

Views on privacy and protection in cyberspace

Cybersecurity today is about protecting national security and everyday life. Threat actors spread fear, uncertainty and doubt. New research shows how people and businesses really feel in this rapidly evolving landscape.

What people think

Trust security provider's use of data



87% of businesses and **82%** of consumers trust their security provider to behave ethically when collecting and using their data

Worry about security provider's use of data



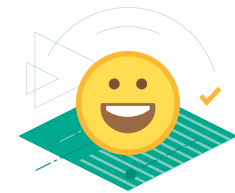
65%–78% of businesses and **54%–80%** of consumers worry provider will access and share private data, opinions, location or online behavior

Biggest threat?



45% of businesses and **47%** of consumers worry about protecting online data from cybercriminals
But also: national and foreign govts, employers, families & more

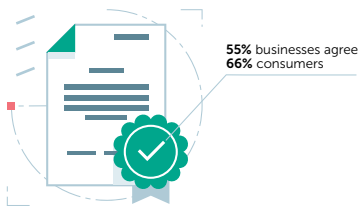
Who is most responsible for your protection online?



57% of businesses: my IT security team
57% of consumers: I am
45% (consumers), 43% (businesses): my cybersecurity provider

What matters when choosing

Governments should choose highest quality product or service even if it is by a foreign company



In general

55% businesses agree
66% consumers



In areas critical to national security

82% businesses agree
78% consumers

What matters most when you choose a security provider?



Honesty, integrity, independence, product quality – all **90%** +
Country of origin **86%/80%**

The research involved 1,000 consumers and 100 medium-sized businesses in each of the US, Germany, France, Italy, Spain and the UK. The fieldwork and data analysis was conducted in May - July 2018.