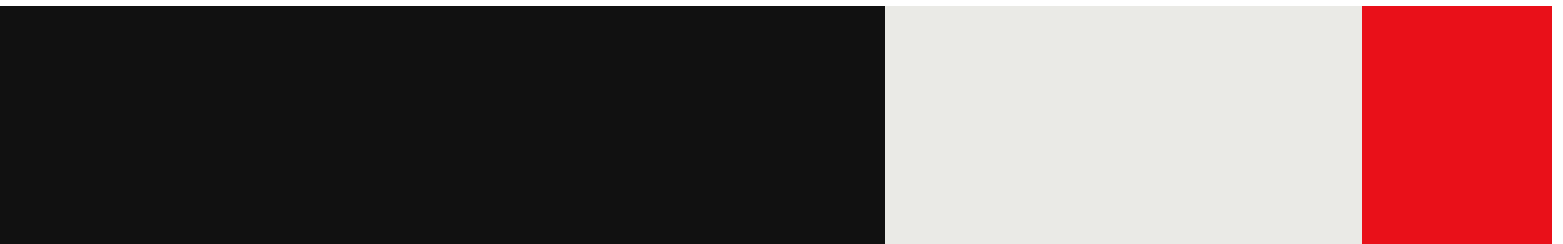# 33% of consumers are victims of data breaches on companies that are tasked with keeping their data safe

Article

The news: Consumer confidence in online organizations' ability to protect their data is misaligned with reality, per VentureBeat.

Data vulnerability at an all-time high: The 2022 Thales Consumer Digital Trust Index, which surveyed 21,000 respondents across 11 countries and five continents, uncovered the latest global data breach trends and their effects on consumer trust across various industries.

- While 33% of consumers globally have been victims of a data breach, **82% continue to trust that online digital service providers will protect their personal data**.

- The US, which has one of the highest percentages of consumers who are data breach victims (48%), also places a disproportionate percentage of consumer trust on security at 80%.

- In comparison, other regions have comparatively lower consumer trust on security. **Germany's consumer trust sits at 23% and Australia and the UK at 20%.** All three experience fewer breaches than the US.

Ransomware caused a massive email outage at **Rackspace** last week, locking thousands of customers out of their email. The majority of affected consumers are small to midsize businesses whose ransomed email archives could contain personal data and business information worth billions of dollars.
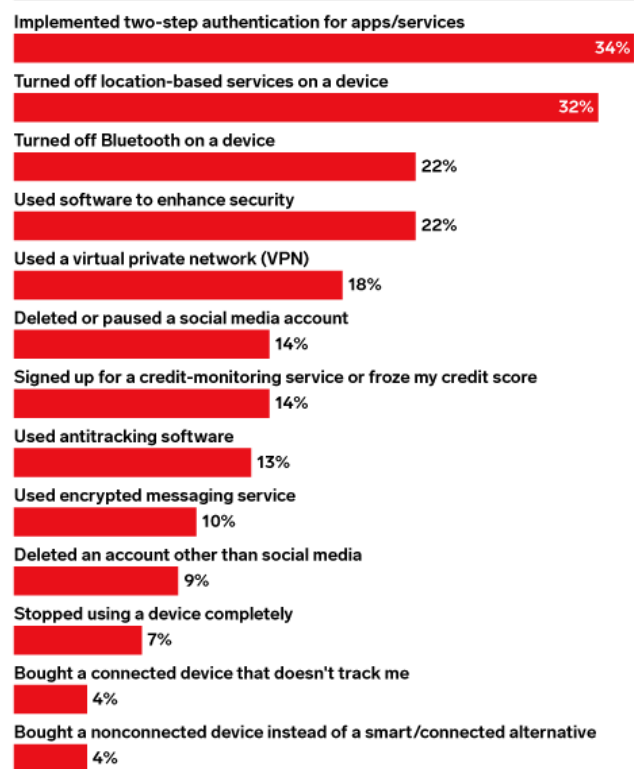
By the numbers: Data breaches, phishing scams, and ransomware incidents are all on the rise.

- Among US teens and adults one-third were hacked or scammed recently, and **15%** had a social media account hacked in the past year as of Q1 2022. In the same time frame, **13%** had a credit card hacked and **10%** fell for an online scam.

- **One in 40 organizations is targeted by a ransomware attack weekly**, with government, military, education, research, and healthcare industries the most targeted, per Check Point Research (CPR), a **32% YoY increase**.

- More than **25% of organizations expect double-digit growth in cybersecurity budgets in 2022**, per PwC's 2022 Global Digital Trust Insights report.

- The **average cost of a healthcare data breach is $10.1 million per incident**, which is a 9.4% increase from 2021, per IBM's Cost of a Data Breach 2022 report.

- 21% of consumers stopped using companies that suffered a data breach, and 42% of those requested providers delete their information.

The bigger picture: The amount of consumer trust is disproportionate to the current reality of surging cybersecurity threats and breaches, which aren't only becoming more common, they are taking longer to resolve.

- Surging cybersecurity threats will result in more losses for businesses and consumers unless adjustments are made in the perception of the situation.

- Continued training, cybersecurity enforcement, multi-factor authentication, and a proactive approach can help better protect organizations and individual users and their data.

Actions That US Teens/Adults Have Taken to Address Data Privacy and Security Concerns, Q1 2022
% of respondents

Implemented two-step authentication for apps/services	34%
Turned off location-based services on a device	32%
Turned off Bluetooth on a device	22%
Used software to enhance security	22%
Used a virtual private network (VPN)	18%
Deleted or paused a social media account	14%
Signed up for a credit-monitoring service or froze my credit score	14%
Used antitracking software	13%
Used encrypted messaging service	10%
Deleted an account other than social media	9%
Stopped using a device completely	7%
Bought a connected device that doesn't track me	4%
Bought a nonconnected device instead of a smart/connected alternative	4%

Note: ages 14+; in the past year
Source: Deloitte, "2022 Connectivity and Mobile Trends Survey (3rd Edition): Mastering the New Digital Life," Aug 3, 2022

277691   InsiderIntelligence.com

This article originally appeared in Insider Intelligence's Connectivity & Tech Briefing—a daily recap of top stories reshaping the technology industry. Subscribe to have more hard-hitting takeaways delivered to your inbox daily.

- *Are you a client? Click here to subscribe.*

- *Want to learn more about how you can benefit from our expert analysis? Click here.*