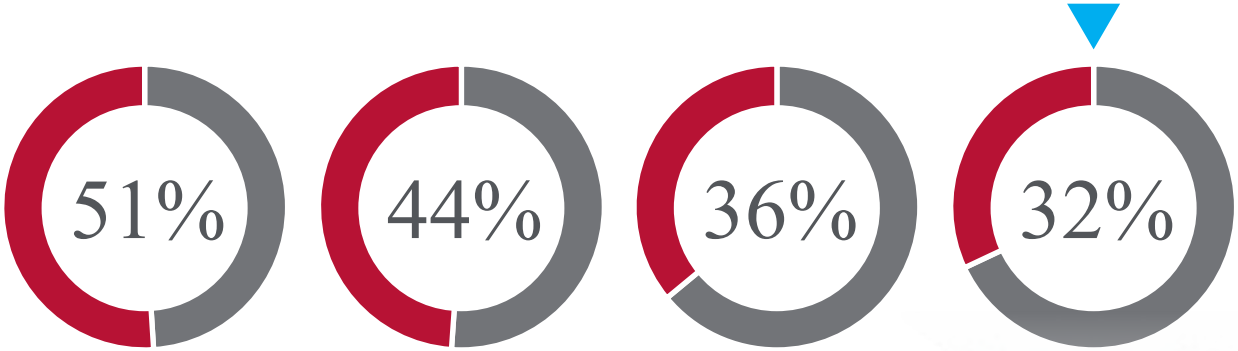
Due to privacy concerns this year…



36% have **stopped** using a website.

Source: NCSA U.S. Consumer Privacy Index 2016

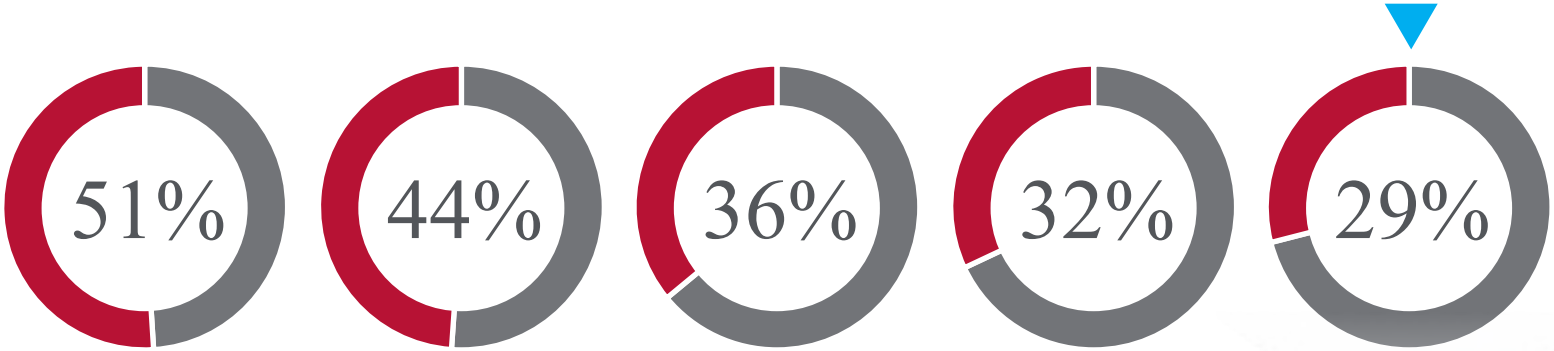
Due to privacy concerns this year…



32% have **not downloaded** an app or product.

Source: NCSA U.S. Consumer Privacy Index 2016

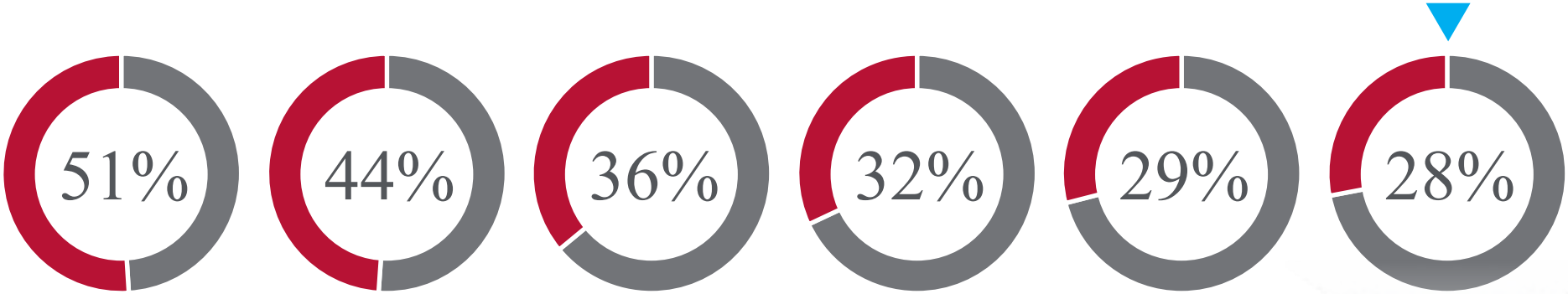
Due to privacy concerns this year…



29% have **stopped using** an app.

Source: NCSA U.S. Consumer Privacy Index 2016

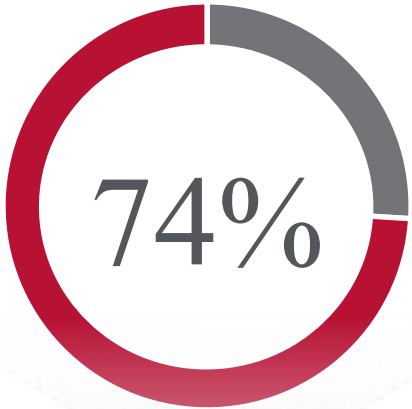
Due to privacy concerns this year…



28% stopped an **online transaction**.

Source: NCSA U.S. Consumer Privacy Index 2016

Due to privacy concerns this year…



74% have **limited** their online activity.

Source: NCSA U.S. Consumer Privacy Index 2016


What are we teaching our
10-year olds?

What happens when 5G hits and IoT accelerates?

- More connected devices, means more potential for risk and leaks
- Large amounts of data could be stolen more quickly




SAMSUNG

Call to action

- Only collect what you need
- Stay informed
- Use privacy as a differentiator
- Be transparent
- Plan for the worst
- Use simple language in describing use of consumer information





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