

EXPERIAN – DATA BREACH 3.0: BUSINESS SURVEY 2017

Methodology: ComRes interviewed 200 business IT decision-makers in Great Britain online between 9th and 16th January 2017.

Respondents were either involved in decision-making of their company's data breach management or at least aware of data breach management if they were not involved directly. All businesses surveyed were broadly representative of businesses overall by sector (although IT and Finance have been over-represented slightly), and had to hold personally identifiable information (PII) for at least 100 customers or employees. 50 respondents from each business size took part; 50 Small business (0–49), 50 Medium–Small business (50–99), 50 Medium–Large businesses (100–249) and 50 Large businesses (250+). ComRes is a member of the British Polling Council and abides by its rules.

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For information about commissioning research please contact simon.carter@comresglobal.com or call +44 (0)20 7871 8660.

To register for Pollwatch, featuring commentary and insight from the ComRes team, please email: pollwatch@comresglobal.com

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S1. Which of the following best describes your role?

Base: All respondents

	Total	BUSINESS SIZE					JOB ROLE		RESPONSIBILITY FOR PII RECORDS				DATA BREACH RESPONSE PLAN	
		Small business	Medium-small business	Medium-large business	Large business	NET: SMEs	IT Manager	Any other role	Up to 1000	1000 – 9999	10000 – 49999	50000+	Yes	No/Don't know
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Total	200 100%	50 100%	50 100%	50 100%	50 100%	150 100%	57 100%	143 100%	102 100%	54 100%	20 100%	18 100%	155 100%	45 100%
General manager (e.g. CEO, MD, COO)	90 45%	25 50%	28 56%	19 38%	18 36%	72 48%	- -	90 63%	46 45%	26 48%	6 30%	8 44%	76 49%	14 31%
IT manager	57 29%	8 16%	12 24%	18 36%	19 38%	38 25%	57 100%	- -	26 25%	17 31%	10 50%	4 22%	46 30%	11 24%
Compliance	11 6%	6 12%	1 2%	3 6%	1 2%	10 7%	- -	11 8%	6 6%	3 6%	- -	1 6%	7 5%	4 9%
Legal	6 3%	2 4%	1 2%	3 6%	- -	6 4%	- -	6 4%	5 5%	- -	- -	1 6%	4 3%	2 4%
Other	36 18%	9 18%	8 16%	7 14%	12 24%	24 16%	- -	36 25%	19 19%	8 15%	4 20%	4 22%	22 14%	14 31%

Columns Tested: a,b,c,d,e - f,g - h,i,j,k - l,m

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S1. Which of the following best describes your role?

Base: All respondents

	Total	DATA BREACH RESPONSE TEAM		DATA BREACH IN PAST 2 YEARS		CUSTOMERS NOTIFIED OF DATA BREACH		SUB-BRANDS/SUBSIDIARIES		OVERSEAS CUSTOMER/EMPLOYEE DATA		CONFIDENCE TO KNOW WHAT TO DO FOLLOWING DATA BREACH		
		Yes	No/Don't know	Yes – any size	Yes – more than 1000	Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	Confident	Not confident	Don't know
Significance Level: 95%		a	b	c	d	*e	*f	g	h	i	j	k	l	*m
Total	200 100%	108 100%	92 100%	185 100%	36 100%	27 100%	14 100%	95 100%	105 100%	93 100%	107 100%	163 100%	31 100%	6 100%
General manager (e.g. CEO, MD, COO)	90 45%	52 48%	38 41%	85 46%	19 53%	15 56%	7 50%	47 49%	43 41%	42 45%	48 45%	74 45%	13 42%	3 50%
IT manager	57 29%	35 32%	22 24%	53 29%	13 36%	8 30%	5 36%	30 32%	27 26%	31 33%	26 24%	48 29%	8 26%	1 17%
Compliance	11 6%	4 4%	7 8%	10 5%	- -	1 4%	1 7%	4 4%	7 7%	4 4%	7 7%	10 6%	- -	1 17%
Legal	6 3%	3 3%	3 3%	6 3%	2 6%	1 4%	1 7%	2 2%	4 4%	2 2%	4 4%	3 2%	2 6%	1 17%
Other	36 18%	14 13%	22 24%	31 17%	2 6%	2 7%	- -	12 13%	24 23%	14 15%	22 21%	28 17%	8 26%	- -

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l,m

Experian Data Breach 2017

S1. Which of the following best describes your role?

Base: All respondents

	Total	EXTERNAL SUPPORT FOR DATA BREACH		CALL CENTRE FACILITIES		STANDARD NOTIFICATION LETTER TEMPLATES		SPEED OF CUSTOMER NOTIFICATION OF DATA BREACH			ACCEPTABLE SPEED OF NOTIFICATION OF DATA BREACH TO CUSTOMERS		
		Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	24 hours or less	72 hours or less	2 weeks or less	Acceptable	Unacceptable	Don't know
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	*k	*l
Total	200 100%	108 100%	92 100%	44 100%	156 100%	45 100%	155 100%	115 100%	163 100%	189 100%	173 100%	20 100%	7 100%
General manager (e.g. CEO, MD, COO)	90 45%	54 50%	36 39%	23 52%	67 43%	20 44%	70 45%	53 46%	76 47%	84 44%	80 46%	6 30%	4 57%
IT manager	57 29%	34 31%	23 25%	11 25%	46 29%	15 33%	42 27%	36 31%	47 29%	55 29%	53 31%	3 15%	1 14%
Compliance	11 6%	4 4%	7 8%	3 7%	8 5%	3 7%	8 5%	6 5%	10 6%	10 5%	7 4%	3 15%	1 14%
Legal	6 3%	3 3%	3 3%	2 5%	4 3%	3 7%	3 2%	2 2%	3 2%	6 3%	4 2%	2 10%	- -
Other	36 18%	13 12%	23 25%	5 11%	31 20%	4 9%	32 21%	18 16%	27 17%	34 18%	29 17%	6 30%	1 14%

Columns Tested: a,b - c,d - e,f - g,h,i - j,k,l

Experian Data Breach 2017

S1. Which of the following best describes your role?

Base: All respondents

	Total	RESPONSIBILITY FOR DATA			CONSIDERED PURCHASING DB ASSISTANCE SERVICE / CURRENTLY OWN		BUSINESS SECTOR					
		Customer	Equal	Organisation	Yes currently have / considered	No don't own / don't know	Manufacturing, Wholesale and Production	Retail and Sales	Recreation and Other Services	Business and Professional Services	Public Services inc. Education and Health	Information and Communication
Significance Level: 95%		a	b	c	d	e	f	*g	*h	i	*j	k
Total	200 100%	33 100%	56 100%	103 100%	117 100%	83 100%	64 100%	10 100%	16 100%	62 100%	18 100%	30 100%
General manager (e.g. CEO, MD, COO)	90 45%	15 45%	22 39%	48 47%	56 48%	34 41%	33 52% k	4 40%	10 63%	28 45% k	8 44%	7 23%
IT manager	57 29%	12 36%	17 30%	27 26%	42 36% e	15 18%	17 27%	1 10%	- -	17 27%	3 17%	19 63% fi
Compliance	11 6%	2 6%	3 5%	5 5%	5 4%	6 7%	3 5%	2 20%	- -	3 5%	1 6%	2 7%
Legal	6 3%	- -	3 5%	3 3%	4 3%	2 2%	3 5%	1 10%	- -	2 3%	- -	- -
Other	36 18%	4 12%	11 20%	20 19%	10 9%	26 31% d	8 13%	2 20%	6 38%	12 19%	6 33%	2 7%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k

Experian Data Breach 2017

S2. Do you have knowledge and/or responsibility in the decision making for your company's data breach management?

Base: All respondents

	Total	BUSINESS SIZE					JOB ROLE		RESPONSIBILITY FOR PII RECORDS				DATA BREACH RESPONSE PLAN	
		Small business	Medium-small business	Medium-large business	Large business	NET: SMEs	IT Manager	Any other role	Up to 1000	1000 – 9999	10000 – 49999	50000+	Yes	No/Don't know
Significance Level: 95%		a	b	c	d	e	f	g	h	i	*j	*k	l	m
Total	200 100%	50 100%	50 100%	50 100%	50 100%	150 100%	57 100%	143 100%	102 100%	54 100%	20 100%	18 100%	155 100%	45 100%
Yes, I am the main decision maker	107 54%	29 58%	27 54%	28 56%	23 46%	84 56%	42 74%	65 45%	61 60%	29 54%	12 60%	4 22%	88 57%	19 42%
Yes, I participate in the decision making	57 29%	14 28%	18 36%	11 22%	14 28%	43 29%	12 21%	45 31%	25 25%	19 35%	4 20%	6 33%	45 29%	12 27%
I know about data breach management, but I am not directly involved in decision making at my organisation	36 18%	7 14%	5 10%	11 22%	13 26%	23 15%	3 5%	33 23%	16 16%	6 11%	4 20%	8 44%	22 14%	14 31%
No - I do not know about data breach management at my organisation	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Columns Tested: a,b,c,d,e - f,g - h,i,j,k - l,m

Experian Data Breach 2017

S2. Do you have knowledge and/or responsibility in the decision making for your company's data breach management?

Base: All respondents

	Total	DATA BREACH RESPONSE TEAM		DATA BREACH IN PAST 2 YEARS		CUSTOMERS NOTIFIED OF DATA BREACH		SUB-BRANDS/SUBSIDIARIES		OVERSEAS CUSTOMER/EMPLOYEE DATA		CONFIDENCE TO KNOW WHAT TO DO FOLLOWING DATA BREACH		
		Yes	No/Don't know	Yes – any size	Yes – more than 1000	Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	Confident	Not confident	Don't know
Significance Level: 95%		a	b	c	d	*e	*f	g	h	i	j	k	l	*m
Total	200 100%	108 100%	92 100%	185 100%	36 100%	27 100%	14 100%	95 100%	105 100%	93 100%	107 100%	163 100%	31 100%	6 100%
Yes, I am the main decision maker	107 54%	63 58%	44 48%	99 54%	27 75% c	20 74%	9 64%	64 67%	43 41%	60 65%	47 44%	90 55%	15 48%	2 33%
Yes, I participate in the decision making	57 29%	31 29%	26 28%	55 30%	7 19%	6 22%	2 14%	21 22%	36 34%	20 22%	37 35% i	48 29%	8 26%	1 17%
I know about data breach management, but I am not directly involved in decision making at my organisation	36 18%	14 13%	22 24% a	31 17%	2 6%	1 4%	3 21%	10 11%	26 25% g	13 14%	23 21%	25 15%	8 26%	3 50%
No - I do not know about data breach management at my organisation	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l,m

Experian Data Breach 2017

S2. Do you have knowledge and/or responsibility in the decision making for your company's data breach management?

Base: All respondents

	Total	EXTERNAL SUPPORT FOR DATA BREACH		CALL CENTRE FACILITIES		STANDARD NOTIFICATION LETTER TEMPLATES		SPEED OF CUSTOMER NOTIFICATION OF DATA BREACH			ACCEPTABLE SPEED OF NOTIFICATION OF DATA BREACH TO CUSTOMERS		
		Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	24 hours or less	72 hours or less	2 weeks or less	Acceptable	Unacceptable	Don't know
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	*k	*l
Total	200 100%	108 100%	92 100%	44 100%	156 100%	45 100%	155 100%	115 100%	163 100%	189 100%	173 100%	20 100%	7 100%
Yes, I am the main decision maker	107 54%	67 62% b	40 43%	27 61%	80 51%	27 60%	80 52%	67 58%	94 58%	104 55%	96 55%	9 45%	2 29%
Yes, I participate in the decision making	57 29%	29 27%	28 30%	13 30%	44 28%	11 24%	46 30%	32 28%	47 29%	54 29%	49 28%	6 30%	2 29%
I know about data breach management, but I am not directly involved in decision making at my organisation	36 18%	12 11%	24 26% a	4 9%	32 21%	7 16%	29 19%	16 14%	22 13%	31 16%	28 16%	5 25%	3 43%
No - I do not know about data breach management at my organisation	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Columns Tested: a,b - c,d - e,f - g,h,i - j,k,l

Experian Data Breach 2017

S2. Do you have knowledge and/or responsibility in the decision making for your company's data breach management?

Base: All respondents

		RESPONSIBILITY FOR DATA			CONSIDERED PURCHASING DB ASSISTANCE SERVICE / CURRENTLY OWN		BUSINESS SECTOR					
	Total	Customer	Equal	Organisation	Yes currently have / considered	No don't own / don't know	Manufacturing, Wholesale and Production	Retail and Sales	Recreation and Other Services	Business and Professional Services	Public Services inc. Education and Health	Information and Communication
Significance Level: 95%		a	b	c	d	e	f	*g	*h	i	*j	k
Total	200 100%	33 100%	56 100%	103 100%	117 100%	83 100%	64 100%	10 100%	16 100%	62 100%	18 100%	30 100%
Yes, I am the main decision maker	107 54%	21 64%	29 52%	53 51%	80 68%	27 33%	38 59%	5 50%	8 50%	30 48%	4 22%	22 73%
Yes, I participate in the decision making	57 29%	9 27%	14 25%	33 32%	29 25%	28 34%	15 23%	3 30%	3 19%	21 34%	8 44%	7 23%
I know about data breach management, but I am not directly involved in decision making at my organisation	36 18%	3 9%	13 23%	17 17%	8 7%	28 34%	11 17%	2 20%	5 31%	11 18%	6 33%	1 3%
No - I do not know about data breach management at my organisation	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Columns Tested: a,b,c - d,e - f,g,h,i,j,k

Experian Data Breach 2017

S3. How many people are employed by your company at all locations?

Base: All respondents

		BUSINESS SIZE					JOB ROLE		RESPONSIBILITY FOR PII RECORDS				DATA BREACH RESPONSE PLAN	
	Total	Small business	Medium-small business	Medium-large business	Large business	NET: SMEs	IT Manager	Any other role	Up to 1000	1000 – 9999	10000 – 49999	50000+	Yes	No/Don't know
Significance Level: 95%		a	b	c	d	e	f	g	h	i	*j	*k	l	m
Total	200 100%	50 100%	50 100%	50 100%	50 100%	150 100%	57 100%	143 100%	102 100%	54 100%	20 100%	18 100%	155 100%	45 100%
1-49	50 25%	50 100%	- -	- -	- -	50 33%	8 14%	42 29%	30 29%	12 22%	1 5%	4 22%	30 19%	20 44%
		bcde				bcd		f					l	
50-99	50 25%	- -	50 100%	- -	- -	50 33%	12 21%	38 27%	33 32%	12 22%	3 15%	1 6%	41 26%	9 20%
			acde			acd								
100-249	50 25%	- -	- -	50 100%	- -	50 33%	18 32%	32 22%	30 29%	13 24%	4 20%	3 17%	41 26%	9 20%
				abde		abd								
250+	50 25%	- -	- -	- -	50 100%	- -	19 33%	31 22%	9 9%	17 31%	12 60%	10 56%	43 28%	7 16%
					abce					h				
NETS														
Net: SMEs	150 75%	50 100%	50 100%	50 100%	- -	150 100%	38 67%	112 78%	93 91%	37 69%	8 40%	8 44%	112 72%	38 84%
		d	d	d		d			i					

Columns Tested: a,b,c,d,e - f,g - h,i,j,k - l,m

Experian Data Breach 2017

S3. How many people are employed by your company at all locations?

Base: All respondents

	Total	DATA BREACH RESPONSE TEAM		DATA BREACH IN PAST 2 YEARS		CUSTOMERS NOTIFIED OF DATA BREACH		SUB-BRANDS/SUBSIDIARIES		OVERSEAS CUSTOMER/EMPLOYEE DATA		CONFIDENCE TO KNOW WHAT TO DO FOLLOWING DATA BREACH		
		Yes	No/Don't know	Yes – any size	Yes – more than 1000	Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	Confident	Not confident	Don't know
Significance Level: 95%		a	b	c	d	*e	*f	g	h	i	j	k	l	*m
Total	200 100%	108 100%	92 100%	185 100%	36 100%	27 100%	14 100%	95 100%	105 100%	93 100%	107 100%	163 100%	31 100%	6 100%
1-49	50 25%	16 15%	34 37%	46 25%	8 22%	7 26%	2 14%	16 17%	34 32%	20 22%	30 28%	38 23%	10 32%	2 33%
50-99	50 25%	32 30%	18 20%	50 27%	11 31%	8 30%	4 29%	27 28%	23 22%	20 22%	30 28%	38 23%	11 35%	1 17%
100-249	50 25%	26 24%	24 26%	49 26%	9 25%	7 26%	4 29%	27 28%	23 22%	27 29%	23 21%	41 25%	7 23%	2 33%
250+	50 25%	34 31%	16 17%	40 22%	8 22%	5 19%	4 29%	25 26%	25 24%	26 28%	24 22%	46 28%	3 10%	1 17%
NETS		b										l		
Net: SMEs	150 75%	74 69%	76 83%	145 78%	28 78%	22 81%	10 71%	70 74%	80 76%	67 72%	83 78%	117 72%	28 90%	5 83%
			a										k	

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l,m

Experian Data Breach 2017

S3. How many people are employed by your company at all locations?

Base: All respondents

	Total	EXTERNAL SUPPORT FOR DATA BREACH		CALL CENTRE FACILITIES		STANDARD NOTIFICATION LETTER TEMPLATES		SPEED OF CUSTOMER NOTIFICATION OF DATA BREACH			ACCEPTABLE SPEED OF NOTIFICATION OF DATA BREACH TO CUSTOMERS		
		Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	24 hours or less	72 hours or less	2 weeks or less	Acceptable	Unacceptable	Don't know
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	*k	*l
Total	200 100%	108 100%	92 100%	44 100%	156 100%	45 100%	155 100%	115 100%	163 100%	189 100%	173 100%	20 100%	7 100%
1-49	50 25%	21 19%	29 32%	8 18%	42 27%	11 24%	39 25%	27 23%	42 26%	46 24%	38 22%	9 45%	3 43%
50-99	50 25%	28 26%	22 24%	11 25%	39 25%	9 20%	41 26%	30 26%	38 23%	48 25%	46 27%	3 15%	1 14%
100-249	50 25%	30 28%	20 22%	11 25%	39 25%	10 22%	40 26%	34 30%	43 26%	48 25%	46 27%	3 15%	1 14%
250+	50 25%	29 27%	21 23%	14 32%	36 23%	15 33%	35 23%	24 21%	40 25%	47 25%	43 25%	5 25%	2 29%
NETS													
Net: SMEs	150 75%	79 73%	71 77%	30 68%	120 77%	30 67%	120 77%	91 79%	123 75%	142 75%	130 75%	15 75%	5 71%

Columns Tested: a,b - c,d - e,f - g,h,i - j,k,l

Experian Data Breach 2017

S3. How many people are employed by your company at all locations?

Base: All respondents

		RESPONSIBILITY FOR DATA			CONSIDERED PURCHASING DB ASSISTANCE SERVICE / CURRENTLY OWN		BUSINESS SECTOR					
	Total	Customer	Equal	Organisation	Yes currently have / considered	No don't own / don't know	Manufacturing, Wholesale and Production	Retail and Sales	Recreation and Other Services	Business and Professional Services	Public Services inc. Education and Health	Information and Communication
Significance Level: 95%		a	b	c	d	e	f	*g	*h	i	*j	k
Total	200 100%	33 100%	56 100%	103 100%	117 100%	83 100%	64 100%	10 100%	16 100%	62 100%	18 100%	30 100%
1-49	50 25%	10 30%	10 18%	27 26%	21 18%	29 35% d	13 20%	4 40%	6 38%	19 31%	2 11%	6 20%
50-99	50 25%	7 21%	12 21%	27 26%	34 29%	16 19%	25 39% i	1 10%	3 19%	11 18%	4 22%	6 20%
100-249	50 25%	6 18%	20 36%	24 23%	33 28%	17 20%	18 28%	2 20%	4 25%	14 23%	5 28%	7 23%
250+	50 25%	10 30%	14 25%	25 24%	29 25%	21 25%	8 13%	3 30%	3 19%	18 29% f	7 39%	11 37% f
NETS												
Net: SMEs	150 75%	23 70%	42 75%	78 76%	88 75%	62 75%	56 88% ik	7 70%	13 81%	44 71%	11 61%	19 63%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k

Experian Data Breach 2017

S4. To the best of your knowledge, does your organisation hold personally identifiable information (PII) for more than 100 people? PII is any data that could potentially identify a specific individual; for example names or addresses. This includes, but is not limited to, your customers and employees.

Base: All respondents

	Total	BUSINESS SIZE					JOB ROLE		RESPONSIBILITY FOR PII RECORDS				DATA BREACH RESPONSE PLAN	
		Small business	Medium-small business	Medium-large business	Large business	NET: SMEs	IT Manager	Any other role	Up to 1000	1000 – 9999	10000 – 49999	50000+	Yes	No/Don't know
Significance Level: 95%		a	b	c	d	e	f	g	h	i	*j	*k	l	m
Total	200	50	50	50	50	150	57	143	102	54	20	18	155	45
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	200	50	50	50	50	150	57	143	102	54	20	18	155	45
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
No	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Columns Tested: a,b,c,d,e - f,g - h,i,j,k - l,m

Experian Data Breach 2017

S4. To the best of your knowledge, does your organisation hold personally identifiable information (PII) for more than 100 people? PII is any data that could potentially identify a specific individual; for example names or addresses. This includes, but is not limited to, your customers and employees.

Base: All respondents

	Total	DATA BREACH RESPONSE TEAM		DATA BREACH IN PAST 2 YEARS		CUSTOMERS NOTIFIED OF DATA BREACH		SUB-BRANDS/SUBSIDIARIES		OVERSEAS CUSTOMER/EMPLOYEE DATA		CONFIDENCE TO KNOW WHAT TO DO FOLLOWING DATA BREACH		
		Yes	No/Don't know	Yes – any size	Yes – more than 1000	Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	Confident	Not confident	Don't know
Significance Level: 95%		a	b	c	d	*e	*f	g	h	i	j	k	l	*m
Total	200	108	92	185	36	27	14	95	105	93	107	163	31	6
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	200	108	92	185	36	27	14	95	105	93	107	163	31	6
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
No	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l,m

Experian Data Breach 2017

S4. To the best of your knowledge, does your organisation hold personally identifiable information (PII) for more than 100 people? PII is any data that could potentially identify a specific individual; for example names or addresses. This includes, but is not limited to, your customers and employees.

Base: All respondents

	EXTERNAL SUPPORT FOR DATA BREACH		CALL CENTRE FACILITIES		STANDARD NOTIFICATION LETTER TEMPLATES		SPEED OF CUSTOMER NOTIFICATION OF DATA BREACH			ACCEPTABLE SPEED OF NOTIFICATION OF DATA BREACH TO CUSTOMERS			
	Total	Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	24 hours or less	72 hours or less	2 weeks or less	Acceptable	Unacceptable	Don't know
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	*k	*l
Total	200	108	92	44	156	45	155	115	163	189	173	20	7
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	200	108	92	44	156	45	155	115	163	189	173	20	7
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
No	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-

Columns Tested: a,b - c,d - e,f - g,h,i - j,k,l

Experian Data Breach 2017

S4. To the best of your knowledge, does your organisation hold personally identifiable information (PII) for more than 100 people? PII is any data that could potentially identify a specific individual; for example names or addresses. This includes, but is not limited to, your customers and employees.

Base: All respondents

Significance Level: 95%

	RESPONSIBILITY FOR DATA			CONSIDERED PURCHASING DB ASSISTANCE SERVICE / CURRENTLY OWN		BUSINESS SECTOR					
Total	Customer	Equal	Organisation	Yes currently have / considered	No don't own / don't know	Manufacturing, Wholesale and Production	Retail and Sales	Recreation and Other Services	Business and Professional Services	Public Services inc. Education and Health	Information and Communication
	a	b	c	d	e	f	*g	*h	i	*j	k
200	33	56	103	117	83	64	10	16	62	18	30
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
200	33	56	103	117	83	64	10	16	62	18	30
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-

Columns Tested: a,b,c - d,e - f,g,h,i,j,k

Experian Data Breach 2017

S5. How many people does your organisation hold personally identifiable information (PII) for, including your customers and employees? If you are unsure of the exact number, please select from one of the bands below that you feel most closely matches the size of your customer and/or employee base.

Base: All respondents

	Total	BUSINESS SIZE					JOB ROLE		RESPONSIBILITY FOR PII RECORDS				DATA BREACH RESPONSE PLAN	
		Small business	Medium-small business	Medium-large business	Large business	NET: SMEs	IT Manager	Any other role	Up to 1000	1000 – 9999	10000 – 49999	50000+	Yes	No/Don't know
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	*k	l	m
Total	200 100%	50 100%	50 100%	50 100%	50 100%	150 100%	57 100%	143 100%	102 100%	54 100%	20 100%	18 100%	155 100%	45 100%
101 - 499	68 34%	19 38%	24 48%	24 48%	1 2%	67 45%	18 32%	50 35%	68 67%	- -	- -	- -	50 32%	18 40%
		d	d	d		d			i					
500 - 999	34 17%	11 22%	9 18%	6 12%	8 16%	26 17%	8 14%	26 18%	34 33%	- -	- -	- -	26 17%	8 18%
									i					
1,000 - 4,999	40 20%	7 14%	11 22%	10 20%	12 24%	28 19%	13 23%	27 19%	- -	40 74%	- -	- -	33 21%	7 16%
										h				
5,000 - 9,999	14 7%	5 10%	1 2%	3 6%	5 10%	9 6%	4 7%	10 7%	- -	14 26%	- -	- -	12 8%	2 4%
										h				
10,000 - 24,999	14 7%	1 2%	3 6%	3 6%	7 14%	7 5%	7 12%	7 5%	- -	- -	14 70%	- -	10 6%	4 9%
					ae									
25,000 - 49,999	6 3%	- -	- -	1 2%	5 10%	1 1%	3 5%	3 2%	- -	- -	6 30%	- -	6 4%	- -
					abe									
50,000+	18 9%	4 8%	1 2%	3 6%	10 20%	8 5%	4 7%	14 10%	- -	- -	- -	18 100%	15 10%	3 7%
					bce									
Don't know	6 3%	3 6%	1 2%	- -	2 4%	4 3%	- -	6 4%	- -	- -	- -	- -	3 2%	3 7%

Columns Tested: a,b,c,d,e - f,g - h,i,j,k - l,m

Experian Data Breach 2017

S5. How many people does your organisation hold personally identifiable information (PII) for, including your customers and employees? If you are unsure of the exact number, please select from one of the bands below that you feel most closely matches the size of your customer and/or employee base.

Base: All respondents

	Total	DATA BREACH RESPONSE TEAM		DATA BREACH IN PAST 2 YEARS		CUSTOMERS NOTIFIED OF DATA BREACH		SUB-BRANDS/SUBSIDIARIES		OVERSEAS CUSTOMER/EMPLOYEE DATA		CONFIDENCE TO KNOW WHAT TO DO FOLLOWING DATA BREACH		
		Yes	No/Don't know	Yes – any size	Yes – more than 1000	Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	Confident	Not confident	Don't know
Significance Level: 95%		a	b	c	d	*e	*f	g	h	i	j	k	l	*m
Total	200 100%	108 100%	92 100%	185 100%	36 100%	27 100%	14 100%	95 100%	105 100%	93 100%	107 100%	163 100%	31 100%	6 100%
101 - 499	68 34%	36 33%	32 35%	68 37%	12 33%	7 26%	5 36%	34 36%	34 32%	23 25%	45 42%	54 33%	12 39%	2 33%
500 - 999	34 17%	16 15%	18 20%	32 17%	5 14%	5 19%	3 21%	15 16%	19 18%	18 19%	16 15%	28 17%	6 19%	- -
1,000 - 4,999	40 20%	22 20%	18 20%	38 21%	9 25%	9 33%	1 7%	20 21%	20 19%	22 24%	18 17%	33 20%	7 23%	- -
5,000 - 9,999	14 7%	8 7%	6 7%	14 8%	4 11%	3 11%	1 7%	8 8%	6 6%	8 9%	6 6%	13 8%	1 3%	- -
10,000 - 24,999	14 7%	8 7%	6 7%	13 7%	2 6%	2 7%	- -	4 4%	10 10%	7 8%	7 7%	10 6%	3 10%	1 17%
25,000 - 49,999	6 3%	6 6%	- -	4 2%	2 6%	- -	2 14%	5 5%	1 1%	2 2%	4 4%	6 4%	- -	- -
50,000+	18 9%	12 11%	6 7%	14 8%	2 6%	1 4%	2 14%	6 6%	12 11%	12 13%	6 6%	16 10%	2 6%	- -
Don't know	6 3%	- -	6 7%	2 1%	- -	- -	- -	3 3%	3 3%	1 1%	5 5%	3 2%	- -	3 50%

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l,m

Experian Data Breach 2017

S5. How many people does your organisation hold personally identifiable information (PII) for, including your customers and employees? If you are unsure of the exact number, please select from one of the bands below that you feel most closely matches the size of your customer and/or employee base.

Base: All respondents

	Total	EXTERNAL SUPPORT FOR DATA BREACH		CALL CENTRE FACILITIES		STANDARD NOTIFICATION LETTER TEMPLATES		SPEED OF CUSTOMER NOTIFICATION OF DATA BREACH			ACCEPTABLE SPEED OF NOTIFICATION OF DATA BREACH TO CUSTOMERS		
		Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	24 hours or less	72 hours or less	2 weeks or less	Acceptable	Unacceptable	Don't know
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	*k	*l
Total	200 100%	108 100%	92 100%	44 100%	156 100%	45 100%	155 100%	115 100%	163 100%	189 100%	173 100%	20 100%	7 100%
101 - 499	68 34%	35 32%	33 36%	10 23%	58 37%	12 27%	56 36%	47 41%	58 36%	66 35%	63 36%	4 20%	1 14%
500 - 999	34 17%	18 17%	16 17%	9 20%	25 16%	5 11%	29 19%	22 19%	29 18%	33 17%	27 16%	6 30%	1 14%
1,000 - 4,999	40 20%	26 24%	14 15%	8 18%	32 21%	8 18%	32 21%	18 16%	33 20%	40 21%	37 21%	3 15%	- -
5,000 - 9,999	14 7%	10 9%	4 4%	5 11%	9 6%	7 16%	7 5%	9 8%	12 7%	13 7%	14 8%	- -	- -
10,000 - 24,999	14 7%	5 5%	9 10%	2 5%	12 8%	4 9%	10 6%	6 5%	9 6%	12 6%	11 6%	2 10%	1 14%
25,000 - 49,999	6 3%	3 3%	3 3%	1 2%	5 3%	2 4%	4 3%	4 3%	6 4%	6 3%	5 3%	- -	1 14%
50,000+	18 9%	10 9%	8 9%	9 20%	9 6%	6 13%	12 8%	6 5%	13 8%	16 8%	13 8%	5 25%	- -
Don't know	6 3%	1 1%	5 5%	- -	6 4%	1 2%	5 3%	3 3%	3 2%	3 2%	3 2%	- -	3 43%

Columns Tested: a,b - c,d - e,f - g,h,i - j,k,l

Experian Data Breach 2017

S5. How many people does your organisation hold personally identifiable information (PII) for, including your customers and employees? If you are unsure of the exact number, please select from one of the bands below that you feel most closely matches the size of your customer and/or employee base.

Base: All respondents

		RESPONSIBILITY FOR DATA			CONSIDERED PURCHASING DB ASSISTANCE SERVICE / CURRENTLY OWN		BUSINESS SECTOR					
	Total	Customer	Equal	Organisation	Yes currently have / considered	No don't own / don't know	Manufacturing, Wholesale and Production	Retail and Sales	Recreation and Other Services	Business and Professional Services	Public Services inc. Education and Health	Information and Communication
Significance Level: 95%		a	b	c	d	e	f	*g	*h	i	*j	k
Total	200 100%	33 100%	56 100%	103 100%	117 100%	83 100%	64 100%	10 100%	16 100%	62 100%	18 100%	30 100%
101 - 499	68 34%	10 30%	19 34%	36 35%	44 38%	24 29%	33 52% ik	1 10%	7 44%	17 27%	4 22%	6 20%
500 - 999	34 17%	7 21%	7 13%	19 18%	23 20%	11 13%	9 14%	3 30%	2 13%	10 16%	2 11%	8 27%
1,000 - 4,999	40 20%	7 21%	13 23%	19 18%	24 21%	16 19%	11 17%	2 20%	4 25%	15 24%	4 22%	4 13%
5,000 - 9,999	14 7%	3 9%	4 7%	7 7%	9 8%	5 6%	1 2%	1 10%	- -	8 13% f	- -	4 13% f
10,000 - 24,999	14 7%	2 6%	5 9%	7 7%	6 5%	8 10%	3 5%	1 10%	- -	4 6%	2 11%	4 13%
25,000 - 49,999	6 3%	1 3%	2 4%	3 3%	4 3%	2 2%	2 3%	- -	- -	2 3%	1 6%	1 3%
50,000+	18 9%	3 9%	4 7%	11 11%	6 5%	12 14% d	4 6%	2 20%	1 6%	4 6%	4 22%	3 10%
Don't know	6 3%	- -	2 4%	1 1%	1 1%	5 6% d	1 2%	- -	2 13%	2 3%	1 6%	- -

Columns Tested: a,b,c - d,e - f,g,h,i,j,k

Experian Data Breach 2017

S6. Does your organisation have any sub-brands or subsidiaries that hold personally identifiable information of customers?

Base: All respondents

	Total	BUSINESS SIZE					JOB ROLE		RESPONSIBILITY FOR PII RECORDS				DATA BREACH RESPONSE PLAN	
		Small business	Medium-small business	Medium-large business	Large business	NET: SMEs	IT Manager	Any other role	Up to 1000	1000 – 9999	10000 – 49999	50000+	Yes	No/Don't know
Significance Level: 95%		a	b	c	d	e	f	g	h	i	*j	*k	l	m
Total	200	50	50	50	50	150	57	143	102	54	20	18	155	45
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	95	16	27	27	25	70	30	65	49	28	9	6	83	12
	48%	32%	54%	54%	50%	47%	53%	45%	48%	52%	45%	33%	54%	27%
			a	a									m	
No	92	31	21	20	20	72	23	69	48	23	9	10	63	29
	46%	62%	42%	40%	40%	48%	40%	48%	47%	43%	45%	56%	41%	64%
		bcd											l	
Don't know	13	3	2	3	5	8	4	9	5	3	2	2	9	4
	7%	6%	4%	6%	10%	5%	7%	6%	5%	6%	10%	11%	6%	9%

Columns Tested: a,b,c,d,e - f,g - h,i,j,k - l,m

Experian Data Breach 2017

S6. Does your organisation have any sub-brands or subsidiaries that hold personally identifiable information of customers?

Base: All respondents

	DATA BREACH RESPONSE TEAM			DATA BREACH IN PAST 2 YEARS		CUSTOMERS NOTIFIED OF DATA BREACH		SUB-BRANDS/SUBSIDIARIES		OVERSEAS CUSTOMER/EMPLOYEE DATA		CONFIDENCE TO KNOW WHAT TO DO FOLLOWING DATA BREACH		
	Total	Yes	No/Don't know	Yes – any size	Yes – more than 1000	Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	Confident	Not confident	Don't know
Significance Level: 95%		a	b	c	d	*e	*f	g	h	i	j	k	l	*m
Total	200 100%	108 100%	92 100%	185 100%	36 100%	27 100%	14 100%	95 100%	105 100%	93 100%	107 100%	163 100%	31 100%	6 100%
Yes	95 48%	69 64%	26 28%	86 46%	28 78%	21 78%	9 64%	95 100%	- -	58 62%	37 35%	81 50%	12 39%	2 33%
No	92 46%	b 30%	c 65%	d 48%	e 17%	f 15%	g 36%	h -	i 92 88%	j 31 33%	k 61 57%	l 73 45%	m 17 55%	n 2 33%
Don't know	13 7%	7 6%	6 7%	11 6%	2 6%	2 7%	- -	- -	13 12% g	4 4%	9 8%	9 6%	2 6%	2 33%

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l,m

Experian Data Breach 2017

S6. Does your organisation have any sub-brands or subsidiaries that hold personally identifiable information of customers?

Base: All respondents

		EXTERNAL SUPPORT FOR DATA BREACH		CALL CENTRE FACILITIES		STANDARD NOTIFICATION LETTER TEMPLATES		SPEED OF CUSTOMER NOTIFICATION OF DATA BREACH			ACCEPTABLE SPEED OF NOTIFICATION OF DATA BREACH TO CUSTOMERS		
	Total	Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	24 hours or less	72 hours or less	2 weeks or less	Acceptable	Unacceptable	Don't know
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	*k	*l
Total	200 100%	108 100%	92 100%	44 100%	156 100%	45 100%	155 100%	115 100%	163 100%	189 100%	173 100%	20 100%	7 100%
Yes	95 48%	69 64%	26 28%	26 59%	69 44%	27 60%	68 44%	66 57%	84 52%	92 49%	87 50%	6 30%	2 29%
No	92 46%	32 30%	60 65%	15 34%	77 49%	14 31%	78 50%	44 38%	71 44%	86 46%	79 46%	10 50%	3 43%
Don't know	13 7%	7 6%	6 7%	3 7%	10 6%	4 9%	9 6%	5 4%	8 5%	11 6%	7 4%	4 20%	2 29%

Columns Tested: a,b - c,d - e,f - g,h,i - j,k,l

Experian Data Breach 2017

S6. Does your organisation have any sub-brands or subsidiaries that hold personally identifiable information of customers?

Base: All respondents

Significance Level: 95%		RESPONSIBILITY FOR DATA			CONSIDERED PURCHASING DB ASSISTANCE SERVICE / CURRENTLY OWN		BUSINESS SECTOR					
	Total	Customer	Equal	Organisation	Yes currently have / considered	No don't own / don't know	Manufacturing, Wholesale and Production	Retail and Sales	Recreation and Other Services	Business and Professional Services	Public Services inc. Education and Health	Information and Communication
	a	b	c	d	e	f	*g	*h	i	*j	k	
Total	200 100%	33 100%	56 100%	103 100%	117 100%	83 100%	64 100%	10 100%	16 100%	62 100%	18 100%	30 100%
Yes	95 48%	22 67% bc	23 41%	48 47%	72 62% e	23 28%	34 53%	4 40%	9 56%	23 37%	5 28%	20 67% i
No	92 46%	8 24%	31 55% a	49 48% a	38 32%	54 65% d	26 41%	5 50%	7 44%	34 55% k	11 61%	9 30%
Don't know	13 7%	3 9%	2 4%	6 6%	7 6%	6 7%	4 6%	1 10%	- -	5 8%	2 11%	1 3%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k

Experian Data Breach 2017

S7. Which of the following best describes your company sector?

Base: All respondents

	Total	BUSINESS SIZE					JOB ROLE		RESPONSIBILITY FOR PII RECORDS				DATA BREACH RESPONSE PLAN	
		Small business	Medium-small business	Medium-large business	Large business	NET: SMEs	IT Manager	Any other role	Up to 1000	1000 – 9999	10000 – 49999	50000+	Yes	No/Don't know
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	*k	l	m
Total	200 100%	50 100%	50 100%	50 100%	50 100%	150 100%	57 100%	143 100%	102 100%	54 100%	20 100%	18 100%	155 100%	45 100%
Agriculture, forestry & fishing	2 1%	1 2%	1 2%	- -	- -	2 1%	- -	2 1%	2 2%	- -	- -	- -	2 1%	- -
Production	16 8%	4 8%	5 10%	5 10%	2 4%	14 9%	6 11%	10 7%	12 12%	2 4%	1 5%	1 6%	13 8%	3 7%
Construction	22 11%	3 6%	10 20% ad	6 12%	3 6%	19 13%	3 5%	19 13%	14 14%	4 7%	2 10%	1 6%	18 12%	4 9%
Motor trades	6 3%	2 4%	2 4%	1 2%	1 2%	5 3%	1 2%	5 3%	2 2%	3 6%	- -	1 6%	3 2%	3 7%
Wholesale	9 5%	3 6%	3 6%	3 6%	- -	9 6%	2 4%	7 5%	6 6%	2 4%	1 5%	- -	9 6%	- -
Retail	10 5%	4 8%	1 2%	2 4%	3 6%	7 5%	1 2%	9 6%	4 4%	3 6%	1 5%	2 11%	7 5%	3 7%
Transport & storage (inc. postal)	9 5%	- -	4 8% a	3 6%	2 4%	7 5%	5 9%	4 3%	6 6%	1 2%	1 5%	1 6%	8 5%	1 2%
Accommodation & food services	6 3%	3 6%	1 2%	2 4%	- -	6 4%	- -	6 4%	4 4%	2 4%	- -	- -	4 3%	2 4%
Information & communication	30 15%	6 12%	6 12%	7 14%	11 22%	19 13%	19 33% g	11 8%	14 14%	8 15%	5 25%	3 17%	24 15%	6 13%
Finance & insurance	17 9%	7 14%	3 6%	3 6%	4 8%	13 9%	5 9%	12 8%	7 7%	9 17%	1 5%	- -	12 8%	5 11%
Property	7 4%	2 4%	1 2%	2 4%	2 4%	5 3%	1 2%	6 4%	1 1%	5 9%	1 5%	- -	6 4%	1 2%

Columns Tested: a,b,c,d,e - f,g - h,i,j,k - l,m

Experian Data Breach 2017

S7. Which of the following best describes your company sector?

Base: All respondents

	Total	BUSINESS SIZE					JOB ROLE		RESPONSIBILITY FOR PII RECORDS				DATA BREACH RESPONSE PLAN	
		Small business	Medium-small business	Medium-large business	Large business	NET: SMEs	IT Manager	Any other role	Up to 1000	1000 – 9999	10000 – 49999	50000+	Yes	No/Don't know
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Total	200 100%	50 100%	50 100%	50 100%	50 100%	150 100%	57 100%	143 100%	102 100%	54 100%	20 100%	18 100%	155 100%	45 100%
Professional, scientific & technical	26 13%	8 16%	3 6%	7 14%	8 16%	18 12%	8 14%	18 13%	12 12%	7 13%	2 10%	4 22%	20 13%	6 13%
Business administration and support services	12 6%	2 4%	4 8%	2 4%	4 8%	8 5%	3 5%	9 6%	7 7%	2 4%	2 10%	- -	9 6%	3 7%
Public administration and defence	5 3%	- -	1 2%	- -	4 8%	1 1%	- -	5 3%	1 1%	- -	2 10%	2 11%	5 3%	- -
Education	10 5%	2 4%	1 2%	4 8%	3 6%	7 5%	3 5%	7 5%	3 3%	4 7%	1 5%	1 6%	8 5%	2 4%
Health	3 2%	- -	2 4%	1 2%	- -	3 2%	- -	3 2%	2 2%	- -	- -	1 6%	2 1%	1 2%
Arts, entertainment, recreation and other services	10 5%	3 6%	2 4%	2 4%	3 6%	7 5%	- -	10 7%	5 5%	2 4%	- -	1 6%	5 3%	5 11%

Columns Tested: a,b,c,d,e - f,g - h,i,j,k - l,m

Experian Data Breach 2017

S7. Which of the following best describes your company sector?

Base: All respondents

	Total	DATA BREACH RESPONSE TEAM		DATA BREACH IN PAST 2 YEARS		CUSTOMERS NOTIFIED OF DATA BREACH		SUB-BRANDS/SUBSIDIARIES		OVERSEAS CUSTOMER/EMPLOYEE DATA		CONFIDENCE TO KNOW WHAT TO DO FOLLOWING DATA BREACH		
		Yes	No/Don't know	Yes – any size	Yes – more than 1000	Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	Confident	Not confident	Don't know
Significance Level: 95%		a	b	c	d	*e	*f	g	h	i	j	k	l	*m
Total	200 100%	108 100%	92 100%	185 100%	36 100%	27 100%	14 100%	95 100%	105 100%	93 100%	107 100%	163 100%	31 100%	6 100%
Agriculture, forestry & fishing	2 1%	2 2%	- -	2 1%	- -	- -	- -	1 1%	1 1%	1 1%	1 1%	2 1%	- -	- -
Production	16 8%	9 8%	7 8%	15 8%	5 14%	4 15%	2 14%	12 13%	4 4%	9 10%	7 7%	11 7%	5 16%	- -
Construction	22 11%	15 14%	7 8%	20 11%	4 11%	4 15%	1 7%	10 11%	12 11%	6 6%	16 15%	16 10%	5 16%	1 17%
Motor trades	6 3%	1 1%	5 5%	4 2%	2 6%	1 4%	1 7%	3 3%	3 3%	1 1%	5 5%	4 2%	1 3%	1 17%
Wholesale	9 5%	5 5%	4 4%	9 5%	3 8%	4 15%	- -	5 5%	4 4%	5 5%	4 4%	9 6%	- -	- -
Retail	10 5%	6 6%	4 4%	9 5%	1 3%	2 7%	- -	4 4%	6 6%	5 5%	5 5%	9 6%	1 3%	- -
Transport & storage (inc. postal)	9 5%	5 5%	4 4%	9 5%	1 3%	- -	1 7%	3 3%	6 6%	4 4%	5 5%	7 4%	1 3%	1 17%
Accommodation & food services	6 3%	3 3%	3 3%	6 3%	3 8%	3 11%	- -	4 4%	2 2%	3 3%	3 3%	5 3%	1 3%	- -
Information & communication	30 15%	19 18%	11 12%	28 15%	8 22%	4 15%	4 29%	20 21%	10 10%	17 18%	13 12%	26 16%	3 10%	1 17%
Finance & insurance	17 9%	11 10%	6 7%	16 9%	5 14%	2 7%	3 21%	6 6%	11 10%	7 8%	10 9%	14 9%	3 10%	- -
Property	7 4%	5 5%	2 2%	7 4%	- -	- -	- -	3 3%	4 4%	3 3%	4 4%	6 4%	1 3%	- -
Professional, scientific & technical	26 13%	9 8%	17 18%	26 14%	3 8%	2 7%	2 14%	10 11%	16 15%	17 18%	9 8%	18 11%	8 26%	- -

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l,m

Experian Data Breach 2017

S7. Which of the following best describes your company sector?

Base: All respondents

	Total	DATA BREACH RESPONSE TEAM		DATA BREACH IN PAST 2 YEARS		CUSTOMERS NOTIFIED OF DATA BREACH		SUB-BRANDS/SUBSIDIARIES		OVERSEAS CUSTOMER/EMPLOYEE DATA		CONFIDENCE TO KNOW WHAT TO DO FOLLOWING DATA BREACH		
		Yes	No/Don't know	Yes – any size	Yes – more than 1000	Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	Confident	Not confident	Don't know
Significance Level: 95%		a	b	c	d	*e	*f	g	h	i	j	k	l	*m
Total	200 100%	108 100%	92 100%	185 100%	36 100%	27 100%	14 100%	95 100%	105 100%	93 100%	107 100%	163 100%	31 100%	6 100%
Business administration and support services	12 6%	7 6%	5 5%	10 5%	1 3%	1 4%	- -	4 4%	8 8%	5 5%	7 7%	12 7%	- -	- -
Public administration and defence	5 3%	3 3%	2 2%	5 3%	- -	- -	- -	2 2%	3 3%	3 3%	2 2%	5 3%	- -	- -
Education	10 5%	3 3%	7 8%	9 5%	- -	- -	- -	2 2%	8 8%	2 2%	8 7%	8 5%	1 3%	1 17%
Health	3 2%	2 2%	1 1%	2 1%	- -	- -	- -	1 1%	2 2%	1 1%	2 2%	3 2%	- -	- -
Arts, entertainment, recreation and other services	10 5%	3 3%	7 8%	8 4%	- -	- -	- -	5 5%	5 5%	4 4%	6 6%	8 5%	1 3%	1 17%

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l,m

Experian Data Breach 2017

S7. Which of the following best describes your company sector?

Base: All respondents

	Total	EXTERNAL SUPPORT FOR DATA BREACH		CALL CENTRE FACILITIES		STANDARD NOTIFICATION LETTER TEMPLATES		SPEED OF CUSTOMER NOTIFICATION OF DATA BREACH			ACCEPTABLE SPEED OF NOTIFICATION OF DATA BREACH TO CUSTOMERS		
		Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	24 hours or less	72 hours or less	2 weeks or less	Acceptable	Unacceptable	Don't know
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	*k	*l
Total	200 100%	108 100%	92 100%	44 100%	156 100%	45 100%	155 100%	115 100%	163 100%	189 100%	173 100%	20 100%	7 100%
Agriculture, forestry & fishing	2 1%	1 1%	1 1%	- -	2 1%	- -	2 1%	2 2%	2 1%	2 1%	2 1%	- -	- -
Production	16 8%	9 8%	7 8%	6 14%	10 6%	5 11%	11 7%	7 6%	12 7%	16 8%	13 8%	3 15%	- -
Construction	22 11%	15 14%	7 8%	5 11%	17 11%	4 9%	18 12%	15 13%	17 10%	20 11%	19 11%	1 5%	2 29%
Motor trades	6 3%	2 2%	4 4%	1 2%	5 3%	1 2%	5 3%	2 2%	4 2%	6 3%	6 3%	- -	- -
Wholesale	9 5%	7 6%	2 2%	2 5%	7 4%	3 7%	6 4%	6 5%	8 5%	9 5%	8 5%	1 5%	- -
Retail	10 5%	6 6%	4 4%	5 11% d	5 3%	4 9%	6 4%	5 4%	10 6%	10 5%	8 5%	2 10%	- -
Transport & storage (inc. postal)	9 5%	5 5%	4 4%	3 7%	6 4%	1 2%	8 5%	5 4%	8 5%	9 5%	8 5%	- -	1 14%
Accommodation & food services	6 3%	4 4%	2 2%	2 5%	4 3%	2 4%	4 3%	5 4%	6 4%	6 3%	5 3%	1 5%	- -
Information & communication	30 15%	19 18%	11 12%	6 14%	24 15%	4 9%	26 17%	20 17%	28 17%	29 15%	28 16%	1 5%	1 14%
Finance & insurance	17 9%	11 10%	6 7%	3 7%	14 9%	2 4%	15 10%	12 10%	16 10%	17 9%	16 9%	1 5%	- -
Property	7 4%	3 3%	4 4%	1 2%	6 4%	3 7%	4 3%	4 3%	6 4%	6 3%	7 4%	- -	- -
Professional, scientific & technical	26 13%	10 9%	16 17%	4 9%	22 14%	9 20%	17 11%	13 11%	18 11%	24 13%	20 12%	6 30%	- -

Columns Tested: a,b - c,d - e,f - g,h,i - j,k,l

Experian Data Breach 2017

S7. Which of the following best describes your company sector?

Base: All respondents

	Total	EXTERNAL SUPPORT FOR DATA BREACH		CALL CENTRE FACILITIES		STANDARD NOTIFICATION LETTER TEMPLATES		SPEED OF CUSTOMER NOTIFICATION OF DATA BREACH			ACCEPTABLE SPEED OF NOTIFICATION OF DATA BREACH TO CUSTOMERS		
		Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	24 hours or less	72 hours or less	2 weeks or less	Acceptable	Unacceptable	Don't know
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	*k	*l
Total	200 100%	108 100%	92 100%	44 100%	156 100%	45 100%	155 100%	115 100%	163 100%	189 100%	173 100%	20 100%	7 100%
Business administration and support services	12 6%	5 5%	7 8%	1 2%	11 7%	4 9%	8 5%	7 6%	10 6%	12 6%	11 6%	1 5%	- -
Public administration and defence	5 3%	3 3%	2 2%	2 5%	3 2%	1 2%	4 3%	2 2%	4 2%	4 2%	5 3%	- -	- -
Education	10 5%	4 4%	6 7%	1 2%	9 6%	1 2%	9 6%	4 3%	7 4%	8 4%	6 3%	3 15%	1 14%
Health	3 2%	1 1%	2 2%	1 2%	2 1%	- -	3 2%	2 2%	2 1%	3 2%	3 2%	- -	- -
Arts, entertainment, recreation and other services	10 5%	3 3%	7 8%	1 2%	9 6%	1 2%	9 6%	4 3%	5 3%	8 4%	8 5%	- -	2 29%

Columns Tested: a,b - c,d - e,f - g,h,i - j,k,l

Experian Data Breach 2017

S7. Which of the following best describes your company sector?

Base: All respondents

		RESPONSIBILITY FOR DATA			CONSIDERED PURCHASING DB ASSISTANCE SERVICE / CURRENTLY OWN		BUSINESS SECTOR					
	Total	Customer	Equal	Organisation	Yes currently have / considered	No don't own / don't know	Manufacturing, Wholesale and Production	Retail and Sales	Recreation and Other Services	Business and Professional Services	Public Services inc. Education and Health	Information and Communication
Significance Level: 95%		a	b	c	d	e	f	*g	*h	i	*j	k
Total	200 100%	33 100%	56 100%	103 100%	117 100%	83 100%	64 100%	10 100%	16 100%	62 100%	18 100%	30 100%
Agriculture, forestry & fishing	2 1%	1 3%	- -	1 1%	1 1%	1 1%	2 3%	- -	- -	- -	- -	- -
Production	16 8%	5 15%	2 4%	9 9%	10 9%	6 7%	16 25% ik	- -	- -	- -	- -	- -
Construction	22 11%	5 15%	8 14%	8 8%	17 15%	5 6%	22 34% ik	- -	- -	- -	- -	- -
Motor trades	6 3%	- -	1 2%	4 4%	3 3%	3 4%	6 9% i	- -	- -	- -	- -	- -
Wholesale	9 5%	1 3%	3 5%	5 5%	8 7%	1 1%	9 14% ik	- -	- -	- -	- -	- -
Retail	10 5%	1 3%	- -	9 9% b	5 4%	5 6%	- -	10 100%	- -	- -	- -	- -
Transport & storage (inc. postal)	9 5%	2 6%	2 4%	4 4%	5 4%	4 5%	9 14% ik	- -	- -	- -	- -	- -
Accommodation & food services	6 3%	2 6%	1 2%	3 3%	3 3%	3 4%	- -	- -	6 38%	- -	- -	- -
Information & communication	30 15%	7 21%	9 16%	14 14%	22 19%	8 10%	- -	- -	- -	- -	- -	30 100%
fi												

Columns Tested: a,b,c - d,e - f,g,h,i,j,k

Experian Data Breach 2017

S7. Which of the following best describes your company sector?

Base: All respondents

	Total	RESPONSIBILITY FOR DATA			CONSIDERED PURCHASING DB ASSISTANCE SERVICE / CURRENTLY OWN		BUSINESS SECTOR					
		Customer	Equal	Organisation	Yes currently have / considered	No don't own / don't know	Manufacturing, Wholesale and Production	Retail and Sales	Recreation and Other Services	Business and Professional Services	Public Services inc. Education and Health	Information and Communication
Significance Level: 95%		a	b	c	d	e	f	*g	*h	i	*j	k
Total	200 100%	33 100%	56 100%	103 100%	117 100%	83 100%	64 100%	10 100%	16 100%	62 100%	18 100%	30 100%
Finance & insurance	17 9%	3 9%	5 9%	9 9%	12 10%	5 6%	- -	- -	- -	17 27% fk	- -	- -
Property	7 4%	- -	2 4%	4 4%	2 2%	5 6%	- -	- -	- -	7 11% f	- -	- -
Professional, scientific & technical	26 13%	3 9%	9 16%	14 14%	14 12%	12 14%	- -	- -	- -	26 42% fk	- -	- -
Business administration and support services	12 6%	1 3%	5 9%	6 6%	6 5%	6 7%	- -	- -	- -	12 19% fk	- -	- -
Public administration and defence	5 3%	- -	1 2%	3 3%	3 3%	2 2%	- -	- -	- -	- -	5 28%	- -
Education	10 5%	1 3%	2 4%	6 6%	3 3%	7 8%	- -	- -	- -	- -	10 56%	- -
Health	3 2%	1 3%	1 2%	1 1%	1 1%	2 2%	- -	- -	- -	- -	3 17%	- -
Arts, entertainment, recreation and other services	10 5%	- -	5 9%	3 3%	2 2%	8 10% d	- -	- -	10 63%	- -	- -	- -

Columns Tested: a,b,c - d,e - f,g,h,i,j,k

Experian Data Breach 2017

Q1 Does your organisation have a data breach response plan in place?

Base: All respondents

	Total	BUSINESS SIZE					JOB ROLE		RESPONSIBILITY FOR PII RECORDS				DATA BREACH RESPONSE PLAN	
		Small business	Medium-small business	Medium-large business	Large business	NET: SMEs	IT Manager	Any other role	Up to 1000	1000 – 9999	10000 – 49999	50000+	Yes	No/Don't know
Significance Level: 95%		a	b	c	d	e	f	g	h	i	*j	*k	l	m
Total	200 100%	50 100%	50 100%	50 100%	50 100%	150 100%	57 100%	143 100%	102 100%	54 100%	20 100%	18 100%	155 100%	45 100%
Yes	155 78%	30 60%	41 82%	41 82%	43 86%	112 75%	46 81%	109 76%	76 75%	45 83%	16 80%	15 83%	155 100%	- -
No	31 16%	15 30%	6 12%	7 14%	3 6%	28 19%	7 12%	24 17%	20 20%	6 11%	3 15%	1 6%	- -	31 69%
Don't know	14 7%	5 10%	3 6%	2 4%	4 8%	10 7%	4 7%	10 7%	6 6%	3 6%	1 5%	2 11%	- -	14 31%

Columns Tested: a,b,c,d,e - f,g - h,i,j,k - l,m

Experian Data Breach 2017

Q1 Does your organisation have a data breach response plan in place?

Base: All respondents

	DATA BREACH RESPONSE TEAM			DATA BREACH IN PAST 2 YEARS		CUSTOMERS NOTIFIED OF DATA BREACH		SUB-BRANDS/SUBSIDIARIES		OVERSEAS CUSTOMER/EMPLOYEE DATA		CONFIDENCE TO KNOW WHAT TO DO FOLLOWING DATA BREACH		
	Total	Yes	No/Don't know	Yes – any size	Yes – more than 1000	Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	Confident	Not confident	Don't know
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Total	200 100%	108 100%	92 100%	185 100%	36 100%	27 100%	14 100%	95 100%	105 100%	93 100%	107 100%	163 100%	31 100%	6 100%
Yes	155 78%	106 98%	49 53%	146 79%	32 89%	25 93%	11 79%	83 87%	72 69%	80 86%	75 70%	140 86%	13 42%	2 33%
		b						h		j		l		
No	31 16%	2 2%	29 32%	28 15%	2 6%	- -	3 21%	9 9%	22 21%	9 10%	22 21%	14 9%	14 45%	3 50%
			a						g		i		k	
Don't know	14 7%	- -	14 15%	11 6%	2 6%	2 7%	- -	3 3%	11 10%	4 4%	10 9%	9 6%	4 13%	1 17%
			a						g					

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l,m

Experian Data Breach 2017

Q1 Does your organisation have a data breach response plan in place?

Base: All respondents

		EXTERNAL SUPPORT FOR DATA BREACH		CALL CENTRE FACILITIES		STANDARD NOTIFICATION LETTER TEMPLATES		SPEED OF CUSTOMER NOTIFICATION OF DATA BREACH			ACCEPTABLE SPEED OF NOTIFICATION OF DATA BREACH TO CUSTOMERS		
	Total	Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	24 hours or less	72 hours or less	2 weeks or less	Acceptable	Unacceptable	Don't know
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	*k	*l
Total	200 100%	108 100%	92 100%	44 100%	156 100%	45 100%	155 100%	115 100%	163 100%	189 100%	173 100%	20 100%	7 100%
Yes	155 78%	101 94% b	54 59%	40 91% d	115 74%	44 98% f	111 72%	101 88%	136 83%	150 79%	142 82%	10 50%	3 43%
No	31 16%	5 5%	26 28% a	3 7%	28 18%	- -	31 20% e	9 8%	19 12%	28 15%	20 12%	9 45%	2 29%
Don't know	14 7%	2 2%	12 13% a	1 2%	13 8%	1 2%	13 8%	5 4%	8 5%	11 6%	11 6%	1 5%	2 29%

Columns Tested: a,b - c,d - e,f - g,h,i - j,k,l

Experian Data Breach 2017

Q1 Does your organisation have a data breach response plan in place?

Base: All respondents

		RESPONSIBILITY FOR DATA			CONSIDERED PURCHASING DB ASSISTANCE SERVICE / CURRENTLY OWN		BUSINESS SECTOR					
	Total	Customer	Equal	Organisation	Yes currently have / considered	No don't own / don't know	Manufacturing, Wholesale and Production	Retail and Sales	Recreation and Other Services	Business and Professional Services	Public Services inc. Education and Health	Information and Communication
Significance Level: 95%		a	b	c	d	e	f	*g	*h	i	*j	k
Total	200 100%	33 100%	56 100%	103 100%	117 100%	83 100%	64 100%	10 100%	16 100%	62 100%	18 100%	30 100%
Yes	155 78%	29 88%	41 73%	80 78%	107 91% e	48 58%	53 83%	7 70%	9 56%	47 76%	15 83%	24 80%
No	31 16%	3 9%	10 18%	17 17%	7 6%	24 29% d	8 13%	3 30%	4 25%	11 18%	1 6%	4 13%
Don't know	14 7%	1 3%	5 9%	6 6%	3 3%	11 13% d	3 5%	- -	3 19%	4 6%	2 11%	2 7%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k

Experian Data Breach 2017

Q2. Which of the following does your data breach response plan cover?

Base: All who have a data breach response plan in place

		BUSINESS SIZE					JOB ROLE		RESPONSIBILITY FOR PII RECORDS				DATA BREACH RESPONSE PLAN	
	Total	Small business	Medium-small business	Medium-large business	Large business	NET: SMEs	IT Manager	Any other role	Up to 1000	1000 – 9999	10000 – 49999	50000+	Yes	No/Don't know
Significance Level: 95%		a	b	c	d	e	f	g	h	i	*j	*k	l	*m
Total	155 100%	30 100%	41 100%	41 100%	43 100%	112 100%	46 100%	109 100%	76 100%	45 100%	16 100%	15 100%	155 100%	-
Customer notification	103 66%	23 77%	24 59%	25 61%	31 72%	72 64%	34 74%	69 63%	47 62%	29 64%	11 69%	13 87%	103 66%	-
Legal	88 57%	16 53%	18 44%	29 71%	25 58%	63 56%	29 63%	59 54%	43 57%	22 49%	10 63%	11 73%	88 57%	-
Crisis and communications plans	81 52%	11 37%	16 39%	27 66%	27 63%	54 48%	24 52%	57 52%	35 46%	25 56%	10 63%	11 73%	81 52%	-
Insurance	75 48%	9 30%	21 51%	26 63%	19 44%	56 50%	24 52%	51 47%	38 50%	21 47%	6 38%	8 53%	75 48%	-
Remediation measures for customers, such as credit / identity monitoring	64 41%	13 43%	11 27%	21 51%	19 44%	45 40%	20 43%	44 40%	25 33%	21 47%	7 44%	11 73%	64 41%	-
Forensics	25 16%	6 20%	4 10%	9 22%	6 14%	19 17%	9 20%	16 15%	12 16%	7 16%	1 6%	5 33%	25 16%	-
Other	3 2%	- -	1 2%	1 2%	1 2%	2 2%	1 2%	2 2%	2 3%	- -	- -	1 7%	3 2%	-
None of the above	2 1%	- -	2 5%	- -	- -	2 2%	- -	2 2%	2 3%	- -	- -	- -	2 1%	-

Columns Tested: a,b,c,d,e - f,g - h,i,j,k - l,m

Experian Data Breach 2017

Q2. Which of the following does your data breach response plan cover?

Base: All who have a data breach response plan in place

		DATA BREACH RESPONSE TEAM		DATA BREACH IN PAST 2 YEARS		CUSTOMERS NOTIFIED OF DATA BREACH		SUB-BRANDS/SUBSIDIARIES		OVERSEAS CUSTOMER/EMPLOYEE DATA		CONFIDENCE TO KNOW WHAT TO DO FOLLOWING DATA BREACH		
		Yes	No/Don't know	Yes – any size	Yes – more than 1000	Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	Confident	Not confident	Don't know
Significance Level: 95%		a	b	c	d	*e	*f	g	h	i	j	k	l	*m
Total	155 100%	106 100%	49 100%	146 100%	32 100%	25 100%	11 100%	83 100%	72 100%	80 100%	75 100%	140 100%	13 100%	2 100%
Customer notification	103 66%	70 66%	33 67%	94 64%	17 53%	13 52%	6 55%	54 65%	49 68%	55 69%	48 64%	95 68%	7 54%	1 50%
Legal	88 57%	64 60%	24 49%	85 58%	17 53%	11 44%	7 64%	49 59%	39 54%	48 60%	40 53%	80 57%	8 62%	- -
Crisis and communications plans	81 52%	59 56%	22 45%	80 55%	18 56%	14 56%	6 55%	44 53%	37 51%	46 58%	35 47%	74 53%	6 46%	1 50%
Insurance	75 48%	56 53%	19 39%	74 51%	14 44%	10 40%	5 45%	37 45%	38 53%	40 50%	35 47%	69 49%	6 46%	- -
Remediation measures for customers, such as credit / identity monitoring	64 41%	43 41%	21 43%	61 42%	11 34%	8 32%	4 36%	32 39%	32 44%	33 41%	31 41%	60 43%	4 31%	- -
Forensics	25 16%	20 19%	5 10%	24 16%	8 25%	6 24%	3 27%	17 20%	8 11%	21 26%	4 5%	24 17%	1 8%	- -
Other	3 2%	2 2%	1 2%	3 2%	- -	- -	- -	1 1%	2 3%	3 4%	- -	3 2%	- -	- -
None of the above	2 1%	1 1%	1 2%	2 1%	- -	- -	- -	- -	2 3%	- -	2 3%	2 1%	- -	- -

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l,m

Experian Data Breach 2017

Q2. Which of the following does your data breach response plan cover?

Base: All who have a data breach response plan in place

	Total	EXTERNAL SUPPORT FOR DATA BREACH		CALL CENTRE FACILITIES		STANDARD NOTIFICATION LETTER TEMPLATES		SPEED OF CUSTOMER NOTIFICATION OF DATA BREACH			ACCEPTABLE SPEED OF NOTIFICATION OF DATA BREACH TO CUSTOMERS		
		Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	24 hours or less	72 hours or less	2 weeks or less	Acceptable	Unacceptable	Don't know
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	*k	*l
Total	155 100%	101 100%	54 100%	40 100%	115 100%	44 100%	111 100%	101 100%	136 100%	150 100%	142 100%	10 100%	3 100%
Customer notification	103 66%	67 66%	36 67%	30 75%	73 63%	32 73%	71 64%	65 64%	89 65%	101 67%	93 65%	8 80%	2 67%
Legal	88 57%	60 59%	28 52%	24 60%	64 56%	26 59%	62 56%	57 56%	77 57%	85 57%	81 57%	7 70%	- -
Crisis and communications plans	81 52%	56 55%	25 46%	27 68% d	54 47%	27 61%	54 49%	54 53%	73 54%	79 53%	73 51%	6 60%	2 67%
Insurance	75 48%	54 53%	21 39%	17 43%	58 50%	20 45%	55 50%	52 51%	66 49%	75 50%	70 49%	5 50%	- -
Remediation measures for customers, such as credit / identity monitoring	64 41%	47 47%	17 31%	23 58% d	41 36%	23 52%	41 37%	40 40%	60 44%	63 42%	58 41%	5 50%	1 33%
Forensics	25 16%	21 21% b	4 7%	8 20%	17 15%	8 18%	17 15%	22 22%	24 18%	25 17%	23 16%	2 20%	- -
Other	3 2%	2 2%	1 2%	2 5%	1 1%	1 2%	2 2%	2 2%	3 2%	3 2%	3 2%	- -	- -
None of the above	2 1%	1 1%	1 2%	- -	2 2%	- -	2 2%	- -	1 1%	1 1%	2 1%	- -	- -

Columns Tested: a,b - c,d - e,f - g,h,i - j,k,l

Experian Data Breach 2017

Q2. Which of the following does your data breach response plan cover?

Base: All who have a data breach response plan in place

		RESPONSIBILITY FOR DATA			CONSIDERED PURCHASING DB ASSISTANCE SERVICE / CURRENTLY OWN		BUSINESS SECTOR					
	Total	Customer	Equal	Organisation	Yes currently have / considered	No don't own / don't know	Manufacturing, Wholesale and Production	Retail and Sales	Recreation and Other Services	Business and Professional Services	Public Services inc. Education and Health	Information and Communication
Significance Level: 95%		*a	b	c	d	e	f	*g	*h	i	*j	*k
Total	155 100%	29 100%	41 100%	80 100%	107 100%	48 100%	53 100%	7 100%	9 100%	47 100%	15 100%	24 100%
Customer notification	103 66%	18 62%	30 73%	53 66%	69 64%	34 71%	34 64%	5 71%	6 67%	28 60%	11 73%	19 79%
Legal	88 57%	14 48%	25 61%	49 61%	61 57%	27 56%	23 43%	5 71%	4 44%	31 66% f	10 67%	15 63%
Crisis and communications plans	81 52%	14 48%	18 44%	48 60%	60 56%	21 44%	21 40%	5 71%	6 67%	24 51%	10 67%	15 63%
Insurance	75 48%	8 28%	26 63%	40 50%	56 52%	19 40%	23 43%	2 29%	4 44%	25 53%	8 53%	13 54%
Remediation measures for customers, such as credit / identity monitoring	64 41%	12 41%	14 34%	38 48%	46 43%	18 38%	19 36%	5 71%	4 44%	20 43%	7 47%	9 38%
Forensics	25 16%	7 24%	4 10%	14 18%	19 18%	6 13%	5 9%	1 14%	2 22%	6 13%	3 20%	8 33%
Other	3 2%	- -	- -	3 4%	1 1%	2 4%	2 4%	- -	- -	1 2%	- -	- -
None of the above	2 1%	- -	1 2%	- -	1 1%	1 2%	- -	- -	1 11%	- -	1 7%	- -

Columns Tested: a,b,c - d,e - f,g,h,i,j,k

Experian Data Breach 2017

Q3. How often does your organisation review, practice or update the data breach plan? If this varies at your organisation, please select the answer that you believe is most accurate.

Base: All who have a data breach response plan in place

	Total	BUSINESS SIZE					JOB ROLE		RESPONSIBILITY FOR PII RECORDS				DATA BREACH RESPONSE PLAN	
		Small business	Medium-small business	Medium-large business	Large business	NET: SMEs	IT Manager	Any other role	Up to 1000	1000 – 9999	10000 – 49999	50000+	Yes	No/Don't know
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	*k	l	*m
Total	155 100%	30 100%	41 100%	41 100%	43 100%	112 100%	46 100%	109 100%	76 100%	45 100%	16 100%	15 100%	155 100%	- -
Once per month	38 25%	9 30%	6 15%	8 20%	15 35%	23 21%	17 37%	21 19%	20 26%	8 18%	3 19%	7 47%	38 25%	- -
Once per quarter	61 39%	6 20%	23 56%	20 49%	12 28%	49 44%	18 39%	43 39%	32 42%	22 49%	5 31%	2 13%	61 39%	- -
Twice per year	24 15%	8 27%	6 15%	4 10%	6 14%	18 16%	5 11%	19 17%	12 16%	5 11%	4 25%	1 7%	24 15%	- -
Once per year	17 11%	5 17%	4 10%	7 17%	1 2%	16 14%	5 11%	12 11%	10 13%	5 11%	1 6%	1 7%	17 11%	- -
No set time period for reviewing and updating the plan	9 6%	1 3%	2 5%	1 2%	5 12%	4 4%	- -	9 8%	2 3%	2 4%	2 13%	3 20%	9 6%	- -
We have not reviewed or updated since the plan was put in place	3 2%	1 3%	- -	1 2%	1 2%	2 2%	1 2%	2 2%	- -	2 4%	- -	1 7%	3 2%	- -
Don't know	3 2%	- -	- -	- -	3 7%	- -	- -	3 3%	- -	1 2%	1 6%	- -	3 2%	- -
NETS														
Net: At least once per quarter	99 64%	15 50%	29 71%	28 68%	27 63%	72 64%	35 76%	64 59%	52 68%	30 67%	8 50%	9 60%	99 64%	- -
Net: At least once per year	140 90%	28 93%	39 95%	39 95%	34 79%	106 95%	45 98%	95 87%	74 97%	40 89%	13 81%	11 73%	140 90%	- -

Columns Tested: a,b,c,d,e - f,g - h,i,j,k - l,m

Experian Data Breach 2017

Q3. How often does your organisation review, practice or update the data breach plan? If this varies at your organisation, please select the answer that you believe is most accurate.

Base: All who have a data breach response plan in place

Significance Level: 95%		BUSINESS SIZE					JOB ROLE		RESPONSIBILITY FOR PII RECORDS				DATA BREACH RESPONSE PLAN	
	Total	Small business	Medium-small business	Medium-large business	Large business	NET: SMEs	IT Manager	Any other role	Up to 1000	1000 – 9999	10000 – 49999	50000+	Yes	No/Don't know
		a	b	c	d	e	f	g	h	i	*j	*k	l	*m
Total	155 100%	30 100%	41 100%	41 100%	43 100%	112 100%	46 100%	109 100%	76 100%	45 100%	16 100%	15 100%	155 100%	- -
Net: No set time period/have not renewed	12 8%	2 7%	2 5%	2 5%	6 14%	6 5%	1 2%	11 10%	2 3%	4 9%	2 13%	4 27%	12 8%	- -

Columns Tested: a,b,c,d,e - f,g - h,i,j,k - l,m

Experian Data Breach 2017

Q3. How often does your organisation review, practice or update the data breach plan? If this varies at your organisation, please select the answer that you believe is most accurate.

Base: All who have a data breach response plan in place

		DATA BREACH RESPONSE TEAM		DATA BREACH IN PAST 2 YEARS		CUSTOMERS NOTIFIED OF DATA BREACH		SUB-BRANDS/SUBSIDIARIES		OVERSEAS CUSTOMER/ EMPLOYEE DATA		CONFIDENCE TO KNOW WHAT TO DO FOLLOWING DATA BREACH			
		Total	Yes	No/Don't know	Yes – any size	Yes – more than 1000	Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	Confident	Not confident	Don't know
Significance Level: 95%			a	b	c	d	*e	*f	g	h	i	j	k	*l	*m
Total	155 100%	106 100%	49 100%	146 100%	32 100%	25 100%	11 100%	83 100%	72 100%	80 100%	75 100%	140 100%	13 100%	2 100%	
Once per month	38 25%	34 32%	4 8%	33 23%	13 41%	8 32%	5 45%	24 29%	14 19%	21 26%	17 23%	35 25%	3 23%	- -	
			b		c										
Once per quarter	61 39%	44 42%	17 35%	60 41%	11 34%	14 56%	- -	36 43%	25 35%	35 44%	26 35%	57 41%	4 31%	- -	
Twice per year	24 15%	14 13%	10 20%	23 16%	5 16%	2 8%	3 27%	14 17%	10 14%	10 13%	14 19%	23 16%	1 8%	- -	
Once per year	17 11%	9 8%	8 16%	17 12%	3 9%	1 4%	2 18%	6 7%	11 15%	8 10%	9 12%	14 10%	3 23%	- -	
No set time period for reviewing and updating the plan	9 6%	3 3%	6 12%	8 5%	- -	- -	1 9%	2 2%	7 10%	5 6%	4 5%	7 5%	1 8%	1 50%	
			a												
We have not reviewed or updated since the plan was put in place	3 2%	- -	3 6%	3 2%	- -	- -	- -	1 1%	2 3%	- -	3 4%	2 1%	1 8%	- -	
			a												
Don't know	3 2%	2 2%	1 2%	2 1%	- -	- -	- -	- -	3 4%	1 1%	2 3%	2 1%	- -	1 50%	
NETS															
Net: At least once per quarter	99 64%	78 74%	21 43%	93 64%	24 75%	22 88%	5 45%	60 72%	39 54%	56 70%	43 57%	92 66%	7 54%	- -	
			b					h							
Net: At least once per year	140 90%	101 95%	39 80%	133 91%	32 100%	25 100%	10 91%	80 96%	60 83%	74 93%	66 88%	129 92%	11 85%	- -	
			b					h							
Net: No set time period/have not renewed	12 8%	3 3%	9 18%	11 8%	- -	- -	1 9%	3 4%	9 13%	5 6%	7 9%	9 6%	2 15%	1 50%	
			a					g							

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l,m

Experian Data Breach 2017

Q3. How often does your organisation review, practice or update the data breach plan? If this varies at your organisation, please select the answer that you believe is most accurate.

Base: All who have a data breach response plan in place

	Total	EXTERNAL SUPPORT FOR DATA BREACH		CALL CENTRE FACILITIES		STANDARD NOTIFICATION LETTER TEMPLATES		SPEED OF CUSTOMER NOTIFICATION OF DATA BREACH			ACCEPTABLE SPEED OF NOTIFICATION OF DATA BREACH TO CUSTOMERS		
		Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	24 hours or less	72 hours or less	2 weeks or less	Acceptable	Unacceptable	Don't know
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	*k	*l
Total	155 100%	101 100%	54 100%	40 100%	115 100%	44 100%	111 100%	101 100%	136 100%	150 100%	142 100%	10 100%	3 100%
Once per month	38 25%	29 29%	9 17%	9 23%	29 25%	9 20%	29 26%	27 27%	34 25%	37 25%	34 24%	4 40%	- -
Once per quarter	61 39%	42 42%	19 35%	20 50%	41 36%	18 41%	43 39%	43 43%	56 41%	58 39%	59 42%	2 20%	- -
Twice per year	24 15%	17 17%	7 13%	6 15%	18 16%	9 20%	15 14%	17 17%	22 16%	24 16%	22 15%	1 10%	1 33%
Once per year	17 11%	10 10%	7 13%	3 8%	14 12%	5 11%	12 11%	10 10%	15 11%	17 11%	16 11%	1 10%	- -
No set time period for reviewing and updating the plan	9 6%	3 3%	6 11% a	2 5%	7 6%	1 2%	8 7%	3 3%	5 4%	9 6%	7 5%	1 10%	1 33%
We have not reviewed or updated since the plan was put in place	3 2%	- -	3 6% a	- -	3 3%	1 2%	2 2%	1 1%	2 1%	3 2%	2 1%	1 10%	- -
Don't know	3 2%	- -	3 6% a	- -	3 3%	1 2%	2 2%	- -	2 1%	2 1%	2 1%	- -	1 33%
NETS													
Net: At least once per quarter	99 64%	71 70% b	28 52%	29 73%	70 61%	27 61%	72 65%	70 69%	90 66%	95 63%	93 65%	6 60%	- -
Net: At least once per year	140 90%	98 97% b	42 78%	38 95%	102 89%	41 93%	99 89%	97 96%	127 93%	136 91%	131 92%	8 80%	1 33%
Net: No set time period/have not renewed	12 8%	3 3%	9 17% a	2 5%	10 9%	2 5%	10 9%	4 4%	7 5%	12 8%	9 6%	2 20%	1 33%

Columns Tested: a,b - c,d - e,f - g,h,i - j,k,l

Experian Data Breach 2017

Q3. How often does your organisation review, practice or update the data breach plan? If this varies at your organisation, please select the answer that you believe is most accurate.

Base: All who have a data breach response plan in place

		RESPONSIBILITY FOR DATA			CONSIDERED PURCHASING DB ASSISTANCE SERVICE / CURRENTLY OWN		BUSINESS SECTOR					
	Total	Customer	Equal	Organisation	Yes currently have / considered	No don't own / don't know	Manufacturing, Wholesale and Production	Retail and Sales	Recreation and Other Services	Business and Professional Services	Public Services inc. Education and Health	Information and Communication
Significance Level: 95%		*a	b	c	d	e	f	*g	*h	i	*j	*k
Total	155	29	41	80	107	48	53	7	9	47	15	24
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Once per month	38	11	10	16	32	6	18	2	2	6	2	8
	25%	38%	24%	20%	30% e	13%	34% i	29%	22%	13%	13%	33%
Once per quarter	61	10	16	33	49	12	18	3	3	19	5	13
	39%	34%	39%	41%	46% e	25%	34%	43%	33%	40%	33%	54%
Twice per year	24	3	5	16	15	9	7	2	2	9	3	1
	15%	10%	12%	20%	14%	19%	13%	29%	22%	19%	20%	4%
Once per year	17	5	6	6	10	7	6	-	1	5	3	2
	11%	17%	15%	8%	9%	15%	11%	-	11%	11%	20%	8%
No set time period for reviewing and updating the plan	9	-	2	6	1	8	2	-	1	4	2	-
	6%	-	5%	8%	1% d	17%	4%	-	11%	9%	13%	-
We have not reviewed or updated since the plan was put in place	3	-	1	2	-	3	1	-	-	2	-	-
	2%	-	2%	3%	- d	6%	2%	-	-	4%	-	-
Don't know	3	-	1	1	-	3	1	-	-	2	-	-
	2%	-	2%	1%	- d	6%	2%	-	-	4%	-	-
NETS												
Net: At least once per quarter	99	21	26	49	81	18	36	5	5	25	7	21
	64%	72%	63%	61%	76% e	38%	68%	71%	56%	53%	47%	88%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k

Experian Data Breach 2017

Q3. How often does your organisation review, practice or update the data breach plan? If this varies at your organisation, please select the answer that you believe is most accurate.

Base: All who have a data breach response plan in place

		RESPONSIBILITY FOR DATA			CONSIDERED PURCHASING DB ASSISTANCE SERVICE / CURRENTLY OWN		BUSINESS SECTOR					
	Total	Customer	Equal	Organisation	Yes currently have / considered	No don't own / don't know	Manufacturing, Wholesale and Production	Retail and Sales	Recreation and Other Services	Business and Professional Services	Public Services inc. Education and Health	Information and Communication
Significance Level: 95%		*a	b	c	d	e	f	*g	*h	i	*j	*k
Total	155	29	41	80	107	48	53	7	9	47	15	24
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: At least once per year	140	29	37	71	106	34	49	7	8	39	13	24
	90%	100%	90%	89%	99%	71%	92%	100%	89%	83%	87%	100%
					e							
Net: No set time period/have not renewed	12	-	3	8	1	11	3	-	1	6	2	-
	8%	-	7%	10%	1%	23%	6%	-	11%	13%	13%	-
					d							

Columns Tested: a,b,c - d,e - f,g,h,i,j,k

Experian Data Breach 2017

Q4. Which of the following, if any, are reasons why your organisation does not have a data breach response plan in place?

Base: All who don't have a data breach response plan in place

	Total	BUSINESS SIZE					JOB ROLE		RESPONSIBILITY FOR PII RECORDS				DATA BREACH RESPONSE PLAN	
		Small business	Medium-small business	Medium-large business	Large business	NET: SMEs	IT Manager	Any other role	Up to 1000	1000 – 9999	10000 – 49999	50000+	Yes	No/Don't know
Significance Level: 95%		*a	*b	*c	*d	*e	*f	*g	*h	*i	*j	*k	*l	m
Total	31 100%	15 100%	6 100%	7 100%	3 100%	28 100%	7 100%	24 100%	20 100%	6 100%	3 100%	1 100%	- -	31 100%
Not seen as a priority to have a data breach response plan in place	19 61%	8 53%	5 83%	5 71%	1 33%	18 64%	5 71%	14 58%	13 65%	2 33%	2 67%	1 100%	- -	19 61%
Lack of senior support	6 19%	1 7%	2 33%	1 14%	2 67%	4 14%	3 43%	3 13%	3 15%	2 33%	1 33%	- -	- -	6 19%
Data breach response is outsourced to consultants	5 16%	2 13%	1 17%	2 29%	- -	5 18%	2 29%	3 13%	4 20%	1 17%	- -	- -	- -	5 16%
No resources or budget available	4 13%	2 13%	1 17%	1 14%	- -	4 14%	1 14%	3 13%	4 20%	- -	- -	- -	- -	4 13%
I don't think my organisation is at risk	3 10%	2 13%	1 17%	- -	- -	3 11%	1 14%	2 8%	2 10%	1 17%	- -	- -	- -	3 10%
Other	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Columns Tested: a,b,c,d,e - f,g - h,i,j,k - l,m

Experian Data Breach 2017

Q4. Which of the following, if any, are reasons why your organisation does not have a data breach response plan in place?

Base: All who don't have a data breach response plan in place

	Total	DATA BREACH RESPONSE TEAM		DATA BREACH IN PAST 2 YEARS		CUSTOMERS NOTIFIED OF DATA BREACH		SUB-BRANDS/SUBSIDIARIES		OVERSEAS CUSTOMER/EMPLOYEE DATA		CONFIDENCE TO KNOW WHAT TO DO FOLLOWING DATA BREACH		
		Yes	No/Don't know	Yes – any size	Yes – more than 1000	Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	Confident	Not confident	Don't know
Significance Level: 95%		*a	*b	*c	*d	*e	*f	*g	*h	*i	*j	*k	*l	*m
Total	31 100%	2 100%	29 100%	28 100%	2 100%	- -	3 100%	9 100%	22 100%	9 100%	22 100%	14 100%	14 100%	3 100%
Not seen as a priority to have a data breach response plan in place	19 61%	2 100%	17 59%	17 61%	1 50%	- -	1 33%	5 56%	14 64%	5 56%	14 64%	8 57%	8 57%	3 100%
Lack of senior support	6 19%	- -	6 21%	5 18%	1 50%	- -	1 33%	3 33%	3 14%	2 22%	4 18%	2 14%	4 29%	- -
Data breach response is outsourced to consultants	5 16%	1 50%	4 14%	5 18%	- -	- -	- -	1 11%	4 18%	- -	5 23%	3 21%	2 14%	- -
No resources or budget available	4 13%	- -	4 14%	4 14%	- -	- -	1 33%	1 11%	3 14%	1 11%	3 14%	2 14%	2 14%	- -
I don't think my organisation is at risk	3 10%	- -	3 10%	3 11%	- -	- -	- -	1 11%	2 9%	1 11%	2 9%	3 21%	- -	- -
Other	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l,m

Experian Data Breach 2017

Q4. Which of the following, if any, are reasons why your organisation does not have a data breach response plan in place?

Base: All who don't have a data breach response plan in place

	Total	EXTERNAL SUPPORT FOR DATA BREACH		CALL CENTRE FACILITIES		STANDARD NOTIFICATION LETTER TEMPLATES		SPEED OF CUSTOMER NOTIFICATION OF DATA BREACH			ACCEPTABLE SPEED OF NOTIFICATION OF DATA BREACH TO CUSTOMERS		
		Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	24 hours or less	72 hours or less	2 weeks or less	Acceptable	Unacceptable	Don't know
Significance Level: 95%		*a	*b	*c	*d	*e	f	*g	*h	*i	*j	*k	*l
Total	31 100%	5 100%	26 100%	3 100%	28 100%	- -	31 100%	9 100%	19 100%	28 100%	20 100%	9 100%	2 100%
Not seen as a priority to have a data breach response plan in place	19 61%	2 40%	17 65%	3 100%	16 57%	- -	19 61%	7 78%	11 58%	17 61%	14 70%	3 33%	2 100%
Lack of senior support	6 19%	1 20%	5 19%	- -	6 21%	- -	6 19%	2 22%	5 26%	6 21%	4 20%	2 22%	- -
Data breach response is outsourced to consultants	5 16%	3 60%	2 8%	- -	5 18%	- -	5 16%	1 11%	3 16%	4 14%	3 15%	2 22%	- -
No resources or budget available	4 13%	- -	4 15%	- -	4 14%	- -	4 13%	1 11%	2 11%	4 14%	1 5%	3 33%	- -
I don't think my organisation is at risk	3 10%	- -	3 12%	- -	3 11%	- -	3 10%	1 11%	2 11%	3 11%	2 10%	1 11%	- -
Other	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Columns Tested: a,b - c,d - e,f - g,h,i - j,k,l

Experian Data Breach 2017

Q4. Which of the following, if any, are reasons why your organisation does not have a data breach response plan in place?

Base: All who don't have a data breach response plan in place

		RESPONSIBILITY FOR DATA			CONSIDERED PURCHASING DB ASSISTANCE SERVICE / CURRENTLY OWN		BUSINESS SECTOR					
	Total	Customer	Equal	Organisation	Yes currently have / considered	No don't own / don't know	Manufacturing, Wholesale and Production	Retail and Sales	Recreation and Other Services	Business and Professional Services	Public Services inc. Education and Health	Information and Communication
Significance Level: 95%		*a	*b	*c	*d	*e	*f	*g	*h	*i	*j	*k
Total	31 100%	3 100%	10 100%	17 100%	7 100%	24 100%	8 100%	3 100%	4 100%	11 100%	1 100%	4 100%
Not seen as a priority to have a data breach response plan in place	19 61%	1 33%	5 50%	12 71%	1 14%	18 75%	5 63%	2 67%	3 75%	5 45%	1 100%	3 75%
Lack of senior support	6 19%	1 33%	3 30%	2 12%	3 43%	3 13%	2 25%	1 33%	- -	2 18%	- -	1 25%
Data breach response is outsourced to consultants	5 16%	1 33%	3 30%	1 6%	2 29%	3 13%	2 25%	- -	- -	3 27%	- -	- -
No resources or budget available	4 13%	1 33%	1 10%	2 12%	2 29%	2 8%	2 25%	- -	- -	1 9%	- -	1 25%
I don't think my organisation is at risk	3 10%	- -	1 10%	2 12%	- -	3 13%	- -	- -	1 25%	- -	- -	2 50%
Other	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Columns Tested: a,b,c - d,e - f,g,h,i,j,k

Experian Data Breach 2017

Q5. When did your organisation last review your customer data for accuracy?

Base: All respondents

	Total	BUSINESS SIZE					JOB ROLE		RESPONSIBILITY FOR PII RECORDS				DATA BREACH RESPONSE PLAN	
		Small business	Medium-small business	Medium-large business	Large business	NET: SMEs	IT Manager	Any other role	Up to 1000	1000 – 9999	10000 – 49999	50000+	Yes	No/Don't know
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	*k	l	m
Total	200 100%	50 100%	50 100%	50 100%	50 100%	150 100%	57 100%	143 100%	102 100%	54 100%	20 100%	18 100%	155 100%	45 100%
Within the last week	15 8%	3 6%	4 8%	3 6%	5 10%	10 7%	8 14%	7 5%	8 8%	2 4%	4 20%	1 6%	14 9%	1 2%
Within the last month	70 35%	16 32%	20 40%	17 34%	17 34%	53 35%	21 37%	49 34%	39 38%	17 31%	5 25%	9 50%	64 41%	6 13%
Within the last 3 months	40 20%	9 18%	9 18%	15 30%	7 14%	33 22%	11 19%	29 20%	22 22%	17 31%	1 5%	- -	31 20%	9 20%
Within the last 6 months	24 12%	6 12%	7 14%	5 10%	6 12%	18 12%	6 11%	18 13%	12 12%	4 7%	4 20%	2 11%	22 14%	2 4%
Within the last year	23 12%	9 18%	7 14%	4 8%	3 6%	20 13%	4 7%	19 13%	11 11%	9 17%	1 5%	2 11%	15 10%	8 18%
More than a year ago	6 3%	1 2%	1 2%	1 2%	3 6%	3 2%	3 5%	3 2%	2 2%	3 6%	- -	1 6%	2 1%	4 9%
We have not reviewed customer data for accuracy	9 5%	2 4%	1 2%	4 8%	2 4%	7 5%	3 5%	6 4%	5 5%	1 2%	2 10%	1 6%	2 1%	7 16%
Don't know	13 7%	4 8%	1 2%	1 2%	7 14%	6 4%	1 2%	12 8%	3 3%	1 2%	3 15%	2 11%	5 3%	8 18%
NETS					bce									
Net: In the last month	85 43%	19 38%	24 48%	20 40%	22 44%	63 42%	29 51%	56 39%	47 46%	19 35%	9 45%	10 56%	78 50%	7 16%
Net: In the last 6 months	149 75%	34 68%	40 80%	40 80%	35 70%	114 76%	46 81%	103 72%	81 79%	40 74%	14 70%	12 67%	131 85%	18 40%

Columns Tested: a,b,c,d,e - f,g - h,i,j,k - l,m

Experian Data Breach 2017

Q5. When did your organisation last review your customer data for accuracy?

Base: All respondents

	Total	DATA BREACH RESPONSE TEAM		DATA BREACH IN PAST 2 YEARS		CUSTOMERS NOTIFIED OF DATA BREACH		SUB-BRANDS/SUBSIDIARIES		OVERSEAS CUSTOMER/EMPLOYEE DATA		CONFIDENCE TO KNOW WHAT TO DO FOLLOWING DATA BREACH		
		Yes	No/Don't know	Yes – any size	Yes – more than 1000	Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	Confident	Not confident	Don't know
Significance Level: 95%		a	b	c	d	*e	*f	g	h	i	j	k	l	*m
Total	200 100%	108 100%	92 100%	185 100%	36 100%	27 100%	14 100%	95 100%	105 100%	93 100%	107 100%	163 100%	31 100%	6 100%
Within the last week	15 8%	13 12%	2 2%	13 7%	5 14%	3 11%	2 14%	10 11%	5 5%	9 10%	6 6%	14 9%	1 3%	- -
Within the last month	70 35%	53 49%	17 18%	67 36%	16 44%	12 44%	7 50%	34 36%	36 34%	42 45%	28 26%	62 38%	8 26%	- -
Within the last 3 months	40 20%	20 19%	20 22%	39 21%	6 17%	5 19%	3 21%	22 23%	18 17%	18 19%	22 21%	35 21%	4 13%	1 17%
Within the last 6 months	24 12%	12 11%	12 13%	22 12%	6 17%	5 19%	1 7%	13 14%	11 10%	10 11%	14 13%	20 12%	4 13%	- -
Within the last year	23 12%	4 4%	19 21%	22 12%	2 6%	1 4%	1 7%	7 7%	16 15%	4 4%	19 18%	15 9%	7 23%	1 17%
More than a year ago	6 3%	2 2%	4 4%	5 3%	1 3%	1 4%	- -	2 2%	4 4%	3 3%	3 3%	4 2%	2 6%	- -
We have not reviewed customer data for accuracy	9 5%	1 1%	8 9%	9 5%	- -	- -	- -	4 4%	5 5%	2 2%	7 7%	5 3%	3 10%	1 17%
Don't know	13 7%	3 3%	10 11%	8 4%	- -	- -	- -	3 3%	10 10%	5 5%	8 7%	8 5%	2 6%	3 50%
NETS														
Net: In the last month	85 43%	66 61%	19 21%	80 43%	21 58%	15 56%	9 64%	44 46%	41 39%	51 55%	34 32%	76 47%	9 29%	- -
Net: In the last 6 months	149 75%	98 91%	51 55%	141 76%	33 92%	25 93%	13 93%	79 83%	70 67%	79 85%	70 65%	131 80%	17 55%	1 17%

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l,m

Experian Data Breach 2017

Q5. When did your organisation last review your customer data for accuracy?

Base: All respondents

	Total	EXTERNAL SUPPORT FOR DATA BREACH		CALL CENTRE FACILITIES		STANDARD NOTIFICATION LETTER TEMPLATES		SPEED OF CUSTOMER NOTIFICATION OF DATA BREACH			ACCEPTABLE SPEED OF NOTIFICATION OF DATA BREACH TO CUSTOMERS		
		Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	24 hours or less	72 hours or less	2 weeks or less	Acceptable	Unacceptable	Don't know
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	*k	*l
Total	200 100%	108 100%	92 100%	44 100%	156 100%	45 100%	155 100%	115 100%	163 100%	189 100%	173 100%	20 100%	7 100%
Within the last week	15 8%	7 6%	8 9%	3 7%	12 8%	3 7%	12 8%	10 9%	13 8%	15 8%	13 8%	1 5%	1 14%
Within the last month	70 35%	47 44%	23 25%	22 50%	48 31%	22 49%	48 31%	51 44%	65 40%	68 36%	66 38%	4 20%	- -
Within the last 3 months	40 20%	25 23%	15 16%	9 20%	31 20%	9 20%	31 20%	21 18%	33 20%	39 21%	36 21%	4 20%	- -
Within the last 6 months	24 12%	15 14%	9 10%	6 14%	18 12%	5 11%	19 12%	15 13%	20 12%	24 13%	21 12%	3 15%	- -
Within the last year	23 12%	9 8%	14 15%	3 7%	20 13%	5 11%	18 12%	7 6%	16 10%	21 11%	18 10%	4 20%	1 14%
More than a year ago	6 3%	2 2%	4 4%	- -	6 4%	- -	6 4%	2 2%	3 2%	6 3%	6 3%	- -	- -
We have not reviewed customer data for accuracy	9 5%	3 3%	6 7%	1 2%	8 5%	- -	9 6%	6 5%	7 4%	8 4%	7 4%	1 5%	1 14%
Don't know	13 7%	- -	13 14%	- -	13 8%	1 2%	12 8%	3 3%	6 4%	8 4%	6 3%	3 15%	4 57%
NETS													
Net: In the last month	85 43%	54 50%	31 34%	25 57%	60 38%	25 56%	60 39%	61 53%	78 48%	83 44%	79 46%	5 25%	1 14%
Net: In the last 6 months	149 75%	94 87%	55 60%	40 91%	109 70%	39 87%	110 71%	97 84%	131 80%	146 77%	136 79%	12 60%	1 14%

Columns Tested: a,b - c,d - e,f - g,h,i - j,k,l

Experian Data Breach 2017

Q5. When did your organisation last review your customer data for accuracy?

Base: All respondents

		RESPONSIBILITY FOR DATA			CONSIDERED PURCHASING DB ASSISTANCE SERVICE / CURRENTLY OWN		BUSINESS SECTOR					
	Total	Customer	Equal	Organisation	Yes currently have / considered	No don't own / don't know	Manufacturing, Wholesale and Production	Retail and Sales	Recreation and Other Services	Business and Professional Services	Public Services inc. Education and Health	Information and Communication
Significance Level: 95%		a	b	c	d	e	f	*g	*h	i	*j	k
Total	200 100%	33 100%	56 100%	103 100%	117 100%	83 100%	64 100%	10 100%	16 100%	62 100%	18 100%	30 100%
Within the last week	15 8%	5 15%	2 4%	7 7%	11 9%	4 5%	6 9%	- -	1 6%	3 5%	- -	5 17%
Within the last month	70 35%	14 42%	20 36%	36 35%	53 45% e	17 20%	24 38%	6 60%	5 31%	17 27%	4 22%	14 47%
Within the last 3 months	40 20%	6 18%	13 23%	21 20%	28 24%	12 14%	10 16%	1 10%	1 6%	16 26%	4 22%	8 27%
Within the last 6 months	24 12%	2 6%	4 7%	17 17%	16 14%	8 10%	8 13%	2 20%	- -	10 16%	3 17%	1 3%
Within the last year	23 12%	4 12%	8 14%	9 9%	5 4%	18 22% d	9 14% k	- -	4 25%	7 11%	3 17%	- -
More than a year ago	6 3%	1 3%	2 4%	3 3%	2 2%	4 5%	1 2%	- -	1 6%	4 6%	- -	- -
We have not reviewed customer data for accuracy	9 5%	1 3%	4 7%	4 4%	1 1%	8 10% d	3 5%	1 10%	1 6%	1 2%	1 6%	2 7%
Don't know	13 7%	- -	3 5%	6 6%	1 1%	12 14% d	3 5%	- -	3 19%	4 6%	3 17%	- -
NETS												
Net: In the last month	85 43%	19 58%	22 39%	43 42%	64 55% e	21 25%	30 47%	6 60%	6 38%	20 32%	4 22%	19 63% i
Net: In the last 6 months	149 75%	27 82%	39 70%	81 79%	108 92% e	41 49%	48 75%	9 90%	7 44%	46 74%	11 61%	28 93% fi

Columns Tested: a,b,c - d,e - f,g,h,i,j,k

Experian Data Breach 2017

Q6. Does your organisation have a data breach response team in place?

Base: All respondents

	Total	BUSINESS SIZE					JOB ROLE		RESPONSIBILITY FOR PII RECORDS				DATA BREACH RESPONSE PLAN	
		Small business	Medium-small business	Medium-large business	Large business	NET: SMEs	IT Manager	Any other role	Up to 1000	1000 – 9999	10000 – 49999	50000+	Yes	No/Don't know
Significance Level: 95%		a	b	c	d	e	f	g	h	i	*j	*k	l	m
Total	200	50	50	50	50	150	57	143	102	54	20	18	155	45
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	108	16	32	26	34	74	35	73	52	30	14	12	106	2
	54%	32%	64%	52%	68%	49%	61%	51%	51%	56%	70%	67%	68%	4%
		a	a	a	ae	a							m	
No	81	31	17	22	11	70	18	63	47	20	5	6	45	36
	41%	62%	34%	44%	22%	47%	32%	44%	46%	37%	25%	33%	29%	80%
		bd		d		d							l	
Don't know	11	3	1	2	5	6	4	7	3	4	1	-	4	7
	6%	6%	2%	4%	10%	4%	7%	5%	3%	7%	5%	-	3%	16%
													l	

Columns Tested: a,b,c,d,e - f,g - h,i,j,k - l,m

Experian Data Breach 2017

Q6. Does your organisation have a data breach response team in place?

Base: All respondents

	Total	DATA BREACH RESPONSE TEAM		DATA BREACH IN PAST 2 YEARS		CUSTOMERS NOTIFIED OF DATA BREACH		SUB-BRANDS/SUBSIDIARIES		OVERSEAS CUSTOMER/EMPLOYEE DATA		CONFIDENCE TO KNOW WHAT TO DO FOLLOWING DATA BREACH		
		Yes	No/Don't know	Yes – any size	Yes – more than 1000	Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	Confident	Not confident	Don't know
Significance Level: 95%		a	b	c	d	*e	*f	g	h	i	j	k	l	*m
Total	200	108	92	185	36	27	14	95	105	93	107	163	31	6
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	108	108	-	101	30	24	8	69	39	64	44	102	6	-
	54%	100%	-	55%	83%	89%	57%	73%	37%	69%	41%	63%	19%	-
		b			c			h		j		l		
No	81	-	81	76	4	1	6	23	58	26	55	53	24	4
	41%	-	88%	41%	11%	4%	43%	24%	55%	28%	51%	33%	77%	67%
			a	d				g		i		k		
Don't know	11	-	11	8	2	2	-	3	8	3	8	8	1	2
	6%	-	12%	4%	6%	7%	-	3%	8%	3%	7%	5%	3%	33%
			a											

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l,m

Experian Data Breach 2017

Q6. Does your organisation have a data breach response team in place?

Base: All respondents

		EXTERNAL SUPPORT FOR DATA BREACH		CALL CENTRE FACILITIES		STANDARD NOTIFICATION LETTER TEMPLATES		SPEED OF CUSTOMER NOTIFICATION OF DATA BREACH			ACCEPTABLE SPEED OF NOTIFICATION OF DATA BREACH TO CUSTOMERS		
	Total	Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	24 hours or less	72 hours or less	2 weeks or less	Acceptable	Unacceptable	Don't know
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	*k	*l
Total	200 100%	108 100%	92 100%	44 100%	156 100%	45 100%	155 100%	115 100%	163 100%	189 100%	173 100%	20 100%	7 100%
Yes	108 54%	84 78%	24 26%	33 75%	75 48%	34 76%	74 48%	77 67%	100 61%	105 56%	101 58%	6 30%	1 14%
No	81 41%	20 19%	61 66%	10 23%	71 46%	10 22%	71 46%	33 29%	57 35%	76 40%	64 37%	14 70%	3 43%
Don't know	11 6%	4 4%	7 8%	1 2%	10 6%	1 2%	10 6%	5 4%	6 4%	8 4%	8 5%	- -	3 43%

Columns Tested: a,b - c,d - e,f - g,h,i - j,k,l

Experian Data Breach 2017

Q6. Does your organisation have a data breach response team in place?

Base: All respondents

		RESPONSIBILITY FOR DATA			CONSIDERED PURCHASING DB ASSISTANCE SERVICE / CURRENTLY OWN		BUSINESS SECTOR					
	Total	Customer	Equal	Organisation	Yes currently have / considered	No don't own / don't know	Manufacturing, Wholesale and Production	Retail and Sales	Recreation and Other Services	Business and Professional Services	Public Services inc. Education and Health	Information and Communication
Significance Level: 95%		a	b	c	d	e	f	*g	*h	i	*j	k
Total	200 100%	33 100%	56 100%	103 100%	117 100%	83 100%	64 100%	10 100%	16 100%	62 100%	18 100%	30 100%
Yes	108 54%	23 70%	28 50%	56 54%	81 69% e	27 33%	37 58%	6 60%	6 38%	32 52%	8 44%	19 63%
No	81 41%	8 24%	23 41%	47 46% a	31 26%	50 60% d	22 34%	4 40%	8 50%	29 47%	9 50%	9 30%
Don't know	11 6%	2 6% c	5 9% c	- -	5 4%	6 7%	5 8%	- -	2 13%	1 2%	1 6%	2 7%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k

Experian Data Breach 2017

Q7. Who is accountable, or would be accountable, for the management of data breach response at your organisation?

Base: All respondents

	Total	BUSINESS SIZE					JOB ROLE		RESPONSIBILITY FOR PII RECORDS				DATA BREACH RESPONSE PLAN	
		Small business	Medium-small business	Medium-large business	Large business	NET: SMEs	IT Manager	Any other role	Up to 1000	1000 – 9999	10000 – 49999	50000+	Yes	No/Don't know
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	*k	l	m
Total	200 100%	50 100%	50 100%	50 100%	50 100%	150 100%	57 100%	143 100%	102 100%	54 100%	20 100%	18 100%	155 100%	45 100%
CEO / Board of Directors	87 44%	27 54%	20 40%	17 34%	23 46%	64 43%	18 32%	69 48%	40 39%	26 48%	9 45%	10 56%	64 41%	23 51%
IT	81 41%	11 22%	18 36%	27 54%	25 50%	56 37%	39 68%	42 29%	39 38%	25 46%	8 40%	7 39%	70 45%	11 24%
Risk management	49 25%	11 22%	6 12%	15 30%	17 34%	32 21%	17 30%	32 22%	21 21%	16 30%	6 30%	6 33%	46 30%	3 7%
Human Resources	39 20%	9 18%	11 22%	9 18%	10 20%	29 19%	13 23%	26 18%	21 21%	11 20%	4 20%	2 11%	33 21%	6 13%
Legal / Privacy function	38 19%	4 8%	10 20%	11 22%	13 26%	25 17%	11 19%	27 19%	21 21%	9 17%	6 30%	1 6%	37 24%	1 2%
Business continuity management / disaster recovery	33 17%	9 18%	5 10%	13 26%	6 12%	27 18%	9 16%	24 17%	16 16%	11 20%	3 15%	3 17%	31 20%	2 4%
Communication and Public Relations	20 10%	3 6%	4 8%	7 14%	6 12%	14 9%	4 7%	16 11%	11 11%	6 11%	1 5%	2 11%	19 12%	1 2%
Other	4 2%	2 4%	1 2%	- -	1 2%	3 2%	- -	4 3%	1 1%	1 2%	1 5%	1 6%	3 2%	1 2%
Don't know	6 3%	2 4%	- -	1 2%	3 6%	3 2%	- -	6 4%	2 2%	- -	2 10%	1 6%	3 2%	3 7%

Columns Tested: a,b,c,d,e - f,g - h,i,j,k - l,m

Experian Data Breach 2017

Q7. Who is accountable, or would be accountable, for the management of data breach response at your organisation?

Base: All respondents

	Total	DATA BREACH RESPONSE TEAM		DATA BREACH IN PAST 2 YEARS		CUSTOMERS NOTIFIED OF DATA BREACH		SUB-BRANDS/SUBSIDIARIES		OVERSEAS CUSTOMER/EMPLOYEE DATA		CONFIDENCE TO KNOW WHAT TO DO FOLLOWING DATA BREACH		
		Yes	No/Don't know	Yes – any size	Yes – more than 1000	Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	Confident	Not confident	Don't know
Significance Level: 95%		a	b	c	d	*e	*f	g	h	i	j	k	l	*m
Total	200 100%	108 100%	92 100%	185 100%	36 100%	27 100%	14 100%	95 100%	105 100%	93 100%	107 100%	163 100%	31 100%	6 100%
CEO / Board of Directors	87 44%	47 44%	40 43%	85 46%	15 42%	12 44%	4 29%	37 39%	50 48%	44 47%	43 40%	71 44%	15 48%	1 17%
IT	81 41%	54 50%	27 29%	76 41%	15 42%	11 41%	8 57%	45 47%	36 34%	44 47%	37 35%	73 45%	6 19%	2 33%
Risk management	49 25%	35 32%	14 15%	45 24%	18 50%	13 48%	6 43%	31 33%	18 17%	31 33%	18 17%	46 28%	2 6%	1 17%
Human Resources	39 20%	28 26%	11 12%	38 21%	15 42%	12 44%	4 29%	24 25%	15 14%	22 24%	17 16%	33 20%	6 19%	- -
Legal / Privacy function	38 19%	31 29%	7 8%	36 19%	13 36%	9 33%	5 36%	26 27%	12 11%	24 26%	14 13%	33 20%	3 10%	2 33%
Business continuity management / disaster recovery	33 17%	24 22%	9 10%	30 16%	9 25%	8 30%	2 14%	19 20%	14 13%	20 22%	13 12%	32 20%	1 3%	- -
Communication and Public Relations	20 10%	10 9%	10 11%	20 11%	4 11%	4 15%	2 14%	16 17%	4 4%	12 13%	8 7%	17 10%	3 10%	- -
Other	4 2%	2 2%	2 2%	4 2%	- -	- -	- -	- -	4 4%	- -	4 4%	2 1%	2 6%	- -
Don't know	6 3%	- -	6 7%	3 2%	- -	- -	- -	2 2%	4 4%	- -	6 6%	5 3%	- -	1 17%

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l,m

Experian Data Breach 2017

Q7. Who is accountable, or would be accountable, for the management of data breach response at your organisation?

Base: All respondents

	Total	EXTERNAL SUPPORT FOR DATA BREACH		CALL CENTRE FACILITIES		STANDARD NOTIFICATION LETTER TEMPLATES		SPEED OF CUSTOMER NOTIFICATION OF DATA BREACH			ACCEPTABLE SPEED OF NOTIFICATION OF DATA BREACH TO CUSTOMERS		
		Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	24 hours or less	72 hours or less	2 weeks or less	Acceptable	Unacceptable	Don't know
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	*k	*l
Total	200 100%	108 100%	92 100%	44 100%	156 100%	45 100%	155 100%	115 100%	163 100%	189 100%	173 100%	20 100%	7 100%
CEO / Board of Directors	87 44%	46 43%	41 45%	28 64%	59 38%	26 58%	61 39%	43 37%	65 40%	79 42%	78 45%	7 35%	2 29%
IT	81 41%	54 50%	27 29%	15 34%	66 42%	17 38%	64 41%	54 47%	69 42%	78 41%	74 43%	5 25%	2 29%
Risk management	49 25%	38 35%	11 12%	15 34%	34 22%	16 36%	33 21%	32 28%	46 28%	48 25%	41 24%	7 35%	1 14%
Human Resources	39 20%	30 28%	9 10%	7 16%	32 21%	12 27%	27 17%	27 23%	35 21%	39 21%	35 20%	4 20%	- -
Legal / Privacy function	38 19%	28 26%	10 11%	9 20%	29 19%	11 24%	27 17%	31 27%	35 21%	37 20%	35 20%	2 10%	1 14%
Business continuity management / disaster recovery	33 17%	26 24%	7 8%	11 25%	22 14%	9 20%	24 15%	22 19%	29 18%	32 17%	31 18%	2 10%	- -
Communication and Public Relations	20 10%	16 15%	4 4%	7 16%	13 8%	5 11%	15 10%	13 11%	19 12%	20 11%	17 10%	3 15%	- -
Other	4 2%	2 2%	2 2%	1 2%	3 2%	1 2%	3 2%	2 2%	3 2%	4 2%	1 1%	2 10%	1 14%
Don't know	6 3%	1 1%	5 5%	- -	6 4%	- -	6 4%	3 3%	4 2%	5 3%	3 2%	2 10%	1 14%

Columns Tested: a,b - c,d - e,f - g,h,i - j,k,l

Experian Data Breach 2017

Q7. Who is accountable, or would be accountable, for the management of data breach response at your organisation?

Base: All respondents

		RESPONSIBILITY FOR DATA			CONSIDERED PURCHASING DB ASSISTANCE SERVICE / CURRENTLY OWN		BUSINESS SECTOR					
		Customer	Equal	Organisation	Yes currently have / considered	No don't own / don't know	Manufacturing, Wholesale and Production	Retail and Sales	Recreation and Other Services	Business and Professional Services	Public Services inc. Education and Health	Information and Communication
Significance Level: 95%		a	b	c	d	e	f	*g	*h	i	*j	k
Total	200 100%	33 100%	56 100%	103 100%	117 100%	83 100%	64 100%	10 100%	16 100%	62 100%	18 100%	30 100%
CEO / Board of Directors	87 44%	13 39%	19 34%	52 50% b	42 36%	45 54% d	22 34%	7 70%	9 56%	33 53% fk	8 44%	8 27%
IT	81 41%	15 45%	28 50%	36 35%	58 50% e	23 28%	22 34%	2 20%	6 38%	27 44%	5 28%	19 63% f
Risk management	49 25%	15 45% bc	9 16%	24 23%	38 32% e	11 13%	13 20%	2 20%	3 19%	18 29%	4 22%	9 30%
Human Resources	39 20%	7 21%	12 21%	20 19%	32 27% e	7 8%	13 20%	- -	4 25%	14 23%	2 11%	6 20%
Legal / Privacy function	38 19%	7 21%	10 18%	20 19%	30 26% e	8 10%	13 20%	- -	2 13%	11 18%	5 28%	7 23%
Business continuity management / disaster recovery	33 17%	7 21%	8 14%	17 17%	27 23% e	6 7%	10 16%	1 10%	3 19%	10 16%	3 17%	6 20%
Communication and Public Relations	20 10%	6 18%	3 5%	11 11%	19 16% e	1 1%	5 8%	- -	1 6%	5 8%	4 22%	5 17%
Other	4 2%	- -	2 4%	2 2%	1 1%	3 4%	1 2%	- -	- -	2 3%	1 6%	- -
Don't know	6 3%	- -	2 4%	3 3%	1 1%	5 6% d	2 3%	1 10%	1 6%	- -	2 11%	- -

Columns Tested: a,b,c - d,e - f,g,h,i,j,k

Experian Data Breach 2017

Q8. Which of the following processes, if any, does your organisation have in place to quickly detect a data breach?

Base: All who have a data breach response plan in place

		BUSINESS SIZE					JOB ROLE		RESPONSIBILITY FOR PII RECORDS				DATA BREACH RESPONSE PLAN	
	Total	Small business	Medium-small business	Medium-large business	Large business	NET: SMEs	IT Manager	Any other role	Up to 1000	1000 – 9999	10000 – 49999	50000+	Yes	No/Don't know
Significance Level: 95%		a	b	c	d	e	f	g	h	i	*j	*k	l	*m
Total	155 100%	30 100%	41 100%	41 100%	43 100%	112 100%	46 100%	109 100%	76 100%	45 100%	16 100%	15 100%	155 100%	- -
Anti-virus software	109 70%	24 80%	25 61%	31 76%	29 67%	80 71%	36 78%	73 67%	53 70%	29 64%	12 75%	13 87%	109 70%	- -
Security incident & event management	85 55%	17 57%	15 37%	26 63%	27 63%	58 52%	31 67%	54 50%	31 41%	28 62%	12 75%	13 87%	85 55%	- -
				b	b		g			h				
Reporting procedure for lost data or devices	78 50%	14 47%	17 41%	24 59%	23 53%	55 49%	20 43%	58 53%	34 45%	20 44%	12 75%	11 73%	78 50%	- -
Intrusion prevention systems	68 44%	12 40%	12 29%	23 56%	21 49%	47 42%	23 50%	45 41%	32 42%	19 42%	5 31%	11 73%	68 44%	- -
				b										
Mobile Device Management (MDM)	53 34%	10 33%	11 27%	16 39%	16 37%	37 33%	19 41%	34 31%	31 41%	9 20%	5 31%	8 53%	53 34%	- -
									i					
Analysis of net-flow or packet captures	49 32%	8 27%	12 29%	15 37%	14 33%	35 31%	19 41%	30 28%	23 30%	11 24%	5 31%	9 60%	49 32%	- -
Other	4 3%	1 3%	1 2%	1 2%	1 2%	3 3%	1 2%	3 3%	2 3%	- -	1 6%	1 7%	4 3%	- -
Don't know	3 2%	- -	1 2%	1 2%	1 2%	2 2%	- -	3 3%	1 1%	1 2%	- -	- -	3 2%	- -
None of the above	1 1%	- -	- -	1 2%	- -	1 1%	- -	1 1%	- -	1 2%	- -	- -	1 1%	- -

Columns Tested: a,b,c,d,e - f,g - h,i,j,k - l,m

Experian Data Breach 2017

Q8. Which of the following processes, if any, does your organisation have in place to quickly detect a data breach?

Base: All who have a data breach response plan in place

	Total	DATA BREACH RESPONSE TEAM		DATA BREACH IN PAST 2 YEARS		CUSTOMERS NOTIFIED OF DATA BREACH		SUB-BRANDS/SUBSIDIARIES		OVERSEAS CUSTOMER/EMPLOYEE DATA		CONFIDENCE TO KNOW WHAT TO DO FOLLOWING DATA BREACH		
		Yes	No/Don't know	Yes – any size	Yes – more than 1000	Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	Confident	Not confident	Don't know
Significance Level: 95%		a	b	c	d	*e	*f	g	h	i	j	k	*l	*m
Total	155 100%	106 100%	49 100%	146 100%	32 100%	25 100%	11 100%	83 100%	72 100%	80 100%	75 100%	140 100%	13 100%	2 100%
Anti-virus software	109 70%	70 66%	39 80%	104 71%	15 47%	11 44%	7 64%	52 63%	57 79%	54 68%	55 73%	100 71%	8 62%	1 50%
Security incident & event management	85 55%	64 60%	21 43%	83 57%	19 59%	14 56%	7 64%	44 53%	41 57%	50 63%	35 47%	80 57%	5 38%	- -
Reporting procedure for lost data or devices	78 50%	56 53%	22 45%	74 51%	14 44%	12 48%	4 36%	42 51%	36 50%	42 53%	36 48%	72 51%	6 46%	- -
Intrusion prevention systems	68 44%	54 51%	14 29%	65 45%	13 41%	11 44%	3 27%	37 45%	31 43%	35 44%	33 44%	65 46%	3 23%	- -
Mobile Device Management (MDM)	53 34%	43 41%	10 20%	50 34%	12 38%	10 40%	4 36%	32 39%	21 29%	34 43%	19 25%	50 36%	3 23%	- -
Analysis of net-flow or packet captures	49 32%	38 36%	11 22%	47 32%	12 38%	9 36%	5 45%	31 37%	18 25%	30 38%	19 25%	44 31%	5 38%	- -
Other	4 3%	2 2%	2 4%	4 3%	- -	- -	- -	1 1%	3 4%	2 3%	2 3%	4 3%	- -	- -
Don't know	3 2%	1 1%	2 4%	2 1%	- -	- -	- -	1 1%	2 3%	1 1%	2 3%	1 1%	1 8%	1 50%
None of the above	1 1%	- -	1 2%	1 1%	- -	- -	- -	1 1%	- -	- -	1 1%	1 1%	- -	- -

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l,m

Experian Data Breach 2017

Q8. Which of the following processes, if any, does your organisation have in place to quickly detect a data breach?

Base: All who have a data breach response plan in place

	Total	EXTERNAL SUPPORT FOR DATA BREACH		CALL CENTRE FACILITIES		STANDARD NOTIFICATION LETTER TEMPLATES		SPEED OF CUSTOMER NOTIFICATION OF DATA BREACH			ACCEPTABLE SPEED OF NOTIFICATION OF DATA BREACH TO CUSTOMERS		
		Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	24 hours or less	72 hours or less	2 weeks or less	Acceptable	Unacceptable	Don't know
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	*k	*l
Total	155 100%	101 100%	54 100%	40 100%	115 100%	44 100%	111 100%	101 100%	136 100%	150 100%	142 100%	10 100%	3 100%
Anti-virus software	109 70%	74 73%	35 65%	27 68%	82 71%	34 77%	75 68%	68 67%	95 70%	106 71%	99 70%	8 80%	2 67%
Security incident & event management	85 55%	62 61%	23 43%	28 70%	57 50%	34 77%	51 46%	54 53%	78 57%	83 55%	78 55%	6 60%	1 33%
Reporting procedure for lost data or devices	78 50%	54 53%	24 44%	28 70%	50 43%	25 57%	53 48%	46 46%	69 51%	76 51%	68 48%	9 90%	1 33%
Intrusion prevention systems	68 44%	53 52%	15 28%	23 58%	45 39%	23 52%	45 41%	46 46%	61 45%	66 44%	60 42%	7 70%	1 33%
Mobile Device Management (MDM)	53 34%	41 41%	12 22%	15 38%	38 33%	15 34%	38 34%	41 41%	50 37%	52 35%	50 35%	2 20%	1 33%
Analysis of net-flow or packet captures	49 32%	36 36%	13 24%	15 38%	34 30%	12 27%	37 33%	34 34%	44 32%	48 32%	45 32%	4 40%	- -
Other	4 3%	1 1%	3 6%	1 3%	3 3%	1 2%	3 3%	2 2%	3 2%	4 3%	3 2%	1 10%	- -
Don't know	3 2%	- -	3 6%	- -	3 3%	- -	3 3%	1 1%	1 1%	2 1%	2 1%	- -	1 33%
None of the above	1 1%	- -	1 2%	- -	1 1%	- -	1 1%	1 1%	1 1%	1 1%	1 1%	- -	- -

Columns Tested: a,b - c,d - e,f - g,h,i - j,k,l

Experian Data Breach 2017

Q8. Which of the following processes, if any, does your organisation have in place to quickly detect a data breach?

Base: All who have a data breach response plan in place

		RESPONSIBILITY FOR DATA			CONSIDERED PURCHASING DB ASSISTANCE SERVICE / CURRENTLY OWN		BUSINESS SECTOR					
	Total	Customer	Equal	Organisation	Yes currently have / considered	No don't own / don't know	Manufacturing, Wholesale and Production	Retail and Sales	Recreation and Other Services	Business and Professional Services	Public Services inc. Education and Health	Information and Communication
Significance Level: 95%		*a	b	c	d	e	f	*g	*h	i	*j	*k
Total	155	29	41	80	107	48	53	7	9	47	15	24
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Anti-virus software	109	15	29	63	73	36	36	5	6	34	14	14
	70%	52%	71%	79%	68%	75%	68%	71%	67%	72%	93%	58%
Security incident & event management	85	11	21	53	55	30	21	5	5	30	11	13
	55%	38%	51%	66%	51%	63%	40%	71%	56%	64% f	73%	54%
Reporting procedure for lost data or devices	78	11	24	43	53	25	26	4	3	22	11	12
	50%	38%	59%	54%	50%	52%	49%	57%	33%	47%	73%	50%
Intrusion prevention systems	68	14	15	39	50	18	23	3	6	18	7	11
	44%	48%	37%	49%	47%	38%	43%	43%	67%	38%	47%	46%
Mobile Device Management (MDM)	53	8	11	34	38	15	20	4	2	10	5	12
	34%	28%	27%	43%	36%	31%	38%	57%	22%	21%	33%	50%
Analysis of net-flow or packet captures	49	10	12	25	39	10	16	2	3	11	5	12
	32%	34%	29%	31%	36%	21%	30%	29%	33%	23%	33%	50%
Other	4	-	-	4	1	3	3	-	-	-	1	-
	3%	-	-	5%	1%	6%	6%	-	-	-	7%	-
Don't know	3	-	2	-	-	3	1	-	1	1	-	-
	2%	-	5% c	-	-	6% d	2%	-	11%	2%	-	-
None of the above	1	-	-	1	-	1	-	-	-	1	-	-
	1%	-	-	1%	-	2%	-	-	-	2%	-	-

Columns Tested: a,b,c - d,e - f,g,h,i,j,k

Experian Data Breach 2017

Q9. Which of the following specific factors, if any, does your organisation have in place to be well prepared to respond to a data breach?

Base: All respondents

	Total	BUSINESS SIZE					JOB ROLE		RESPONSIBILITY FOR PII RECORDS				DATA BREACH RESPONSE PLAN	
		Small business	Medium-small business	Medium-large business	Large business	NET: SMEs	IT Manager	Any other role	Up to 1000	1000 – 9999	10000 – 49999	50000+	Yes	No/Don't know
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Total	200 100%	50 100%	50 100%	50 100%	50 100%	150 100%	57 100%	143 100%	102 100%	54 100%	20 100%	18 100%	155 100%	45 100%
Clean and up-to-date customer and / or employee data	94 47%	19 38%	21 42%	24 48%	30 60%	64 43%	28 49%	66 46%	42 41%	26 48%	14 70%	11 61%	80 52%	14 31%
Prepared crisis management communications e.g. statements ready in advance that are legally approved	69 35%	8 16%	17 34%	22 44%	22 44%	47 31%	26 46%	43 30%	35 34%	15 28%	7 35%	11 61%	66 43%	3 7%
Experts in responding to a data breach e.g. support in the development of notification response	65 33%	12 24%	10 20%	21 42%	22 44%	43 29%	19 33%	46 32%	28 27%	21 39%	6 30%	9 50%	60 39%	5 11%
Notification procedures to inform all named account holders where joint accounts exist	65 33%	13 26%	12 24%	21 42%	19 38%	46 31%	20 35%	45 31%	34 33%	17 31%	4 20%	9 50%	59 38%	6 13%
Customer call centres have capacity to upscale to deal with data breach response	57 29%	12 24%	13 26%	15 30%	17 34%	40 27%	19 33%	38 27%	28 27%	13 24%	7 35%	9 50%	53 34%	4 9%

Columns Tested: a,b,c,d,e - f,g - h,i,j,k - l,m

Experian Data Breach 2017

Q9. Which of the following specific factors, if any, does your organisation have in place to be well prepared to respond to a data breach?

Base: All respondents

		BUSINESS SIZE					JOB ROLE		RESPONSIBILITY FOR PII RECORDS				DATA BREACH RESPONSE PLAN	
	Total	Small business	Medium-small business	Medium-large business	Large business	NET: SMEs	IT Manager	Any other role	Up to 1000	1000 – 9999	10000 – 49999	50000+	Yes	No/Don't know
Significance Level: 95%		a	b	c	d	e	f	g	h	i	*j	*k	l	m
Total	200 100%	50 100%	50 100%	50 100%	50 100%	150 100%	57 100%	143 100%	102 100%	54 100%	20 100%	18 100%	155 100%	45 100%
Prepared call centre response processes e.g. FAQ responses have been developed and legally approved, staff have been trained in how to respond	51 26%	10 20%	13 26%	18 36%	10 20%	41 27%	15 26%	36 25%	27 26%	14 26%	4 20%	5 28%	50 32% m	1 2%
Other	2 1%	1 2%	1 2%	- -	- -	2 1%	- -	2 1%	2 2%	- -	- -	- -	- -	2 4% l
Don't know	12 6%	4 8%	3 6%	1 2%	4 8%	8 5%	1 2%	11 8%	4 4%	3 6%	2 10%	1 6%	5 3%	7 16% l
None of the above	17 9%	10 20% bcd	2 4%	3 6%	2 4%	15 10%	2 4%	15 10%	8 8%	2 4%	1 5%	4 22%	3 2%	14 31% l

Columns Tested: a,b,c,d,e - f,g - h,i,j,k - l,m

Experian Data Breach 2017

Q9. Which of the following specific factors, if any, does your organisation have in place to be well prepared to respond to a data breach?

Base: All respondents

	Total	DATA BREACH RESPONSE TEAM		DATA BREACH IN PAST 2 YEARS		CUSTOMERS NOTIFIED OF DATA BREACH		SUB-BRANDS/SUBSIDIARIES		OVERSEAS CUSTOMER/EMPLOYEE DATA		CONFIDENCE TO KNOW WHAT TO DO FOLLOWING DATA BREACH		
		Yes	No/Don't know	Yes – any size	Yes – more than 1000	Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	Confident	Not confident	Don't know
Significance Level: 95%		a	b	c	d	*e	*f	g	h	i	j	k	l	*m
Total	200 100%	108 100%	92 100%	185 100%	36 100%	27 100%	14 100%	95 100%	105 100%	93 100%	107 100%	163 100%	31 100%	6 100%
Clean and up-to-date customer and / or employee data	94 47%	60 56%	34 37%	90 49%	19 53%	13 48%	6 43%	43 45%	51 49%	47 51%	47 44%	82 50%	11 35%	1 17%
Prepared crisis management communications e.g. statements ready in advance that are legally approved	69 35%	54 50%	15 16%	67 36%	11 31%	7 26%	5 36%	39 41%	30 29%	36 39%	33 31%	65 40%	3 10%	1 17%
Experts in responding to a data breach e.g. support in the development of notification response	65 33%	45 42%	20 22%	62 34%	15 42%	12 44%	4 29%	31 33%	34 32%	34 37%	31 29%	62 38%	3 10%	- -
Notification procedures to inform all named account holders where joint accounts exist	65 33%	47 44%	18 20%	61 33%	12 33%	10 37%	3 21%	31 33%	34 32%	34 37%	31 29%	62 38%	3 10%	- -
Customer call centres have capacity to upscale to deal with data breach response	57 29%	43 40%	14 15%	51 28%	10 28%	10 37%	3 21%	34 36%	23 22%	30 32%	27 25%	51 31%	6 19%	- -

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l,m

Experian Data Breach 2017

Q9. Which of the following specific factors, if any, does your organisation have in place to be well prepared to respond to a data breach?

Base: All respondents

	Total	DATA BREACH RESPONSE TEAM		DATA BREACH IN PAST 2 YEARS		CUSTOMERS NOTIFIED OF DATA BREACH		SUB-BRANDS/SUBSIDIARIES		OVERSEAS CUSTOMER/EMPLOYEE DATA		CONFIDENCE TO KNOW WHAT TO DO FOLLOWING DATA BREACH		
		Yes	No/Don't know	Yes – any size	Yes – more than 1000	Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	Confident	Not confident	Don't know
Significance Level: 95%		a	b	c	d	*e	*f	g	h	i	j	k	l	*m
Total	200 100%	108 100%	92 100%	185 100%	36 100%	27 100%	14 100%	95 100%	105 100%	93 100%	107 100%	163 100%	31 100%	6 100%
Prepared call centre response processes e.g. FAQ responses have been developed and legally approved, staff have been trained in how to respond	51 26%	38 35% b	13 14%	51 28%	17 47% c	13 48%	5 36%	31 33% h	20 19%	32 34% j	19 18%	47 29%	4 13%	- -
Other	2 1%	- -	2 2%	2 1%	- -	- -	- -	- -	2 2%	- -	2 2%	2 1%	- -	- -
Don't know	12 6%	- -	12 13% a	8 4%	1 3%	- -	1 7%	4 4%	8 8%	2 2%	10 9% i	7 4%	3 10%	2 33%
None of the above	17 9%	1 1%	16 17% a	15 8%	- -	- -	1 7%	7 7%	10 10%	6 6%	11 10%	7 4%	8 26% k	2 33%

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l,m

Experian Data Breach 2017

Q9. Which of the following specific factors, if any, does your organisation have in place to be well prepared to respond to a data breach?

Base: All respondents

	Total	EXTERNAL SUPPORT FOR DATA BREACH		CALL CENTRE FACILITIES		STANDARD NOTIFICATION LETTER TEMPLATES		SPEED OF CUSTOMER NOTIFICATION OF DATA BREACH			ACCEPTABLE SPEED OF NOTIFICATION OF DATA BREACH TO CUSTOMERS		
		Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	24 hours or less	72 hours or less	2 weeks or less	Acceptable	Unacceptable	Don't know
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	*k	*l
Total	200 100%	108 100%	92 100%	44 100%	156 100%	45 100%	155 100%	115 100%	163 100%	189 100%	173 100%	20 100%	7 100%
Clean and up-to-date customer and / or employee data	94 47%	57 53%	37 40%	28 64% d	66 42%	26 58%	68 44%	57 50%	81 50%	91 48%	83 48%	9 45%	2 29%
Prepared crisis management communications e.g. statements ready in advance that are legally approved	69 35%	52 48% b	17 18%	23 52% d	46 29%	23 51% f	46 30%	46 40%	63 39%	67 35%	64 37%	5 25%	- -
Experts in responding to a data breach e.g. support in the development of notification response	65 33%	46 43% b	19 21%	19 43%	46 29%	21 47% f	44 28%	39 34%	53 33%	62 33%	58 34%	7 35%	- -
Notification procedures to inform all named account holders where joint accounts exist	65 33%	47 44% b	18 20%	20 45% d	45 29%	21 47% f	44 28%	41 36%	57 35%	65 34%	59 34%	5 25%	1 14%
Customer call centres have capacity to upscale to deal with data breach response	57 29%	40 37% b	17 18%	23 52% d	34 22%	17 38%	40 26%	36 31%	54 33%	57 30%	50 29%	6 30%	1 14%

Columns Tested: a,b - c,d - e,f - g,h,i - j,k,l

Experian Data Breach 2017

Q9. Which of the following specific factors, if any, does your organisation have in place to be well prepared to respond to a data breach?

Base: All respondents

	Total	EXTERNAL SUPPORT FOR DATA BREACH		CALL CENTRE FACILITIES		STANDARD NOTIFICATION LETTER TEMPLATES		SPEED OF CUSTOMER NOTIFICATION OF DATA BREACH			ACCEPTABLE SPEED OF NOTIFICATION OF DATA BREACH TO CUSTOMERS		
		Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	24 hours or less	72 hours or less	2 weeks or less	Acceptable	Unacceptable	Don't know
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	*k	*l
Total	200 100%	108 100%	92 100%	44 100%	156 100%	45 100%	155 100%	115 100%	163 100%	189 100%	173 100%	20 100%	7 100%
Prepared call centre response processes e.g. FAQ responses have been developed and legally approved, staff have been trained in how to respond	51 26%	38 35%	13 14%	17 39%	34 22%	18 40%	33 21%	37 32%	50 31%	51 27%	47 27%	3 15%	1 14%
Other	2 1%	1 1%	1 1%	- -	2 1%	- -	2 1%	1 1%	1 1%	2 1%	2 1%	- -	- -
Don't know	12 6%	- -	12 13%	- -	12 8%	- -	12 8%	3 3%	6 4%	9 5%	7 4%	2 10%	3 43%
None of the above	17 9%	1 1%	16 17%	2 5%	15 10%	1 2%	16 10%	7 6%	10 6%	13 7%	11 6%	4 20%	2 29%

Columns Tested: a,b - c,d - e,f - g,h,i - j,k,l

Experian Data Breach 2017

Q9. Which of the following specific factors, if any, does your organisation have in place to be well prepared to respond to a data breach?

Base: All respondents

		RESPONSIBILITY FOR DATA			CONSIDERED PURCHASING DB ASSISTANCE SERVICE / CURRENTLY OWN		BUSINESS SECTOR					
	Total	Customer	Equal	Organisation	Yes currently have / considered	No don't own / don't know	Manufacturing, Wholesale and Production	Retail and Sales	Recreation and Other Services	Business and Professional Services	Public Services inc. Education and Health	Information and Communication
Significance Level: 95%		a	b	c	d	e	f	*g	*h	i	*j	k
Total	200 100%	33 100%	56 100%	103 100%	117 100%	83 100%	64 100%	10 100%	16 100%	62 100%	18 100%	30 100%
Clean and up-to-date customer and / or employee data	94 47%	16 48%	29 52%	48 47%	58 50%	36 43%	28 44%	4 40%	6 38%	28 45%	10 56%	18 60%
Prepared crisis management communications e.g. statements ready in advance that are legally approved	69 35%	14 42%	14 25%	40 39%	47 40% e	22 27%	18 28%	2 20%	4 25%	22 35%	10 56%	13 43%
Experts in responding to a data breach e.g. support in the development of notification response	65 33%	14 42%	19 34%	32 31%	45 38% e	20 24%	20 31%	2 20%	4 25%	23 37%	5 28%	11 37%
Notification procedures to inform all named account holders where joint accounts exist	65 33%	10 30%	15 27%	40 39%	47 40% e	18 22%	22 34%	3 30%	5 31%	20 32%	7 39%	8 27%
Customer call centres have capacity to upscale to deal with data breach response	57 29%	14 42%	13 23%	29 28%	46 39% e	11 13%	21 33%	5 50%	4 25%	12 19%	4 22%	11 37%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k

Experian Data Breach 2017

Q9. Which of the following specific factors, if any, does your organisation have in place to be well prepared to respond to a data breach?

Base: All respondents

		RESPONSIBILITY FOR DATA			CONSIDERED PURCHASING DB ASSISTANCE SERVICE / CURRENTLY OWN		BUSINESS SECTOR					
	Total	Customer	Equal	Organisation	Yes currently have / considered	No don't own / don't know	Manufacturing, Wholesale and Production	Retail and Sales	Recreation and Other Services	Business and Professional Services	Public Services inc. Education and Health	Information and Communication
Significance Level: 95%		a	b	c	d	e	f	*g	*h	i	*j	k
Total	200 100%	33 100%	56 100%	103 100%	117 100%	83 100%	64 100%	10 100%	16 100%	62 100%	18 100%	30 100%
Prepared call centre response processes e.g. FAQ responses have been developed and legally approved, staff have been trained in how to respond	51 26%	12 36%	17 30%	22 21%	38 32% e	13 16%	18 28%	2 20%	5 31%	14 23%	1 6%	11 37%
Other	2 1%	- -	1 2%	1 1%	1 1%	1 1%	- -	- -	- -	2 3%	- -	- -
Don't know	12 6%	- -	3 5%	6 6%	- -	12 14% d	3 5%	1 10%	3 19%	3 5%	2 11%	- -
None of the above	17 9%	1 3%	4 7%	10 10%	2 2%	15 18% d	2 3%	1 10%	3 19%	7 11%	3 17%	1 3%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k

Experian Data Breach 2017

Q10_SUM. To what extent do you agree or disagree with each of the following statements on the customer data you hold?

SUMMARY TABLE

Base: All respondents

	Total	Agree strongly	Tend to agree	Tend to disagree	Disagree strongly	Don't know	Net: Agree	Net: Disagree	Mean
The customer data we hold is accurate and up-to-date	200	80	95	17	4	4	175	21	3.28
	100%	40%	48%	9%	2%	2%	88%	11%	
The customer data we hold can be easily accessed by the relevant team	200	70	104	19	2	5	174	21	3.24
	100%	35%	52%	10%	1%	3%	87%	11%	
Our organisation is able to transfer customer data to external partners safely and securely	200	81	87	13	6	13	168	19	3.30
	100%	41%	44%	7%	3%	7%	84%	10%	

Experian Data Breach 2017

Q10_1. To what extent do you agree or disagree with each of the following statements on the customer data you hold?

The customer data we hold is accurate and up-to-date

Base: All respondents

			BUSINESS SIZE					JOB ROLE		RESPONSIBILITY FOR PII RECORDS				DATA BREACH RESPONSE PLAN	
		Total	Small business	Medium-small business	Medium-large business	Large business	NET: SMEs	IT Manager	Any other role	Up to 1000	1000 – 9999	10000 – 49999	50000+	Yes	No/Don't know
Significance Level: 95%			a	b	c	d	e	f	g	h	i	*j	*k	l	m
Total		200 100%	50 100%	50 100%	50 100%	50 100%	150 100%	57 100%	143 100%	102 100%	54 100%	20 100%	18 100%	155 100%	45 100%
Agree strongly	(4)	80 40%	20 40%	19 38%	24 48%	17 34%	63 42%	17 30%	63 44%	43 42%	18 33%	7 35%	10 56%	69 45% m	11 24%
Tend to agree	(3)	95 48%	22 44%	24 48%	20 40%	29 58%	66 44%	33 58%	62 43%	47 46%	31 57%	12 60%	5 28%	72 46%	23 51%
Tend to disagree	(2)	17 9%	4 8%	5 10%	5 10%	3 6%	14 9%	6 11%	11 8%	10 10%	4 7%	- -	2 11%	11 7%	6 13%
Disagree strongly	(1)	4 2%	2 4%	2 4%	- -	- -	4 3%	1 2%	3 2%	1 1%	1 2%	1 5%	1 6%	2 1%	2 4%
Don't know		4 2%	2 4%	- -	1 2%	1 2%	3 2%	- -	4 3%	1 1%	- -	- -	- -	1 1%	3 7% l
NETS															
Net: Agree		175 88%	42 84%	43 86%	44 88%	46 92%	129 86%	50 88%	125 87%	90 88%	49 91%	19 95%	15 83%	141 91% m	34 76%
Net: Disagree		21 11%	6 12%	7 14%	5 10%	3 6%	18 12%	7 12%	14 10%	11 11%	5 9%	1 5%	3 17%	13 8%	8 18%
Mean score		3.28	3.25	3.20	3.39	3.29	3.28	3.16	3.33	3.31	3.22	3.25	3.33	3.35 m	3.02
Standard deviation		.71	.79	.78	.67	.58	.75	.68	.72	.69	.66	.72	.91	.67	.78
Standard error		.05	.11	.11	.10	.08	.06	.09	.06	.07	.09	.16	.21	.05	.12

Columns Tested: a,b,c,d,e - f,g - h,i,j,k - l,m

Experian Data Breach 2017

Q10_1. To what extent do you agree or disagree with each of the following statements on the customer data you hold?

The customer data we hold is accurate and up-to-date

Base: All respondents

		DATA BREACH RESPONSE TEAM			DATA BREACH IN PAST 2 YEARS		CUSTOMERS NOTIFIED OF DATA BREACH		SUB-BRANDS/SUBSIDIARIES		OVERSEAS CUSTOMER/EMPLOYEE DATA		CONFIDENCE TO KNOW WHAT TO DO FOLLOWING DATA BREACH		
		Total	Yes	No/Don't know	Yes – any size	Yes – more than 1000	Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	Confident	Not confident	Don't know
Significance Level: 95%			a	b	c	d	*e	*f	g	h	i	j	k	l	*m
Total		200	108	92	185	36	27	14	95	105	93	107	163	31	6
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Agree strongly	(4)	80	56	24	77	15	10	5	38	42	38	42	71	9	-
		40%	52%	26%	42%	42%	37%	36%	40%	40%	41%	39%	44%	29%	-
			b												
Tend to agree	(3)	95	47	48	87	16	13	7	45	50	42	53	80	12	3
		48%	44%	52%	47%	44%	48%	50%	47%	48%	45%	50%	49%	39%	50%
Tend to disagree	(2)	17	3	14	16	3	2	1	8	9	10	7	9	8	-
		9%	3%	15%	9%	8%	7%	7%	8%	9%	11%	7%	6%	26%	-
			a											k	
Disagree strongly	(1)	4	2	2	4	2	2	1	2	2	3	1	3	1	-
		2%	2%	2%	2%	6%	7%	7%	2%	2%	3%	1%	2%	3%	-
Don't know		4	-	4	1	-	-	-	2	2	-	4	-	1	3
		2%	-	4%	1%	-	-	-	2%	2%	-	4%	-	3%	50%
			a											k	
NETS															
Net: Agree		175	103	72	164	31	23	12	83	92	80	95	151	21	3
		88%	95%	78%	89%	86%	85%	86%	87%	88%	86%	89%	93%	68%	50%
			b										l		
Net: Disagree		21	5	16	20	5	4	2	10	11	13	8	12	9	-
		11%	5%	17%	11%	14%	15%	14%	11%	10%	14%	7%	7%	29%	-
			a											k	
Mean score		3.28	3.45	3.07	3.29	3.22	3.15	3.14	3.28	3.28	3.24	3.32	3.34	2.97	3.00
			b										l		
Standard deviation		.71	.65	.72	.72	.83	.86	.86	.71	.71	.77	.64	.67	.85	-
Standard error		.05	.06	.08	.05	.14	.17	.23	.07	.07	.08	.06	.05	.16	-

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l,m

Experian Data Breach 2017

Q10_1. To what extent do you agree or disagree with each of the following statements on the customer data you hold?

The customer data we hold is accurate and up-to-date

Base: All respondents

		EXTERNAL SUPPORT FOR DATA BREACH		CALL CENTRE FACILITIES		STANDARD NOTIFICATION LETTER TEMPLATES		SPEED OF CUSTOMER NOTIFICATION OF DATA BREACH			ACCEPTABLE SPEED OF NOTIFICATION OF DATA BREACH TO CUSTOMERS		
Total		Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	24 hours or less	72 hours or less	2 weeks or less	Acceptable	Unacceptable	Don't know
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	*k	*l
Total	200 100%	108 100%	92 100%	44 100%	156 100%	45 100%	155 100%	115 100%	163 100%	189 100%	173 100%	20 100%	7 100%
Agree strongly	(4) 40%	52 48% b	28 30%	23 52%	57 37%	20 44%	60 39%	55 48%	75 46%	79 42%	72 42%	8 40%	- -
Tend to agree	(3) 48%	49 45%	46 50%	18 41%	77 49%	21 47%	74 48%	49 43%	73 45%	89 47%	85 49%	6 30%	4 57%
Tend to disagree	(2) 9%	5 5%	12 13% a	2 5%	15 10%	3 7%	14 9%	9 8%	12 7%	17 9%	14 8%	3 15%	- -
Disagree strongly	(1) 2%	2 2%	2 2%	1 2%	3 2%	1 2%	3 2%	2 2%	3 2%	3 2%	2 1%	2 10%	- -
Don't know	4 2%	- -	4 4% a	- -	4 3%	- -	4 3%	- -	- -	1 1%	- -	1 5%	3 43%
NETS													
Net: Agree	175 88%	101 94% b	74 80%	41 93%	134 86%	41 91%	134 86%	104 90%	148 91%	168 89%	157 91%	14 70%	4 57%
Net: Disagree	21 11%	7 6%	14 15% a	3 7%	18 12%	4 9%	17 11%	11 10%	15 9%	20 11%	16 9%	5 25%	- -
Mean score	3.28	3.40 b	3.14	3.43	3.24	3.33	3.26	3.37	3.35	3.30	3.31	3.05	3.00
Standard deviation	.71	.67	.73	.70	.71	.71	.71	.71	.70	.70	.67	1.03	-
Standard error	.05	.06	.08	.10	.06	.11	.06	.07	.05	.05	.05	.24	-

Columns Tested: a,b - c,d - e,f - g,h,i - j,k,l

Experian Data Breach 2017

Q10_1. To what extent do you agree or disagree with each of the following statements on the customer data you hold?

The customer data we hold is accurate and up-to-date

Base: All respondents

			RESPONSIBILITY FOR DATA			CONSIDERED PURCHASING DB ASSISTANCE SERVICE / CURRENTLY OWN		BUSINESS SECTOR					
		Total	Customer	Equal	Organisation	Yes currently have / considered	No don't own / don't know	Manufacturing, Wholesale and Production	Retail and Sales	Recreation and Other Services	Business and Professional Services	Public Services inc. Education and Health	Information and Communication
Significance Level: 95%			a	b	c	d	e	f	*g	*h	i	*j	k
Total		200 100%	33 100%	56 100%	103 100%	117 100%	83 100%	64 100%	10 100%	16 100%	62 100%	18 100%	30 100%
Agree strongly	(4)	80 40%	14 42%	22 39%	42 41%	50 43%	30 36%	24 38%	7 70%	6 38%	23 37%	7 39%	13 43%
Tend to agree	(3)	95 48%	17 52%	25 45%	51 50%	55 47%	40 48%	31 48%	3 30%	5 31%	32 52%	10 56%	14 47%
Tend to disagree	(2)	17 9%	1 3%	9 16% c	6 6%	9 8%	8 10%	5 8%	- -	4 25%	5 8%	- -	3 10%
Disagree strongly	(1)	4 2%	1 3%	- -	3 3%	3 3%	1 1%	2 3%	- -	- -	2 3%	- -	- -
Don't know		4 2%	- -	- -	1 1%	- -	4 5% d	2 3%	- -	1 6%	- -	1 6%	- -
NETS													
Net: Agree		175 88%	31 94%	47 84%	93 90%	105 90%	70 84%	55 86%	10 100%	11 69%	55 89%	17 94%	27 90%
Net: Disagree		21 11%	2 6%	9 16%	9 9%	12 10%	9 11%	7 11%	- -	4 25%	7 11%	- -	3 10%
Mean score		3.28	3.33	3.23	3.29	3.30	3.25	3.24	3.70	3.13	3.23	3.41	3.33
Standard deviation		.71	.69	.71	.71	.72	.69	.74	.48	.83	.73	.51	.66
Standard error		.05	.12	.10	.07	.07	.08	.09	.15	.22	.09	.12	.12

Columns Tested: a,b,c - d,e - f,g,h,i,j,k

Experian Data Breach 2017

Q10_2. To what extent do you agree or disagree with each of the following statements on the customer data you hold?

Our organisation is able to transfer customer data to external partners safely and securely

Base: All respondents

			BUSINESS SIZE					JOB ROLE		RESPONSIBILITY FOR PII RECORDS				DATA BREACH RESPONSE PLAN	
		Total	Small business	Medium-small business	Medium-large business	Large business	NET: SMEs	IT Manager	Any other role	Up to 1000	1000 – 9999	10000 – 49999	50000+	Yes	No/Don't know
Significance Level: 95%			a	b	c	d	e	f	g	h	i	*j	*k	l	m
Total		200 100%	50 100%	50 100%	50 100%	50 100%	150 100%	57 100%	143 100%	102 100%	54 100%	20 100%	18 100%	155 100%	45 100%
Agree strongly	(4)	81 41%	24 48%	20 40%	19 38%	18 36%	63 42%	25 44%	56 39%	40 39%	20 37%	10 50%	10 56%	73 47% m	8 18%
Tend to agree	(3)	87 44%	17 34%	22 44%	24 48%	24 48%	63 42%	27 47%	60 42%	47 46%	25 46%	6 30%	8 44%	67 43%	20 44%
Tend to disagree	(2)	13 7%	2 4%	3 6%	4 8%	4 8%	9 6%	3 5%	10 7%	6 6%	5 9%	1 5%	- -	8 5%	5 11%
Disagree strongly	(1)	6 3%	1 2%	2 4%	2 4%	1 2%	5 3%	1 2%	5 3%	4 4%	1 2%	1 5%	- -	3 2%	3 7%
Don't know		13 7%	6 12%	3 6%	1 2%	3 6%	10 7%	1 2%	12 8%	5 5%	3 6%	2 10%	- -	4 3%	9 20% l
NETS															
Net: Agree		168 84%	41 82%	42 84%	43 86%	42 84%	126 84%	52 91%	116 81%	87 85%	45 83%	16 80%	18 100%	140 90% m	28 62%
Net: Disagree		19 10%	3 6%	5 10%	6 12%	5 10%	14 9%	4 7%	15 10%	10 10%	6 11%	2 10%	- -	11 7%	8 18% l
Mean score		3.30	3.45	3.28	3.22	3.26	3.31	3.36	3.27	3.27	3.25	3.39	3.56	3.39 m	2.92
Standard deviation		.74	.70	.77	.77	.71	.75	.67	.77	.76	.72	.85	.51	.68	.84
Standard error		.05	.11	.11	.11	.10	.06	.09	.07	.08	.10	.20	.12	.06	.14

Columns Tested: a,b,c,d,e - f,g - h,i,j,k - l,m

Experian Data Breach 2017

Q10_2. To what extent do you agree or disagree with each of the following statements on the customer data you hold?

Our organisation is able to transfer customer data to external partners safely and securely

Base: All respondents

			DATA BREACH RESPONSE TEAM		DATA BREACH IN PAST 2 YEARS		CUSTOMERS NOTIFIED OF DATA BREACH		SUB-BRANDS/SUBSIDIARIES		OVERSEAS CUSTOMER/ EMPLOYEE DATA		CONFIDENCE TO KNOW WHAT TO DO FOLLOWING DATA BREACH		
		Total	Yes	No/Don't know	Yes – any size	Yes – more than 1000	Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	Confident	Not confident	Don't know
Significance Level: 95%			a	b	c	d	*e	*f	g	h	i	j	k	l	*m
Total		200 100%	108 100%	92 100%	185 100%	36 100%	27 100%	14 100%	95 100%	105 100%	93 100%	107 100%	163 100%	31 100%	6 100%
Agree strongly	(4)	81 41%	61 56%	20 22%	74 40%	18 50%	13 48%	5 36%	43 45%	38 36%	43 46%	38 36%	75 46%	6 19%	- -
Tend to agree	(3)	87 44%	40 37%	47 51%	84 45%	11 31%	10 37%	5 36%	40 42%	47 45%	39 42%	48 45%	69 42%	16 52%	2 33%
Tend to disagree	(2)	13 7%	4 4%	9 10%	11 6%	4 11%	2 7%	2 14%	5 5%	8 8%	7 8%	6 6%	12 7%	1 3%	- -
Disagree strongly	(1)	6 3%	2 2%	4 4%	6 3%	3 8%	2 7%	1 7%	4 4%	2 2%	4 4%	2 2%	2 1%	4 13%	- -
Don't know		13 7%	1 1%	12 13%	10 5%	- -	- -	1 7%	3 3%	10 10%	- -	13 12%	5 3%	4 13%	4 67%
NETS				a								i		k	
Net: Agree		168 84%	101 94%	67 73%	158 85%	29 81%	23 85%	10 71%	83 87%	85 81%	82 88%	86 80%	144 88%	22 71%	2 33%
Net: Disagree		19 10%	6 6%	13 14%	17 9%	7 19%	4 15%	3 21%	9 9%	10 10%	11 12%	8 7%	14 9%	5 16%	- -
Mean score		3.30	3.50 b	3.04	3.29	3.22	3.26	3.08	3.33	3.27	3.30	3.30	3.37	2.89	3.00
Standard deviation		.74	.66	.75	.74	.96	.90	.95	.77	.71	.79	.69	.68	.93	-
Standard error		.05	.06	.08	.06	.16	.17	.26	.08	.07	.08	.07	.05	.18	-

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l,m

Experian Data Breach 2017

Q10_2. To what extent do you agree or disagree with each of the following statements on the customer data you hold?

Our organisation is able to transfer customer data to external partners safely and securely

Base: All respondents

		EXTERNAL SUPPORT FOR DATA BREACH		CALL CENTRE FACILITIES		STANDARD NOTIFICATION LETTER TEMPLATES		SPEED OF CUSTOMER NOTIFICATION OF DATA BREACH			ACCEPTABLE SPEED OF NOTIFICATION OF DATA BREACH TO CUSTOMERS			
		Total	Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	24 hours or less	72 hours or less	2 weeks or less	Acceptable	Unacceptable	Don't know
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	*k	*l
Total		200 100%	108 100%	92 100%	44 100%	156 100%	45 100%	155 100%	115 100%	163 100%	189 100%	173 100%	20 100%	7 100%
Agree strongly	(4)	81 41%	58 54% b	23 25%	23 52%	58 37%	25 56% f	56 36%	53 46%	73 45%	78 41%	73 42%	6 30%	2 29%
Tend to agree	(3)	87 44%	42 39%	45 49%	18 41%	69 44%	19 42%	68 44%	49 43%	68 42%	83 44%	80 46%	6 30%	1 14%
Tend to disagree	(2)	13 7%	5 5%	8 9%	1 2%	12 8%	- 8% e	13	8 7%	12 7%	13 7%	10 6%	3 15%	- -
Disagree strongly	(1)	6 3%	3 3%	3 3%	1 2%	5 3%	1 2%	5 3%	3 3%	3 2%	6 3%	4 2%	2 10%	- -
Don't know		13 7%	- -	13 14% a	1 2%	12 8%	- 8% e	13	2 2%	7 4%	9 5%	6 3%	3 15%	4 57%
NETS														
Net: Agree		168 84%	100 93% b	68 74%	41 93%	127 81%	44 98% f	124 80%	102 89%	141 87%	161 85%	153 88%	12 60%	3 43%
Net: Disagree		19 10%	8 7%	11 12%	2 5%	17 11%	1 2%	18 12%	11 10%	15 9%	19 10%	14 8%	5 25%	- -
Mean score		3.30	3.44 b	3.11	3.47	3.25	3.51 f	3.23	3.35	3.35	3.29	3.33	2.94	3.67
Standard deviation		.74	.71	.73	.67	.75	.63	.76	.73	.71	.75	.70	1.03	.58
Standard error		.05	.07	.08	.10	.06	.09	.06	.07	.06	.06	.05	.25	.33

Columns Tested: a,b - c,d - e,f - g,h,i - j,k,l

Experian Data Breach 2017

Q10_2. To what extent do you agree or disagree with each of the following statements on the customer data you hold?

Our organisation is able to transfer customer data to external partners safely and securely

Base: All respondents

			RESPONSIBILITY FOR DATA			CONSIDERED PURCHASING DB ASSISTANCE SERVICE / CURRENTLY OWN		BUSINESS SECTOR					
		Total	Customer	Equal	Organisation	Yes currently have / considered	No don't own / don't know	Manufacturing, Wholesale and Production	Retail and Sales	Recreation and Other Services	Business and Professional Services	Public Services inc. Education and Health	Information and Communication
Significance Level: 95%			a	b	c	d	e	f	*g	*h	i	*j	k
Total		200 100%	33 100%	56 100%	103 100%	117 100%	83 100%	64 100%	10 100%	16 100%	62 100%	18 100%	30 100%
Agree strongly	(4)	81 41%	12 36%	21 38%	46 45%	56 48% e	25 30%	24 38%	4 40%	6 38%	23 37%	7 39%	17 57%
Tend to agree	(3)	87 44%	18 55%	26 46%	41 40%	47 40%	40 48%	30 47%	4 40%	5 31%	29 47%	8 44%	11 37%
Tend to disagree	(2)	13 7%	2 6%	3 5%	7 7%	8 7%	5 6%	3 5%	1 10%	1 6%	6 10%	1 6%	1 3%
Disagree strongly	(1)	6 3%	- -	3 5%	3 3%	4 3%	2 2%	3 5%	- -	1 6%	2 3%	- -	- -
Don't know		13 7%	1 3%	3 5%	6 6%	2 2%	11 13% d	4 6%	1 10%	3 19%	2 3%	2 11%	1 3%
NETS													
Net: Agree		168 84%	30 91%	47 84%	87 84%	103 88%	65 78%	54 84%	8 80%	11 69%	52 84%	15 83%	28 93%
Net: Disagree		19 10%	2 6%	6 11%	10 10%	12 10%	7 8%	6 9%	1 10%	2 13%	8 13%	1 6%	1 3%
Mean score		3.30	3.31	3.23	3.34	3.35	3.22	3.25	3.33	3.23	3.22	3.38	3.55
Standard deviation		.74	.59	.80	.75	.76	.70	.77	.71	.93	.76	.62	.57
Standard error		.05	.10	.11	.08	.07	.08	.10	.24	.26	.10	.15	.11

Columns Tested: a,b,c - d,e - f,g,h,i,j,k

Experian Data Breach 2017

Q10_3. To what extent do you agree or disagree with each of the following statements on the customer data you hold?

The customer data we hold can be easily accessed by the relevant team

Base: All respondents

			BUSINESS SIZE					JOB ROLE		RESPONSIBILITY FOR PII RECORDS				DATA BREACH RESPONSE PLAN	
		Total	Small business	Medium-small business	Medium-large business	Large business	NET: SMEs	IT Manager	Any other role	Up to 1000	1000 – 9999	10000 – 49999	50000+	Yes	No/Don't know
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m
Total		200	50	50	50	50	150	57	143	102	54	20	18	155	45
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Agree strongly	(4)	70	19	16	17	18	52	18	52	39	19	5	6	60	10
		35%	38%	32%	34%	36%	35%	32%	36%	38%	35%	25%	33%	39%	22%
Tend to agree	(3)	104	23	28	29	24	80	32	72	49	31	12	10	74	30
		52%	46%	56%	58%	48%	53%	56%	50%	48%	57%	60%	56%	48%	67%
Tend to disagree	(2)	19	6	6	3	4	15	6	13	12	3	2	1	15	4
		10%	12%	12%	6%	8%	10%	11%	9%	12%	6%	10%	6%	10%	9%
Disagree strongly	(1)	2	-	-	1	1	1	1	1	1	-	-	1	2	-
		1%	-	-	2%	2%	1%	2%	1%	1%	-	-	6%	1%	-
Don't know		5	2	-	-	3	2	-	5	1	1	1	-	4	1
		3%	4%	-	-	6%	1%	-	3%	1%	2%	5%	-	3%	2%
NETS															
Net: Agree		174	42	44	46	42	132	50	124	88	50	17	16	134	40
		87%	84%	88%	92%	84%	88%	88%	87%	86%	93%	85%	89%	86%	89%
Net: Disagree		21	6	6	4	5	16	7	14	13	3	2	2	17	4
		11%	12%	12%	8%	10%	11%	12%	10%	13%	6%	10%	11%	11%	9%
Mean score		3.24	3.27	3.20	3.24	3.26	3.24	3.18	3.27	3.25	3.30	3.16	3.17	3.27	3.14
Standard deviation		.66	.68	.64	.66	.71	.65	.68	.66	.70	.57	.60	.79	.69	.55
Standard error		.05	.10	.09	.09	.10	.05	.09	.06	.07	.08	.14	.19	.06	.08

Columns Tested: a,b,c,d,e - f,g - h,i,j,k - l,m

Experian Data Breach 2017

Q10_3. To what extent do you agree or disagree with each of the following statements on the customer data you hold?

The customer data we hold can be easily accessed by the relevant team

Base: All respondents

			DATA BREACH RESPONSE TEAM		DATA BREACH IN PAST 2 YEARS		CUSTOMERS NOTIFIED OF DATA BREACH		SUB-BRANDS/SUBSIDIARIES		OVERSEAS CUSTOMER/ EMPLOYEE DATA		CONFIDENCE TO KNOW WHAT TO DO FOLLOWING DATA BREACH		
		Total	Yes	No/Don't know	Yes – any size	Yes – more than 1000	Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	Confident	Not confident	Don't know
Significance Level: 95%			a	b	c	d	*e	*f	g	h	i	j	k	l	*m
Total		200	108	92	185	36	27	14	95	105	93	107	163	31	6
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Agree strongly	(4)	70	48	22	67	14	9	6	34	36	35	35	65	4	1
		35%	44%	24%	36%	39%	33%	43%	36%	34%	38%	33%	40%	13%	17%
			b										l		
Tend to agree	(3)	104	49	55	96	16	14	6	49	55	47	57	79	22	3
		52%	45%	60%	52%	44%	52%	43%	52%	52%	51%	53%	48%	71%	50%
			a										k		
Tend to disagree	(2)	19	7	12	17	6	4	2	10	9	9	10	14	5	-
		10%	6%	13%	9%	17%	15%	14%	11%	9%	10%	9%	9%	16%	-
Disagree strongly	(1)	2	2	-	2	-	-	-	1	1	1	1	2	-	-
		1%	2%	-	1%	-	-	-	1%	1%	1%	1%	1%	-	-
Don't know		5	2	3	3	-	-	-	1	4	1	4	3	-	2
		3%	2%	3%	2%	-	-	-	1%	4%	1%	4%	2%	-	33%
NETS															
Net: Agree		174	97	77	163	30	23	12	83	91	82	92	144	26	4
		87%	90%	84%	88%	83%	85%	86%	87%	87%	88%	86%	88%	84%	67%
Net: Disagree		21	9	12	19	6	4	2	11	10	10	11	16	5	-
		11%	8%	13%	10%	17%	15%	14%	12%	10%	11%	10%	10%	16%	-
Mean score		3.24	3.35	3.11	3.25	3.22	3.19	3.29	3.23	3.25	3.26	3.22	3.29	2.97	3.25
			b										l		
Standard deviation		.66	.69	.61	.67	.72	.68	.73	.68	.65	.68	.66	.68	.55	.50
Standard error		.05	.07	.06	.05	.12	.13	.19	.07	.07	.07	.06	.05	.10	.25

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l,m

Experian Data Breach 2017

Q10_3. To what extent do you agree or disagree with each of the following statements on the customer data you hold?

The customer data we hold can be easily accessed by the relevant team

Base: All respondents

		EXTERNAL SUPPORT FOR DATA BREACH		CALL CENTRE FACILITIES		STANDARD NOTIFICATION LETTER TEMPLATES		SPEED OF CUSTOMER NOTIFICATION OF DATA BREACH			ACCEPTABLE SPEED OF NOTIFICATION OF DATA BREACH TO CUSTOMERS			
		Total	Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	24 hours or less	72 hours or less	2 weeks or less	Acceptable	Unacceptable	Don't know
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	*k	*l
Total		200 100%	108 100%	92 100%	44 100%	156 100%	45 100%	155 100%	115 100%	163 100%	189 100%	173 100%	20 100%	7 100%
Agree strongly	(4)	70 35%	49 45%	21 23%	21 48%	49 31%	21 47%	49 32%	49 43%	64 39%	69 37%	67 39%	2 10%	1 14%
Tend to agree	(3)	104 52%	49 45%	55 60%	18 41%	86 55%	20 44%	84 54%	52 45%	79 48%	97 51%	87 50%	13 65%	4 57%
Tend to disagree	(2)	19 10%	8 7%	11 12%	4 9%	15 10%	3 7%	16 10%	11 10%	16 10%	19 10%	15 9%	4 20%	- -
Disagree strongly	(1)	2 1%	2 2%	- -	1 2%	1 1%	1 2%	1 1%	1 1%	1 1%	1 1%	1 1%	1 5%	- -
Don't know		5 3%	- -	5 5%	- -	5 3%	- -	5 3%	2 2%	3 2%	3 2%	3 2%	- -	2 29%
NETS														
Net: Agree		174 87%	98 91%	76 83%	39 89%	135 87%	41 91%	133 86%	101 88%	143 88%	166 88%	154 89%	15 75%	5 71%
Net: Disagree		21 11%	10 9%	11 12%	5 11%	16 10%	4 9%	17 11%	12 10%	17 10%	20 11%	16 9%	5 25%	- -
Mean score		3.24	3.34 b	3.11	3.34	3.21	3.36	3.21	3.32	3.29	3.26	3.29	2.80	3.20
Standard deviation		.66	.70	.60	.75	.64	.71	.65	.68	.67	.66	.65	.70	.45
Standard error		.05	.07	.06	.11	.05	.11	.05	.06	.05	.05	.05	.16	.20

Columns Tested: a,b - c,d - e,f - g,h,i - j,k,l

Experian Data Breach 2017

Q10_3. To what extent do you agree or disagree with each of the following statements on the customer data you hold?

The customer data we hold can be easily accessed by the relevant team

Base: All respondents

			RESPONSIBILITY FOR DATA			CONSIDERED PURCHASING DB ASSISTANCE SERVICE / CURRENTLY OWN		BUSINESS SECTOR					
		Total	Customer	Equal	Organisation	Yes currently have / considered	No don't own / don't know	Manufacturing, Wholesale and Production	Retail and Sales	Recreation and Other Services	Business and Professional Services	Public Services inc. Education and Health	Information and Communication
Significance Level: 95%			a	b	c	d	e	f	*g	*h	i	*j	k
Total		200 100%	33 100%	56 100%	103 100%	117 100%	83 100%	64 100%	10 100%	16 100%	62 100%	18 100%	30 100%
Agree strongly	(4)	70 35%	12 36%	14 25%	43 42% b	45 38%	25 30%	23 36%	5 50%	6 38%	20 32%	4 22%	12 40%
Tend to agree	(3)	104 52%	14 42%	39 70% ac	48 47%	56 48%	48 58%	29 45%	4 40%	8 50%	37 60%	11 61%	15 50%
Tend to disagree	(2)	19 10%	7 21% bc	3 5%	7 7%	15 13%	4 5%	10 16%	1 10%	1 6%	4 6%	1 6%	2 7%
Disagree strongly	(1)	2 1%	- -	- -	2 2%	1 1%	1 1%	- -	- -	- -	- -	1 6%	1 3%
Don't know		5 3%	- -	- -	3 3%	- -	5 6% d	2 3%	- -	1 6%	1 2%	1 6%	- -
NETS													
Net: Agree		174 87%	26 79%	53 95% a	91 88%	101 86%	73 88%	52 81%	9 90%	14 88%	57 92%	15 83%	27 90%
Net: Disagree		21 11%	7 21% b	3 5%	9 9%	16 14%	5 6%	10 16%	1 10%	1 6%	4 6%	2 11%	3 10%
Mean score		3.24	3.15	3.20	3.32	3.24	3.24	3.21	3.40	3.33	3.26	3.06	3.27
Standard deviation		.66	.76	.52	.69	.70	.61	.70	.70	.62	.57	.75	.74
Standard error		.05	.13	.07	.07	.06	.07	.09	.22	.16	.07	.18	.14

Columns Tested: a,b,c - d,e - f,g,h,i,j,k

Experian Data Breach 2017

Q11. If there was a data breach at your company, how confident, if at all, are you that you would know what to do in the first 24 hours following the breach?

Base: All respondents

			BUSINESS SIZE					JOB ROLE		RESPONSIBILITY FOR PII RECORDS				DATA BREACH RESPONSE PLAN	
		Total	Small business	Medium-small business	Medium-large business	Large business	NET: SMEs	IT Manager	Any other role	Up to 1000	1000 – 9999	10000 – 49999	50000+	Yes	No/Don't know
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m
Total		200 100%	50 100%	50 100%	50 100%	50 100%	150 100%	57 100%	143 100%	102 100%	54 100%	20 100%	18 100%	155 100%	45 100%
Very confident	(4)	62 31%	17 34%	18 36%	16 32%	11 22%	51 34%	21 37%	41 29%	39 38%	12 22%	5 25%	6 33%	56 36%	6 13%
Fairly confident	(3)	101 51%	21 42%	20 40%	25 50%	35 70%	66 44%	27 47%	74 52%	43 42%	34 63%	11 55%	10 56%	84 54%	17 38%
Not very confident	(2)	27 14%	7 14%	11 22%	6 12%	3 6%	24 16%	8 14%	19 13%	15 15%	8 15%	3 15%	1 6%	12 8%	15 33%
Not at all confident	(1)	4 2%	3 6%	- -	1 2%	- -	4 3%	- -	4 3%	3 3%	- -	- -	1 6%	1 1%	3 7%
Don't know		6 3%	2 4%	1 2%	2 4%	1 2%	5 3%	1 2%	5 3%	2 2%	- -	1 5%	- -	2 1%	4 9%
NETS															
Net: Confident		163 82%	38 76%	38 76%	41 82%	46 92%	117 78%	48 84%	115 80%	82 80%	46 85%	16 80%	16 89%	140 90%	23 51%
Net: Not confident		31 16%	10 20%	11 22%	7 14%	3 6%	28 19%	8 14%	23 16%	18 18%	8 15%	3 15%	2 11%	13 8%	18 40%
Mean score		3.14	3.08	3.14	3.17	3.16	3.13	3.23	3.10	3.18	3.07	3.11	3.17	3.27 m	2.63
Standard deviation		.72	.87	.76	.72	.51	.78	.69	.74	.80	.61	.66	.79	.63	.83
Standard error		.05	.13	.11	.10	.07	.07	.09	.06	.08	.08	.15	.19	.05	.13

Columns Tested: a,b,c,d,e - f,g - h,i,j,k - l,m

Experian Data Breach 2017

Q11. If there was a data breach at your company, how confident, if at all, are you that you would know what to do in the first 24 hours following the breach?

Base: All respondents

		DATA BREACH RESPONSE TEAM		DATA BREACH IN PAST 2 YEARS		CUSTOMERS NOTIFIED OF DATA BREACH		SUB-BRANDS/SUBSIDIARIES		OVERSEAS CUSTOMER/ EMPLOYEE DATA		CONFIDENCE TO KNOW WHAT TO DO FOLLOWING DATA BREACH			
		Total	Yes	No/Don't know	Yes – any size	Yes – more than 1000	Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	Confident	Not confident	Don't know
Significance Level: 95%			a	b	c	d	*e	*f	g	h	i	j	k	l	*m
Total		200 100%	108 100%	92 100%	185 100%	36 100%	27 100%	14 100%	95 100%	105 100%	93 100%	107 100%	163 100%	31 100%	6 100%
Very confident	(4)	62 31%	48 44%	14 15%	60 32%	16 44%	12 44%	4 29%	31 33%	31 30%	32 34%	30 28%	62 38%	- -	- -
Fairly confident	(3)	101 51%	54 50%	47 51%	91 49%	16 44%	13 48%	7 50%	50 53%	51 49%	48 52%	53 50%	101 62%	- -	- -
Not very confident	(2)	27 14%	5 5%	22 24%	27 15%	2 6%	1 4%	2 14%	10 11%	17 16%	11 12%	16 15%	- -	27 87%	- -
Not at all confident	(1)	4 2%	1 1%	3 3%	4 2%	1 3%	1 4%	- -	2 2%	2 2%	2 2%	2 2%	- -	4 13%	- -
Don't know		6 3%	- -	6 7%	3 2%	1 3%	- -	1 7%	2 2%	4 4%	- -	6 6%	- -	- -	6 100%
NETS															
Net: Confident		163 82%	102 94%	61 66%	151 82%	32 89%	25 93%	11 79%	81 85%	82 78%	80 86%	83 78%	163 100%	- -	- -
Net: Not confident		31 16%	6 6%	25 27%	31 17%	3 8%	2 7%	2 14%	12 13%	19 18%	13 14%	18 17%	- -	31 100%	- -
Mean score		3.14	3.38	2.84	3.14	3.34	3.33	3.15	3.18	3.10	3.18	3.10	3.38	1.87	-
Standard deviation		.72	.62	.73	.74	.73	.73	.69	.71	.74	.72	.73	.49	.34	-
Standard error		.05	.06	.08	.05	.12	.14	.19	.07	.07	.07	.07	.04	.06	-

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l,m

Experian Data Breach 2017

Q11. If there was a data breach at your company, how confident, if at all, are you that you would know what to do in the first 24 hours following the breach?

Base: All respondents

		EXTERNAL SUPPORT FOR DATA BREACH		CALL CENTRE FACILITIES		STANDARD NOTIFICATION LETTER TEMPLATES		SPEED OF CUSTOMER NOTIFICATION OF DATA BREACH			ACCEPTABLE SPEED OF NOTIFICATION OF DATA BREACH TO CUSTOMERS			
		Total	Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	24 hours or less	72 hours or less	2 weeks or less	Acceptable	Unacceptable	Don't know
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	*k	*l
Total		200 100%	108 100%	92 100%	44 100%	156 100%	45 100%	155 100%	115 100%	163 100%	189 100%	173 100%	20 100%	7 100%
Very confident	(4)	62 31%	46 43%	16 17%	21 48%	41 26%	16 36%	46 30%	44 38%	55 34%	61 32%	57 33%	4 20%	1 14%
Fairly confident	(3)	101 51%	56 52%	45 49%	19 43%	82 53%	27 60%	74 48%	60 52%	89 55%	97 51%	93 54%	7 35%	1 14%
Not very confident	(2)	27 14%	5 5%	22 24%	3 7%	24 15%	2 4%	25 16%	10 9%	17 10%	26 14%	20 12%	7 35%	- -
Not at all confident	(1)	4 2%	1 1%	3 3%	1 2%	3 2%	- -	4 3%	1 1%	2 1%	3 2%	2 1%	2 10%	- -
Don't know		6 3%	- -	6 7%	- -	6 4%	- -	6 4%	- -	- -	2 1%	1 1%	- -	5 71%
NETS														
Net: Confident		163 82%	102 94%	61 66%	40 91%	123 79%	43 96%	120 77%	104 90%	144 88%	158 84%	150 87%	11 55%	2 29%
Net: Not confident		31 16%	6 6%	25 27%	4 9%	27 17%	2 4%	29 19%	11 10%	19 12%	29 15%	22 13%	9 45%	- -
Mean score		3.14	3.36 b	2.86	3.36 d	3.07	3.31	3.09	3.28	3.21	3.16	3.19	2.65	3.50
Standard deviation		.72	.62	.75	.72	.72	.56	.76	.66	.67	.71	.68	.93	.71
Standard error		.05	.06	.08	.11	.06	.08	.06	.06	.05	.05	.05	.21	.50

Columns Tested: a,b - c,d - e,f - g,h,i - j,k,l

Experian Data Breach 2017

Q11. If there was a data breach at your company, how confident, if at all, are you that you would know what to do in the first 24 hours following the breach?

Base: All respondents

			RESPONSIBILITY FOR DATA			CONSIDERED PURCHASING DB ASSISTANCE SERVICE / CURRENTLY OWN		BUSINESS SECTOR					
		Total	Customer	Equal	Organisation	Yes currently have / considered	No don't own / don't know	Manufacturing, Wholesale and Production	Retail and Sales	Recreation and Other Services	Business and Professional Services	Public Services inc. Education and Health	Information and Communication
Significance Level: 95%			a	b	c	d	e	f	*g	*h	i	*j	k
Total		200	33	56	103	117	83	64	10	16	62	18	30
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very confident	(4)	62	13	18	29	46	16	23	3	4	16	3	13
		31%	39%	32%	28%	39%	19%	36%	30%	25%	26%	17%	43%
						e							
Fairly confident	(3)	101	15	27	57	58	43	26	6	9	34	13	13
		51%	45%	48%	55%	50%	52%	41%	60%	56%	55%	72%	43%
Not very confident	(2)	27	4	10	13	12	15	10	1	2	10	1	3
		14%	12%	18%	13%	10%	18%	16%	10%	13%	16%	6%	10%
Not at all confident	(1)	4	1	-	3	1	3	2	-	-	2	-	-
		2%	3%	-	3%	1%	4%	3%	-	-	3%	-	-
Don't know		6	-	1	1	-	6	3	-	1	-	1	1
		3%	-	2%	1%	-	7% d	5%	-	6%	-	6%	3%
NETS													
Net: Confident		163	28	45	86	104	59	49	9	13	50	16	26
		82%	85%	80%	83%	89% e	71%	77%	90%	81%	81%	89%	87%
Net: Not confident		31	5	10	16	13	18	12	1	2	12	1	3
		16%	15%	18%	16%	11%	22% d	19%	10%	13%	19%	6%	10%
Mean score		3.14	3.21	3.15	3.10	3.27 e	2.94	3.15	3.20	3.13	3.03	3.12	3.34
Standard deviation		.72	.78	.70	.72	.68	.75	.81	.63	.64	.75	.49	.67
Standard error		.05	.14	.10	.07	.06	.09	.10	.20	.17	.09	.12	.12

Columns Tested: a,b,c - d,e - f,g,h,i,j,k

Experian Data Breach 2017

Q12 If there was a data breach at your organisation, which, if any, of the following would your organisation be likely to do?

Base: All respondents

	Total	BUSINESS SIZE					JOB ROLE		RESPONSIBILITY FOR PII RECORDS				DATA BREACH RESPONSE PLAN	
		Small business	Medium-small business	Medium-large business	Large business	NET: SMEs	IT Manager	Any other role	Up to 1000	1000 – 9999	10000 – 49999	50000+	Yes	No/Don't know
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	*k	l	m
Total	200 100%	50 100%	50 100%	50 100%	50 100%	150 100%	57 100%	143 100%	102 100%	54 100%	20 100%	18 100%	155 100%	45 100%
Provide a quick and appropriate response	100 50%	27 54%	15 30%	28 56%	30 60%	70 47%	26 46%	74 52%	41 40%	32 59%	10 50%	15 83%	83 54%	17 38%
Be totally open and transparent	90 45%	24 48%	19 38%	23 46%	24 48%	66 44%	26 46%	64 45%	45 44%	28 52%	7 35%	10 56%	73 47%	17 38%
Notify customers as soon as possible by telephone	67 34%	16 32%	15 30%	19 38%	17 34%	50 33%	19 33%	48 34%	33 32%	19 35%	7 35%	7 39%	56 36%	11 24%
Send a notification letter to customers	67 34%	19 38%	14 28%	17 34%	17 34%	50 33%	19 33%	48 34%	29 28%	21 39%	7 35%	8 44%	54 35%	13 29%
Have a dedicated support team to reassure customers	66 33%	12 24%	15 30%	22 44% a	17 34%	49 33%	14 25%	52 36%	32 31%	18 33%	6 30%	10 56%	62 40% m	4 9%
Offer a help line to assist customers	61 31%	12 24%	13 26%	22 44% a	14 28%	47 31%	19 33%	42 29%	33 32%	14 26%	4 20%	8 44%	57 37% m	4 9%
Contact an external party	55 28%	11 22%	13 26%	21 42% ad	10 20%	45 30%	15 26%	40 28%	32 31%	14 26%	3 15%	5 28%	45 29%	10 22%
Offer an identify protection service to its existing customers	41 21%	12 24%	8 16%	16 32% d	5 10%	36 24% d	13 23%	28 20%	29 28% i	6 11%	3 15%	3 17%	37 24% m	4 9%

Columns Tested: a,b,c,d,e - f,g - h,i,j,k - l,m

Experian Data Breach 2017

Q12 If there was a data breach at your organisation, which, if any, of the following would your organisation be likely to do?

Base: All respondents

	Total	BUSINESS SIZE					JOB ROLE		RESPONSIBILITY FOR PII RECORDS				DATA BREACH RESPONSE PLAN	
		Small business	Medium-small business	Medium-large business	Large business	NET: SMEs	IT Manager	Any other role	Up to 1000	1000 – 9999	10000 – 49999	50000+	Yes	No/Don't know
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Total	200 100%	50 100%	50 100%	50 100%	50 100%	150 100%	57 100%	143 100%	102 100%	54 100%	20 100%	18 100%	155 100%	45 100%
Financially compensate customers affected by this	33 17%	8 16%	12 24%	4 8%	9 18%	24 16%	8 14%	25 17%	15 15%	8 15%	3 15%	6 33%	31 20%	2 4%
Offer a free credit monitoring service	29 15%	7 14%	9 18%	8 16%	5 10%	24 16%	10 18%	19 13%	17 17%	7 13%	3 15%	2 11%	28 18%	1 2%
Other	4 2%	1 2%	1 2%	2 4%	- -	4 3%	2 4%	2 1%	2 2%	- -	1 5%	1 6%	3 2%	1 2%
Don't know	9 5%	4 8%	1 2%	1 2%	3 6%	6 4%	1 2%	8 6%	3 3%	1 2%	2 10%	- -	3 2%	6 13%
None of the above	1 1%	- -	1 2%	- -	- -	1 1%	- -	1 1%	1 1%	- -	- -	- -	1 1%	- -

Columns Tested: a,b,c,d,e - f,g - h,i,j,k - l,m

Experian Data Breach 2017

Q12 If there was a data breach at your organisation, which, if any, of the following would your organisation be likely to do?

Base: All respondents

		DATA BREACH RESPONSE TEAM		DATA BREACH IN PAST 2 YEARS		CUSTOMERS NOTIFIED OF DATA BREACH		SUB-BRANDS/SUBSIDIARIES		OVERSEAS CUSTOMER/EMPLOYEE DATA		CONFIDENCE TO KNOW WHAT TO DO FOLLOWING DATA BREACH		
		Yes	No/Don't know	Yes – any size	Yes – more than 1000	Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	Confident	Not confident	Don't know
Significance Level: 95%		a	b	c	d	*e	*f	g	h	i	j	k	l	*m
Total	200 100%	108 100%	92 100%	185 100%	36 100%	27 100%	14 100%	95 100%	105 100%	93 100%	107 100%	163 100%	31 100%	6 100%
Provide a quick and appropriate response	100 50%	61 56%	39 42%	95 51%	16 44%	14 52%	6 43%	44 46%	56 53%	53 57%	47 44%	93 57%	7 23%	- -
Be totally open and transparent	90 45%	52 48%	38 41%	87 47%	11 31%	10 37%	3 21%	40 42%	50 48%	46 49%	44 41%	80 49%	10 32%	- -
Notify customers as soon as possible by telephone	67 34%	45 42%	22 24%	63 34%	7 19%	6 22%	2 14%	35 37%	32 30%	38 41%	29 27%	56 34%	11 35%	- -
Send a notification letter to customers	67 34%	33 31%	34 37%	63 34%	12 33%	8 30%	4 29%	30 32%	37 35%	29 31%	38 36%	53 33%	13 42%	1 17%
Have a dedicated support team to reassure customers	66 33%	51 47%	15 16%	62 34%	13 36%	11 41%	4 29%	34 36%	32 30%	37 40%	29 27%	63 39%	3 10%	- -
Offer a help line to assist customers	61 31%	41 38%	20 22%	56 30%	12 33%	10 37%	4 29%	34 36%	27 26%	29 31%	32 30%	60 37%	1 3%	- -
Contact an external party	55 28%	35 32%	20 22%	53 29%	10 28%	8 30%	2 14%	28 29%	27 26%	29 31%	26 24%	46 28%	9 29%	- -
Offer an identify protection service to its existing customers	41 21%	27 25%	14 15%	40 22%	6 17%	4 15%	2 14%	22 23%	19 18%	20 22%	21 20%	38 23%	3 10%	- -
Financially compensate customers affected by this	33 17%	23 21%	10 11%	31 17%	6 17%	3 11%	3 21%	14 15%	19 18%	13 14%	20 19%	30 18%	3 10%	- -

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l,m

Experian Data Breach 2017

Q12 If there was a data breach at your organisation, which, if any, of the following would your organisation be likely to do?

Base: All respondents

	Total	DATA BREACH RESPONSE TEAM		DATA BREACH IN PAST 2 YEARS		CUSTOMERS NOTIFIED OF DATA BREACH		SUB-BRANDS/SUBSIDIARIES		OVERSEAS CUSTOMER/EMPLOYEE DATA		CONFIDENCE TO KNOW WHAT TO DO FOLLOWING DATA BREACH		
		Yes	No/Don't know	Yes – any size	Yes – more than 1000	Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	Confident	Not confident	Don't know
Significance Level: 95%		a	b	c	d	*e	*f	g	h	i	j	k	l	*m
Total	200 100%	108 100%	92 100%	185 100%	36 100%	27 100%	14 100%	95 100%	105 100%	93 100%	107 100%	163 100%	31 100%	6 100%
Offer a free credit monitoring service	29 15%	21 19%	8 9%	29 16%	11 31%	10 37%	1 7%	16 17%	13 12%	14 15%	15 14%	28 17%	1 3%	- -
Other	4 2%	2 2%	2 2%	4 2%	- -	- -	- -	2 2%	2 2%	2 2%	2 2%	3 2%	- -	1 17%
Don't know	9 5%	1 1%	8 9%	5 3%	- -	- -	- -	1 1%	8 8%	- -	9 8%	3 2%	2 6%	4 67%
None of the above	1 1%	- -	1 1%	1 1%	- -	- -	- -	- -	1 1%	- -	1 1%	1 1%	- -	- -

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l,m

Experian Data Breach 2017

Q12 If there was a data breach at your organisation, which, if any, of the following would your organisation be likely to do?

Base: All respondents

	Total	EXTERNAL SUPPORT FOR DATA BREACH		CALL CENTRE FACILITIES		STANDARD NOTIFICATION LETTER TEMPLATES		SPEED OF CUSTOMER NOTIFICATION OF DATA BREACH			ACCEPTABLE SPEED OF NOTIFICATION OF DATA BREACH TO CUSTOMERS		
		Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	24 hours or less	72 hours or less	2 weeks or less	Acceptable	Unacceptable	Don't know
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	*k	*l
Total	200 100%	108 100%	92 100%	44 100%	156 100%	45 100%	155 100%	115 100%	163 100%	189 100%	173 100%	20 100%	7 100%
Provide a quick and appropriate response	100 50%	66 61% b	34 37%	24 55%	76 49%	28 62%	72 46%	62 54%	86 53%	98 52%	89 51%	10 50%	1 14%
Be totally open and transparent	90 45%	56 52% b	34 37%	27 61% d	63 40%	24 53%	66 43%	53 46%	81 50%	88 47%	82 47%	7 35%	1 14%
Notify customers as soon as possible by telephone	67 34%	45 42% b	22 24%	21 48% d	46 29%	20 44%	47 30%	47 41%	60 37%	67 35%	59 34%	7 35%	1 14%
Send a notification letter to customers	67 34%	39 36%	28 30%	14 32%	53 34%	18 40%	49 32%	38 33%	56 34%	67 35%	60 35%	6 30%	1 14%
Have a dedicated support team to reassure customers	66 33%	48 44% b	18 20%	23 52% d	43 28%	20 44%	46 30%	48 42%	62 38%	66 35%	60 35%	5 25%	1 14%
Offer a help line to assist customers	61 31%	45 42% b	16 17%	20 45% d	41 26%	18 40%	43 28%	47 41%	58 36%	61 32%	57 33%	3 15%	1 14%
Contact an external party	55 28%	39 36% b	16 17%	12 27%	43 28%	13 29%	42 27%	35 30%	44 27%	52 28%	46 27%	9 45%	- -
Offer an identify protection service to its existing customers	41 21%	29 27% b	12 13%	12 27%	29 19%	12 27%	29 19%	32 28%	39 24%	41 22%	37 21%	4 20%	- -

Columns Tested: a,b - c,d - e,f - g,h,i - j,k,l

Experian Data Breach 2017

Q12 If there was a data breach at your organisation, which, if any, of the following would your organisation be likely to do?

Base: All respondents

	Total	EXTERNAL SUPPORT FOR DATA BREACH		CALL CENTRE FACILITIES		STANDARD NOTIFICATION LETTER TEMPLATES		SPEED OF CUSTOMER NOTIFICATION OF DATA BREACH			ACCEPTABLE SPEED OF NOTIFICATION OF DATA BREACH TO CUSTOMERS		
		Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	24 hours or less	72 hours or less	2 weeks or less	Acceptable	Unacceptable	Don't know
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	*k	*l
Total	200 100%	108 100%	92 100%	44 100%	156 100%	45 100%	155 100%	115 100%	163 100%	189 100%	173 100%	20 100%	7 100%
Financially compensate customers affected by this	33 17%	25 23% b	8 9%	8 18%	25 16%	7 16%	26 17%	19 17%	31 19%	33 17%	30 17%	3 15%	- -
Offer a free credit monitoring service	29 15%	23 21% b	6 7%	10 23%	19 12%	8 18%	21 14%	23 20%	28 17%	29 15%	25 14%	3 15%	1 14%
Other	4 2%	1 1%	3 3%	1 2%	3 2%	1 2%	3 2%	2 2%	3 2%	3 2%	3 2%	- -	1 14%
Don't know	9 5%	- -	9 10% a	- -	9 6%	- -	9 6%	2 2%	4 2%	5 3%	3 2%	1 5%	5 71%
None of the above	1 1%	- -	1 1%	- -	1 1%	- -	1 1%	- -	- -	- -	1 1%	- -	- -

Columns Tested: a,b - c,d - e,f - g,h,i - j,k,l

Experian Data Breach 2017

Q12 If there was a data breach at your organisation, which, if any, of the following would your organisation be likely to do?

Base: All respondents

		RESPONSIBILITY FOR DATA			CONSIDERED PURCHASING DB ASSISTANCE SERVICE / CURRENTLY OWN		BUSINESS SECTOR					
		Customer	Equal	Organisation	Yes currently have / considered	No don't own / don't know	Manufacturing, Wholesale and Production	Retail and Sales	Recreation and Other Services	Business and Professional Services	Public Services inc. Education and Health	Information and Communication
Significance Level: 95%		a	b	c	d	e	f	*g	*h	i	*j	k
Total	200 100%	33 100%	56 100%	103 100%	117 100%	83 100%	64 100%	10 100%	16 100%	62 100%	18 100%	30 100%
Provide a quick and appropriate response	100 50%	17 52%	28 50%	55 53%	56 48%	44 53%	30 47%	5 50%	6 38%	38 61% k	11 61%	10 33%
Be totally open and transparent	90 45%	13 39%	32 57%	45 44%	50 43%	40 48%	21 33%	5 50%	8 50%	31 50%	10 56%	15 50%
Notify customers as soon as possible by telephone	67 34%	6 18%	21 38%	40 39% a	43 37%	24 29%	17 27%	5 50%	4 25%	24 39%	7 39%	10 33%
Send a notification letter to customers	67 34%	6 18%	22 39% a	38 37% a	43 37%	24 29%	24 38%	1 10%	6 38%	21 34%	6 33%	9 30%
Have a dedicated support team to reassure customers	66 33%	9 27%	19 34%	38 37%	47 40% e	19 23%	21 33%	5 50%	5 31%	20 32%	7 39%	8 27%
Offer a help line to assist customers	61 31%	7 21%	19 34%	34 33%	45 38% e	16 19%	20 31%	4 40%	6 38%	17 27%	4 22%	10 33%
Contact an external party	55 28%	8 24%	19 34%	28 27%	35 30%	20 24%	18 28%	1 10%	4 25%	19 31%	7 39%	6 20%
Offer an identify protection service to its existing customers	41 21%	6 18%	11 20%	24 23%	32 27% e	9 11%	11 17%	3 30%	5 31%	12 19%	3 17%	7 23%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k

Experian Data Breach 2017

Q12 If there was a data breach at your organisation, which, if any, of the following would your organisation be likely to do?

Base: All respondents

		RESPONSIBILITY FOR DATA			CONSIDERED PURCHASING DB ASSISTANCE SERVICE / CURRENTLY OWN		BUSINESS SECTOR					
	Total	Customer	Equal	Organisation	Yes currently have / considered	No don't own / don't know	Manufacturing, Wholesale and Production	Retail and Sales	Recreation and Other Services	Business and Professional Services	Public Services inc. Education and Health	Information and Communication
Significance Level: 95%		a	b	c	d	e	f	*g	*h	i	*j	k
Total	200 100%	33 100%	56 100%	103 100%	117 100%	83 100%	64 100%	10 100%	16 100%	62 100%	18 100%	30 100%
Financially compensate customers affected by this	33 17%	6 18%	15 27% c	12 12%	25 21% e	8 10%	11 17%	3 30%	2 13%	11 18%	2 11%	4 13%
Offer a free credit monitoring service	29 15%	10 30% bc	7 13%	12 12%	26 22% e	3 4%	14 22% i	- -	3 19%	5 8%	2 11%	5 17%
Other	4 2%	- -	1 2%	3 3%	1 1%	3 4%	3 5%	- -	- -	- -	- -	1 3%
Don't know	9 5%	- -	2 4%	2 2%	- -	9 11% d	2 3%	1 10%	3 19%	1 2%	1 6%	1 3%
None of the above	1 1%	- -	- -	- -	- -	1 1%	- -	- -	- -	- -	1 6%	- -

Columns Tested: a,b,c - d,e - f,g,h,i,j,k

Experian Data Breach 2017

Q13a. If there was a data breach at your organisation, who, if anyone, would be the external party that you would contact in the first 24 hours?

Base: All respondents

	Total	BUSINESS SIZE					JOB ROLE		RESPONSIBILITY FOR PII RECORDS				DATA BREACH RESPONSE PLAN	
		Small business	Medium-small business	Medium-large business	Large business	NET: SMEs	IT Manager	Any other role	Up to 1000	1000 – 9999	10000 – 49999	50000+	Yes	No/Don't know
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	*k	l	m
Total	200 100%	50 100%	50 100%	50 100%	50 100%	150 100%	57 100%	143 100%	102 100%	54 100%	20 100%	18 100%	155 100%	45 100%
The Police	81 41%	20 40%	18 36%	26 52%	17 34%	64 43%	23 40%	58 41%	45 44%	18 33%	8 40%	9 50%	67 43%	14 31%
An IT forensics company	68 34%	13 26%	15 30%	22 44%	18 36%	50 33%	28 49%	40 28%	35 34%	19 35%	6 30%	6 33%	60 39%	8 18%
A law firm	48 24%	13 26%	10 20%	13 26%	12 24%	36 24%	14 25%	34 24%	26 25%	16 30%	1 5%	4 22%	42 27%	6 13%
An insurance provider	45 23%	9 18%	13 26%	11 22%	12 24%	33 22%	15 26%	30 21%	21 21%	16 30%	6 30%	2 11%	45 29%	- -
Your email provider	35 18%	10 20%	10 20%	9 18%	6 12%	29 19%	4 7%	31 22%	25 25%	6 11%	2 10%	1 6%	31 20%	4 9%
A credit-checking and web monitoring provider e.g. Experian, Equifax, Call Credit	33 17%	10 20%	7 14%	9 18%	7 14%	26 17%	9 16%	24 17%	16 16%	10 19%	4 20%	3 17%	29 19%	4 9%
A PR company	24 12%	4 8%	10 20%	5 10%	5 10%	19 13%	7 12%	17 12%	9 9%	6 11%	4 20%	4 22%	23 15%	1 2%
Other	6 3%	2 4%	3 6%	1 2%	- -	6 4%	- -	6 4%	2 2%	2 4%	- -	2 11%	3 2%	3 7%
Don't know	16 8%	5 10%	4 8%	1 2%	6 12%	10 7%	1 2%	15 10%	4 4%	3 6%	3 15%	3 17%	8 5%	8 18%
We would not contact an external party	13 7%	5 10%	1 2%	3 6%	4 8%	9 6%	5 9%	8 6%	5 5%	5 9%	2 10%	1 6%	6 4%	7 16%

Columns Tested: a,b,c,d,e - f,g - h,i,j,k - l,m

Experian Data Breach 2017

Q13a. If there was a data breach at your organisation, who, if anyone, would be the external party that you would contact in the first 24 hours?

Base: All respondents

	Total	DATA BREACH RESPONSE TEAM		DATA BREACH IN PAST 2 YEARS		CUSTOMERS NOTIFIED OF DATA BREACH		SUB-BRANDS/SUBSIDIARIES		OVERSEAS CUSTOMER/EMPLOYEE DATA		CONFIDENCE TO KNOW WHAT TO DO FOLLOWING DATA BREACH		
		Yes	No/Don't know	Yes – any size	Yes – more than 1000	Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	Confident	Not confident	Don't know
Significance Level: 95%		a	b	c	d	*e	*f	g	h	i	j	k	l	*m
Total	200 100%	108 100%	92 100%	185 100%	36 100%	27 100%	14 100%	95 100%	105 100%	93 100%	107 100%	163 100%	31 100%	6 100%
The Police	81 41%	48 44%	33 36%	79 43%	18 50%	12 44%	7 50%	40 42%	41 39%	38 41%	43 40%	67 41%	13 42%	1 17%
An IT forensics company	68 34%	42 39%	26 28%	65 35%	13 36%	11 41%	5 36%	41 43%	27 26%	40 43%	28 26%	59 36%	9 29%	- -
A law firm	48 24%	33 31%	15 16%	46 25%	12 33%	10 37%	2 14%	24 25%	24 23%	30 32%	18 17%	43 26%	5 16%	- -
An insurance provider	45 23%	34 31%	11 12%	43 23%	14 39%	10 37%	5 36%	28 29%	17 16%	27 29%	18 17%	42 26%	3 10%	- -
Your email provider	35 18%	19 18%	16 17%	34 18%	6 17%	5 19%	1 7%	21 22%	14 13%	14 15%	21 20%	32 20%	3 10%	- -
A credit-checking and web monitoring provider e.g. Experian, Equifax, Call Credit	33 17%	22 20%	11 12%	33 18%	10 28%	8 30%	4 29%	15 16%	18 17%	18 19%	15 14%	30 18%	3 10%	- -
A PR company	24 12%	18 17%	6 7%	23 12%	11 31%	7 26%	4 29%	18 19%	6 6%	15 16%	9 8%	20 12%	4 13%	- -
Other	6 3%	2 2%	4 4%	6 3%	- -	- -	- -	- -	6 6%	1 1%	5 5%	3 2%	3 10%	- -
Don't know	16 8%	2 2%	14 15%	12 6%	- -	- -	1 7%	4 4%	12 11%	4 4%	12 11%	8 5%	4 13%	4 67%
We would not contact an external party	13 7%	3 3%	10 11%	10 5%	1 3%	- -	1 7%	3 3%	10 10%	4 4%	9 8%	11 7%	1 3%	1 17%

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l,m

Experian Data Breach 2017

Q13a. If there was a data breach at your organisation, who, if anyone, would be the external party that you would contact in the first 24 hours?

Base: All respondents

	Total	EXTERNAL SUPPORT FOR DATA BREACH		CALL CENTRE FACILITIES		STANDARD NOTIFICATION LETTER TEMPLATES		SPEED OF CUSTOMER NOTIFICATION OF DATA BREACH			ACCEPTABLE SPEED OF NOTIFICATION OF DATA BREACH TO CUSTOMERS		
		Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	24 hours or less	72 hours or less	2 weeks or less	Acceptable	Unacceptable	Don't know
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	*k	*l
Total	200 100%	108 100%	92 100%	44 100%	156 100%	45 100%	155 100%	115 100%	163 100%	189 100%	173 100%	20 100%	7 100%
The Police	81 41%	52 48% b	29 32%	17 39%	64 41%	18 40%	63 41%	54 47%	72 44%	79 42%	71 41%	9 45%	1 14%
An IT forensics company	68 34%	49 45% b	19 21%	21 48% d	47 30%	22 49% f	46 30%	46 40%	62 38%	67 35%	64 37%	4 20%	- -
A law firm	48 24%	37 34% b	11 12%	17 39% d	31 20%	15 33%	33 21%	32 28%	45 28%	48 25%	42 24%	6 30%	- -
An insurance provider	45 23%	38 35% b	7 8%	8 18%	37 24%	11 24%	34 22%	29 25%	39 24%	45 24%	41 24%	4 20%	- -
Your email provider	35 18%	22 20%	13 14%	5 11%	30 19%	11 24%	24 15%	25 22%	30 18%	34 18%	31 18%	4 20%	- -
A credit-checking and web monitoring provider e.g. Experian, Equifax, Call Credit	33 17%	24 22% b	9 10%	8 18%	25 16%	8 18%	25 16%	22 19%	31 19%	32 17%	28 16%	4 20%	1 14%
A PR company	24 12%	15 14%	9 10%	6 14%	18 12%	5 11%	19 12%	14 12%	22 13%	24 13%	21 12%	3 15%	- -
Other	6 3%	3 3%	3 3%	1 2%	5 3%	1 2%	5 3%	2 2%	4 2%	5 3%	4 2%	2 10%	- -
Don't know	16 8%	- -	16 17% a	- -	16 10% c	- -	16 10% e	5 4%	6 4%	11 6%	9 5%	2 10%	5 71%
We would not contact an external party	13 7%	1 1%	12 13% a	2 5%	11 7%	1 2%	12 8%	3 3%	8 5%	11 6%	11 6%	1 5%	1 14%

Columns Tested: a,b - c,d - e,f - g,h,i - j,k,l

Experian Data Breach 2017

Q13a. If there was a data breach at your organisation, who, if anyone, would be the external party that you would contact in the first 24 hours?

Base: All respondents

		RESPONSIBILITY FOR DATA			CONSIDERED PURCHASING DB ASSISTANCE SERVICE / CURRENTLY OWN		BUSINESS SECTOR					
	Total	Customer	Equal	Organisation	Yes currently have / considered	No don't own / don't know	Manufacturing, Wholesale and Production	Retail and Sales	Recreation and Other Services	Business and Professional Services	Public Services inc. Education and Health	Information and Communication
Significance Level: 95%		a	b	c	d	e	f	*g	*h	i	*j	k
Total	200 100%	33 100%	56 100%	103 100%	117 100%	83 100%	64 100%	10 100%	16 100%	62 100%	18 100%	30 100%
The Police	81 41%	17 52%	22 39%	42 41%	50 43%	31 37%	23 36%	3 30%	8 50%	22 35%	9 50%	16 53%
An IT forensics company	68 34%	11 33%	18 32%	39 38%	50 43% e	18 22%	18 28%	4 40%	3 19%	21 34%	6 33%	16 53% f
A law firm	48 24%	11 33%	12 21%	25 24%	36 31% e	12 14%	13 20%	- -	5 31%	19 31%	1 6%	10 33%
An insurance provider	45 23%	12 36% c	14 25%	19 18%	38 32% e	7 8%	14 22%	1 10%	3 19%	14 23%	2 11%	11 37%
Your email provider	35 18%	5 15%	10 18%	19 18%	25 21%	10 12%	14 22%	2 20%	4 25%	9 15%	4 22%	2 7%
A credit-checking and web monitoring provider e.g. Experian, Equifax, Call Credit	33 17%	7 21%	7 13%	19 18%	23 20%	10 12%	10 16%	4 40%	4 25%	8 13%	1 6%	6 20%
A PR company	24 12%	7 21%	5 9%	11 11%	20 17% e	4 5%	11 17%	1 10%	4 25%	4 6%	- -	4 13%
Other	6 3%	- -	3 5%	3 3%	1 1%	5 6% d	1 2%	- -	- -	3 5%	2 11%	- -
Don't know	16 8%	- -	3 5%	8 8%	- -	16 19% d	4 6%	- -	3 19%	5 8%	3 17%	1 3%
We would not contact an external party	13 7%	1 3%	5 9%	6 6%	1 1%	12 14% d	2 3%	1 10%	1 6%	6 10%	2 11%	1 3%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k

Experian Data Breach 2017

Q13b. Which credit-checking and web monitoring provider would you contact in the first 24 hours?

Base: All who would contact a credit-checking/web monitoring provider

	Total	BUSINESS SIZE					JOB ROLE		RESPONSIBILITY FOR PII RECORDS				DATA BREACH RESPONSE PLAN	
		Small business	Medium-small business	Medium-large business	Large business	NET: SMEs	IT Manager	Any other role	Up to 1000	1000 – 9999	10000 – 49999	50000+	Yes	No/Don't know
Significance Level: 95%		*a	*b	*c	*d	*e	*f	*g	*h	*i	*j	*k	*l	*m
Total	33 100%	10 100%	7 100%	9 100%	7 100%	26 100%	9 100%	24 100%	16 100%	10 100%	4 100%	3 100%	29 100%	4 100%
Experian	24 73%	8 80%	5 71%	8 89%	3 43%	21 81%	7 78%	17 71%	12 75%	8 80%	3 75%	1 33%	21 72%	3 75%
Equifax	9 27%	2 20%	1 14%	4 44%	2 29%	7 27%	2 22%	7 29%	5 31%	2 20%	1 25%	1 33%	8 28%	1 25%
Call Credit	7 21%	2 20%	1 14%	1 11%	3 43%	4 15%	3 33%	4 17%	2 13%	2 20%	1 25%	2 67%	7 24%	- -
Other	1 3%	1 10%	- -	- -	- -	1 4%	- -	1 4%	- -	1 10%	- -	- -	- -	1 25%
Don't know	4 12%	1 10%	- -	1 11%	2 29%	2 8%	1 11%	3 13%	1 6%	1 10%	1 25%	1 33%	4 14%	- -

Columns Tested: a,b,c,d,e - f,g - h,i,j,k - l,m

Experian Data Breach 2017

Q13b. Which credit-checking and web monitoring provider would you contact in the first 24 hours?

Base: All who would contact a credit-checking/web monitoring provider

	DATA BREACH RESPONSE TEAM			DATA BREACH IN PAST 2 YEARS		CUSTOMERS NOTIFIED OF DATA BREACH		SUB-BRANDS/SUBSIDIARIES		OVERSEAS CUSTOMER/EMPLOYEE DATA		CONFIDENCE TO KNOW WHAT TO DO FOLLOWING DATA BREACH		
	Total	Yes	No/Don't know	Yes – any size	Yes – more than 1000	Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	Confident	Not confident	Don't know
Significance Level: 95%		*a	*b	c	*d	*e	*f	*g	*h	*i	*j	k	*l	*m
Total	33 100%	22 100%	11 100%	33 100%	10 100%	8 100%	4 100%	15 100%	18 100%	18 100%	15 100%	30 100%	3 100%	- -
Experian	24 73%	16 73%	8 73%	24 73%	8 80%	7 88%	2 50%	12 80%	12 67%	14 78%	10 67%	21 70%	3 100%	- -
Equifax	9 27%	7 32%	2 18%	9 27%	4 40%	4 50%	2 50%	7 47%	2 11%	8 44%	1 7%	9 30%	- -	- -
Call Credit	7 21%	7 32%	- -	7 21%	6 60%	4 50%	2 50%	4 27%	3 17%	5 28%	2 13%	7 23%	- -	- -
Other	1 3%	- -	1 9%	1 3%	- -	- -	- -	- -	1 6%	- -	1 7%	- -	1 33%	- -
Don't know	4 12%	2 9%	2 18%	4 12%	- -	- -	- -	- -	4 22%	- -	4 27%	4 13%	- -	- -

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l,m

Experian Data Breach 2017

Q13b. Which credit-checking and web monitoring provider would you contact in the first 24 hours?

Base: All who would contact a credit-checking/web monitoring provider

	Total	EXTERNAL SUPPORT FOR DATA BREACH		CALL CENTRE FACILITIES		STANDARD NOTIFICATION LETTER TEMPLATES		SPEED OF CUSTOMER NOTIFICATION OF DATA BREACH			ACCEPTABLE SPEED OF NOTIFICATION OF DATA BREACH TO CUSTOMERS		
		Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	24 hours or less	72 hours or less	2 weeks or less	Acceptable	Unacceptable	Don't know
Significance Level: 95%		*a	*b	*c	*d	*e	*f	*g	h	i	*j	*k	*l
Total	33 100%	24 100%	9 100%	8 100%	25 100%	8 100%	25 100%	22 100%	31 100%	32 100%	28 100%	4 100%	1 100%
Experian	24 73%	19 79%	5 56%	5 63%	19 76%	6 75%	18 72%	17 77%	23 74%	24 75%	20 71%	3 75%	1 100%
Equifax	9 27%	8 33%	1 11%	2 25%	7 28%	3 38%	6 24%	5 23%	9 29%	9 28%	6 21%	3 75%	- -
Call Credit	7 21%	6 25%	1 11%	1 13%	6 24%	1 13%	6 24%	6 27%	7 23%	7 22%	5 18%	2 50%	- -
Other	1 3%	- -	1 11%	- -	1 4%	- -	1 4%	- -	1 3%	1 3%	1 4%	- -	- -
Don't know	4 12%	2 8%	2 22%	1 13%	3 12%	- -	4 16%	2 9%	3 10%	3 9%	4 14%	- -	- -

Columns Tested: a,b - c,d - e,f - g,h,i - j,k,l

Experian Data Breach 2017

Q13b. Which credit-checking and web monitoring provider would you contact in the first 24 hours?

Base: All who would contact a credit-checking/web monitoring provider

		RESPONSIBILITY FOR DATA			CONSIDERED PURCHASING DB ASSISTANCE SERVICE / CURRENTLY OWN		BUSINESS SECTOR					
	Total	Customer	Equal	Organisation	Yes currently have / considered	No don't own / don't know	Manufacturing, Wholesale and Production	Retail and Sales	Recreation and Other Services	Business and Professional Services	Public Services inc. Education and Health	Information and Communication
Significance Level: 95%		*a	*b	*c	*d	*e	*f	*g	*h	*i	*j	*k
Total	33 100%	7 100%	7 100%	19 100%	23 100%	10 100%	10 100%	4 100%	4 100%	8 100%	1 100%	6 100%
Experian	24 73%	4 57%	4 57%	16 84%	18 78%	6 60%	7 70%	4 100%	3 75%	5 63%	- -	5 83%
Equifax	9 27%	4 57%	1 14%	4 21%	7 30%	2 20%	3 30%	- -	3 75%	1 13%	- -	2 33%
Call Credit	7 21%	4 57%	1 14%	2 11%	6 26%	1 10%	1 10%	- -	1 25%	2 25%	- -	3 50%
Other	1 3%	- -	- -	1 5%	- -	1 10%	- -	- -	- -	1 13%	- -	- -
Don't know	4 12%	1 14%	2 29%	1 5%	2 9%	2 20%	- -	- -	- -	3 38%	1 100%	- -

Columns Tested: a,b,c - d,e - f,g,h,i,j,k

Experian Data Breach 2017

Q14a. Does your organisation have agreements or contracts in place with external parties to support you in the event of a data breach?

Base: All respondents

	Total	BUSINESS SIZE					JOB ROLE		RESPONSIBILITY FOR PII RECORDS				DATA BREACH RESPONSE PLAN	
		Small business	Medium-small business	Medium-large business	Large business	NET: SMEs	IT Manager	Any other role	Up to 1000	1000 – 9999	10000 – 49999	50000+	Yes	No/Don't know
Significance Level: 95%		a	b	c	d	e	f	g	h	i	*j	*k	l	m
Total	200	50	50	50	50	150	57	143	102	54	20	18	155	45
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	108	21	28	30	29	79	34	74	53	36	8	10	101	7
	54%	42%	56%	60%	58%	53%	60%	52%	52%	67%	40%	56%	65% m	16%
No	68	22	20	17	9	59	18	50	42	16	5	5	40	28
	34%	44%	40%	34%	18%	39%	32%	35%	41%	30%	25%	28%	26%	62% l
Don't know	24	7	2	3	12	12	5	19	7	2	7	3	14	10
	12%	14%	4%	6%	24% bce	8%	9%	13%	7%	4%	35%	17%	9%	22% l

Columns Tested: a,b,c,d,e - f,g - h,i,j,k - l,m

Experian Data Breach 2017

Q14a. Does your organisation have agreements or contracts in place with external parties to support you in the event of a data breach?

Base: All respondents

	Total	DATA BREACH RESPONSE TEAM		DATA BREACH IN PAST 2 YEARS		CUSTOMERS NOTIFIED OF DATA BREACH		SUB-BRANDS/SUBSIDIARIES		OVERSEAS CUSTOMER/EMPLOYEE DATA		CONFIDENCE TO KNOW WHAT TO DO FOLLOWING DATA BREACH		
		Yes	No/Don't know	Yes – any size	Yes – more than 1000	Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	Confident	Not confident	Don't know
Significance Level: 95%		a	b	c	d	*e	*f	g	h	i	j	k	l	*m
Total	200	108	92	185	36	27	14	95	105	93	107	163	31	6
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	108	84	24	105	33	27	9	69	39	65	43	102	6	-
	54%	78%	26%	57%	92%	100%	64%	73%	37%	70%	40%	63%	19%	-
		b			c			h		j		l		
No	68	18	50	63	3	-	5	21	47	23	45	44	22	2
	34%	17%	54%	34%	8%	-	36%	22%	45%	25%	42%	27%	71%	33%
		a		d				g		i		k		
Don't know	24	6	18	17	-	-	-	5	19	5	19	17	3	4
	12%	6%	20%	9%	-	-	-	5%	18%	5%	18%	10%	10%	67%
		a						g		i				

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l,m

Experian Data Breach 2017

Q14a. Does your organisation have agreements or contracts in place with external parties to support you in the event of a data breach?

Base: All respondents

		EXTERNAL SUPPORT FOR DATA BREACH		CALL CENTRE FACILITIES		STANDARD NOTIFICATION LETTER TEMPLATES		SPEED OF CUSTOMER NOTIFICATION OF DATA BREACH			ACCEPTABLE SPEED OF NOTIFICATION OF DATA BREACH TO CUSTOMERS		
	Total	Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	24 hours or less	72 hours or less	2 weeks or less	Acceptable	Unacceptable	Don't know
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	*k	*l
Total	200 100%	108 100%	92 100%	44 100%	156 100%	45 100%	155 100%	115 100%	163 100%	189 100%	173 100%	20 100%	7 100%
Yes	108 54%	108 100%	- -	35 80%	73 47%	37 82%	71 46%	75 65%	97 60%	106 56%	102 59%	6 30%	- -
		b		d		f							
No	68 34%	- -	68 74%	9 20%	59 38%	6 13%	62 40%	33 29%	52 32%	65 34%	56 32%	10 50%	2 29%
			a		c		e						
Don't know	24 12%	- -	24 26%	- -	24 15%	2 4%	22 14%	7 6%	14 9%	18 10%	15 9%	4 20%	5 71%
			a		c								

Columns Tested: a,b - c,d - e,f - g,h,i - j,k,l

Experian Data Breach 2017

Q14a. Does your organisation have agreements or contracts in place with external parties to support you in the event of a data breach?

Base: All respondents

		RESPONSIBILITY FOR DATA			CONSIDERED PURCHASING DB ASSISTANCE SERVICE / CURRENTLY OWN		BUSINESS SECTOR					
	Total	Customer	Equal	Organisation	Yes currently have / considered	No don't own / don't know	Manufacturing, Wholesale and Production	Retail and Sales	Recreation and Other Services	Business and Professional Services	Public Services inc. Education and Health	Information and Communication
Significance Level: 95%		a	b	c	d	e	f	*g	*h	i	*j	k
Total	200 100%	33 100%	56 100%	103 100%	117 100%	83 100%	64 100%	10 100%	16 100%	62 100%	18 100%	30 100%
Yes	108 54%	23 70%	29 52%	56 54%	88 75% e	20 24%	39 61%	6 60%	7 44%	29 47%	8 44%	19 63%
No	68 34%	9 27%	19 34%	37 36%	25 21%	43 52% d	21 33%	3 30%	6 38%	25 40%	6 33%	7 23%
Don't know	24 12%	1 3%	8 14%	10 10%	4 3%	20 24% d	4 6%	1 10%	3 19%	8 13%	4 22%	4 13%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k

Experian Data Breach 2017

Q14b. What types of agreements or contracts do you have in place with external parties?

Base: All who have an agreement/contract in place with an external party

	Total	BUSINESS SIZE					JOB ROLE		RESPONSIBILITY FOR PII RECORDS				DATA BREACH RESPONSE PLAN	
		Small business	Medium-small business	Medium-large business	Large business	NET: SMEs	IT Manager	Any other role	Up to 1000	1000 – 9999	10000 – 49999	50000+	Yes	No/Don't know
Significance Level: 95%		*a	*b	c	*d	e	f	g	h	i	*j	*k	l	*m
Total	108 100%	21 100%	28 100%	30 100%	29 100%	79 100%	34 100%	74 100%	53 100%	36 100%	8 100%	10 100%	101 100%	7 100%
Legal	69 64%	11 52%	19 68%	19 63%	20 69%	49 62%	19 56%	50 68%	33 62%	22 61%	5 63%	8 80%	65 64%	4 57%
Insurance	63 58%	9 43%	16 57%	18 60%	20 69%	43 54%	20 59%	43 58%	32 60%	20 56%	5 63%	6 60%	62 61%	1 14%
Notification	35 32%	8 38%	9 32%	12 40%	6 21%	29 37%	11 32%	24 32%	21 40%	8 22%	3 38%	3 30%	35 35%	- -
Credit / Identity monitoring	30 28%	8 38%	5 18%	8 27%	9 31%	21 27%	10 29%	20 27%	17 32%	9 25%	3 38%	1 10%	30 30%	- -
Call centre partnerships	26 24%	5 24%	7 25%	7 23%	7 24%	19 24%	11 32%	15 20%	13 25%	5 14%	5 63%	3 30%	26 26%	- -
Other	3 3%	2 10%	- -	1 3%	- -	3 4%	1 3%	2 3%	1 2%	2 6%	- -	- -	1 1%	2 29%
Don't know	1 1%	1 5%	- -	- -	- -	1 1%	- -	1 1%	- -	- -	- -	1 10%	- -	1 14%

Columns Tested: a,b,c,d,e - f,g - h,i,j,k - l,m

Experian Data Breach 2017

Q14b. What types of agreements or contracts do you have in place with external parties?

Base: All who have an agreement/contract in place with an external party

	Total	DATA BREACH RESPONSE TEAM		DATA BREACH IN PAST 2 YEARS		CUSTOMERS NOTIFIED OF DATA BREACH		SUB-BRANDS/SUBSIDIARIES		OVERSEAS CUSTOMER/EMPLOYEE DATA		CONFIDENCE TO KNOW WHAT TO DO FOLLOWING DATA BREACH		
		Yes	No/Don't know	Yes – any size	Yes – more than 1000	Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	Confident	Not confident	Don't know
Significance Level: 95%		a	*b	c	d	*e	*f	g	h	i	j	k	*l	*m
Total	108 100%	84 100%	24 100%	105 100%	33 100%	27 100%	9 100%	69 100%	39 100%	65 100%	43 100%	102 100%	6 100%	- -
Legal	69 64%	56 67%	13 54%	67 64%	18 55%	14 52%	5 56%	42 61%	27 69%	39 60%	30 70%	65 64%	4 67%	- -
Insurance	63 58%	53 63%	10 42%	61 58%	19 58%	15 56%	6 67%	41 59%	22 56%	39 60%	24 56%	61 60%	2 33%	- -
Notification	35 32%	30 36%	5 21%	34 32%	10 30%	11 41%	1 11%	26 38%	9 23%	25 38%	10 23%	33 32%	2 33%	- -
Credit / Identity monitoring	30 28%	25 30%	5 21%	30 29%	12 36%	11 41%	2 22%	22 32%	8 21%	18 28%	12 28%	29 28%	1 17%	- -
Call centre partnerships	26 24%	22 26%	4 17%	26 25%	12 36%	7 26%	5 56%	20 29%	6 15%	18 28%	8 19%	25 25%	1 17%	- -
Other	3 3%	- -	3 13%	3 3%	- -	- -	- -	- -	3 8% 9	1 2%	2 5%	2 2%	1 17%	- -
Don't know	1 1%	1 1%	- -	1 1%	- -	- -	- -	1 1%	- -	1 2%	- -	1 1%	- -	- -

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l,m

Experian Data Breach 2017

Q14b. What types of agreements or contracts do you have in place with external parties?

Base: All who have an agreement/contract in place with an external party

	EXTERNAL SUPPORT FOR DATA BREACH			CALL CENTRE FACILITIES		STANDARD NOTIFICATION LETTER TEMPLATES		SPEED OF CUSTOMER NOTIFICATION OF DATA BREACH			ACCEPTABLE SPEED OF NOTIFICATION OF DATA BREACH TO CUSTOMERS		
	Total	Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	24 hours or less	72 hours or less	2 weeks or less	Acceptable	Unacceptable	Don't know
Significance Level: 95%		a	*b	c	d	e	f	g	h	i	j	*k	*l
Total	108	108	-	35	73	37	71	75	97	106	102	6	-
	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	-
Legal	69	69	-	24	45	24	45	47	62	68	64	5	-
	64%	64%	-	69%	62%	65%	63%	63%	64%	64%	63%	83%	-
Insurance	63	63	-	16	47	23	40	43	58	62	58	5	-
	58%	58%	-	46%	64%	62%	56%	57%	60%	58%	57%	83%	-
Notification	35	35	-	11	24	13	22	30	34	35	32	3	-
	32%	32%	-	31%	33%	35%	31%	40%	35%	33%	31%	50%	-
Credit / Identity monitoring	30	30	-	10	20	13	17	24	30	30	27	3	-
	28%	28%	-	29%	27%	35%	24%	32%	31%	28%	26%	50%	-
Call centre partnerships	26	26	-	9	17	7	19	20	24	26	24	2	-
	24%	24%	-	26%	23%	19%	27%	27%	25%	25%	24%	33%	-
Other	3	3	-	-	3	1	2	1	2	2	3	-	-
	3%	3%	-	-	4%	3%	3%	1%	2%	2%	3%	-	-
Don't know	1	1	-	1	-	-	1	1	1	1	1	-	-
	1%	1%	-	3%	-	-	1%	1%	1%	1%	1%	-	-

Columns Tested: a,b - c,d - e,f - g,h,i - j,k,l

Experian Data Breach 2017

Q14b. What types of agreements or contracts do you have in place with external parties?

Base: All who have an agreement/contract in place with an external party

		RESPONSIBILITY FOR DATA			CONSIDERED PURCHASING DB ASSISTANCE SERVICE / CURRENTLY OWN		BUSINESS SECTOR					
	Total	Customer	Equal	Organisation	Yes currently have / considered	No don't own / don't know	Manufacturing, Wholesale and Production	Retail and Sales	Recreation and Other Services	Business and Professional Services	Public Services inc. Education and Health	Information and Communication
		*a	*b	c	d	*e	f	*g	*h	*i	*j	*k
Significance Level: 95%												
Total	108	23	29	56	88	20	39	6	7	29	8	19
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Legal	69	11	21	37	56	13	22	2	4	20	8	13
	64%	48%	72%	66%	64%	65%	56%	33%	57%	69%	100%	68%
Insurance	63	14	19	30	53	10	23	-	5	19	5	11
	58%	61%	66%	54%	60%	50%	59%	-	71%	66%	63%	58%
Notification	35	6	8	21	33	2	12	-	3	9	2	9
	32%	26%	28%	38%	38%	10%	31%	-	43%	31%	25%	47%
Credit / Identity monitoring	30	8	8	14	25	5	9	5	4	8	-	4
	28%	35%	28%	25%	28%	25%	23%	83%	57%	28%	-	21%
Call centre partnerships	26	10	6	10	24	2	12	-	3	5	2	4
	24%	43%	21%	18%	27%	10%	31%	-	43%	17%	25%	21%
Other	3	-	3	-	1	2	-	-	-	3	-	-
	3%	-	10%	-	1%	10%	-	-	-	10%	-	-
Don't know	1	1	-	-	-	1	-	1	-	-	-	-
	1%	4%	-	-	-	5%	-	17%	-	-	-	-

Columns Tested: a,b,c - d,e - f,g,h,i,j,k

Experian Data Breach 2017

Q15. Does your organisation have call centre facilities to respond to customer enquiries in the event of a data breach?

Base: All respondents

	Total	BUSINESS SIZE					JOB ROLE		RESPONSIBILITY FOR PII RECORDS				DATA BREACH RESPONSE PLAN	
		Small business	Medium-small business	Medium-large business	Large business	NET: SMEs	IT Manager	Any other role	Up to 1000	1000 – 9999	10000 – 49999	50000+	Yes	No/Don't know
Significance Level: 95%		a	b	c	d	e	f	g	h	i	*j	*k	l	m
Total	200 100%	50 100%	50 100%	50 100%	50 100%	150 100%	57 100%	143 100%	102 100%	54 100%	20 100%	18 100%	155 100%	45 100%
Yes	44 22%	8 16%	11 22%	11 22%	14 28%	30 20%	11 19%	33 23%	19 19%	13 24%	3 15%	9 50%	40 26% m	4 9%
No	130 65%	34 68%	35 70%	36 72%	25 50%	105 70%	41 72%	89 62%	74 73%	36 67%	12 60%	7 39%	99 64%	31 69%
Don't know	26 13%	8 16%	4 8%	3 6%	11 22% ce	15 10%	5 9%	21 15%	9 9%	5 9%	5 25%	2 11%	16 10%	10 22% l

Columns Tested: a,b,c,d,e - f,g - h,i,j,k - l,m

Experian Data Breach 2017

Q15. Does your organisation have call centre facilities to respond to customer enquiries in the event of a data breach?

Base: All respondents

	Total	DATA BREACH RESPONSE TEAM		DATA BREACH IN PAST 2 YEARS		CUSTOMERS NOTIFIED OF DATA BREACH		SUB-BRANDS/SUBSIDIARIES		OVERSEAS CUSTOMER/EMPLOYEE DATA		CONFIDENCE TO KNOW WHAT TO DO FOLLOWING DATA BREACH		
		Yes	No/Don't know	Yes – any size	Yes – more than 1000	Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	Confident	Not confident	Don't know
Significance Level: 95%		a	b	c	d	*e	*f	g	h	i	j	k	l	*m
Total	200 100%	108 100%	92 100%	185 100%	36 100%	27 100%	14 100%	95 100%	105 100%	93 100%	107 100%	163 100%	31 100%	6 100%
Yes	44 22%	33 31%	11 12%	42 23%	12 33%	13 48%	- -	26 27%	18 17%	31 33%	13 12%	40 25%	4 13%	- -
No	130 65%	64 59%	66 72%	126 68%	22 61%	13 48%	12 86%	56 59%	74 70%	56 60%	74 69%	104 64%	23 74%	3 50%
Don't know	26 13%	11 10%	15 16%	17 9%	2 6%	1 4%	2 14%	13 14%	13 12%	6 6%	20 19%	19 12%	4 13%	3 50%

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l,m

Experian Data Breach 2017

Q15. Does your organisation have call centre facilities to respond to customer enquiries in the event of a data breach?

Base: All respondents

		EXTERNAL SUPPORT FOR DATA BREACH		CALL CENTRE FACILITIES		STANDARD NOTIFICATION LETTER TEMPLATES		SPEED OF CUSTOMER NOTIFICATION OF DATA BREACH			ACCEPTABLE SPEED OF NOTIFICATION OF DATA BREACH TO CUSTOMERS		
	Total	Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	24 hours or less	72 hours or less	2 weeks or less	Acceptable	Unacceptable	Don't know
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	*k	*l
Total	200 100%	108 100%	92 100%	44 100%	156 100%	45 100%	155 100%	115 100%	163 100%	189 100%	173 100%	20 100%	7 100%
Yes	44 22%	35 32%	9 10%	44 100%	- -	25 56%	19 12%	26 23%	39 24%	44 23%	42 24%	1 5%	1 14%
No	130 65%	65 60%	65 71%	- -	130 83%	18 40%	112 72%	75 65%	106 65%	124 66%	111 64%	17 85%	2 29%
Don't know	26 13%	8 7%	18 20%	- -	26 17%	2 4%	24 15%	14 12%	18 11%	21 11%	20 12%	2 10%	4 57%

Columns Tested: a,b - c,d - e,f - g,h,i - j,k,l

Experian Data Breach 2017

Q15. Does your organisation have call centre facilities to respond to customer enquiries in the event of a data breach?

Base: All respondents

		RESPONSIBILITY FOR DATA			CONSIDERED PURCHASING DB ASSISTANCE SERVICE / CURRENTLY OWN		BUSINESS SECTOR					
	Total	Customer	Equal	Organisation	Yes currently have / considered	No don't own / don't know	Manufacturing, Wholesale and Production	Retail and Sales	Recreation and Other Services	Business and Professional Services	Public Services inc. Education and Health	Information and Communication
Significance Level: 95%		a	b	c	d	e	f	*g	*h	i	*j	k
Total	200 100%	33 100%	56 100%	103 100%	117 100%	83 100%	64 100%	10 100%	16 100%	62 100%	18 100%	30 100%
Yes	44 22%	10 30%	10 18%	24 23%	34 29% e	10 12%	17 27%	5 50%	3 19%	9 15%	4 22%	6 20%
No	130 65%	20 61%	37 66%	69 67%	72 62%	58 70%	38 59%	5 50%	8 50%	47 76%	12 67%	20 67%
Don't know	26 13%	3 9%	9 16%	10 10%	11 9%	15 18%	9 14%	- -	5 31%	6 10%	2 11%	4 13%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k

Experian Data Breach 2017

Q16_SUM. To what extent do you agree or disagree with the following statements on your call centre facilities in the event of a data breach?

SUMMARY TABLE

Base: All who have call centre facilities to respond to customer enquiries in the event of a data breach

	Total	Agree strongly	Tend to agree	Tend to disagree	Disagree strongly	Don't know	Net: Agree	Net: Disagree	Mean
My organisation has trained staff to deal with customer enquiries	44 100%	28 64%	15 34%	1 2%	- -	- -	43 98%	1 2%	3.61
My organisation has pre-determined FAQs and response guides that can be used by employees at our call centres	44 100%	22 50%	20 45%	1 2%	- -	1 2%	42 95%	1 2%	3.49
Our call centres have the ability to track the number of incoming calls	44 100%	22 50%	15 34%	7 16%	- -	- -	37 84%	7 16%	3.34

Experian Data Breach 2017

Q16_1. To what extent do you agree or disagree with the following statements on your call centre facilities in the event of a data breach?

My organisation has trained staff to deal with customer enquiries

Base: All who have call centre facilities to respond to customer enquiries in the event of a data breach

			BUSINESS SIZE					JOB ROLE		RESPONSIBILITY FOR PII RECORDS				DATA BREACH RESPONSE PLAN	
		Total	Small business	Medium-small business	Medium-large business	Large business	NET: SMEs	IT Manager	Any other role	Up to 1000	1000 – 9999	10000 – 49999	50000+	Yes	No/Don't know
Significance Level: 95%			*a	*b	*c	*d	e	*f	g	*h	*i	*j	*k	l	*m
Total		44	8	11	11	14	30	11	33	19	13	3	9	40	4
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Agree strongly	(4)	28	6	5	7	10	18	6	22	12	7	1	8	25	3
		64%	75%	45%	64%	71%	60%	55%	67%	63%	54%	33%	89%	63%	75%
Tend to agree	(3)	15	2	5	4	4	11	4	11	7	5	2	1	14	1
		34%	25%	45%	36%	29%	37%	36%	33%	37%	38%	67%	11%	35%	25%
Tend to disagree	(2)	1	-	1	-	-	1	1	-	-	1	-	-	1	-
		2%	-	9%	-	-	3%	9%	-	-	8%	-	-	3%	-
Disagree strongly	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-
NETS															
Net: Agree		43	8	10	11	14	29	10	33	19	12	3	9	39	4
		98%	100%	91%	100%	100%	97%	91%	100%	100%	92%	100%	100%	98%	100%
Net: Disagree		1	-	1	-	-	1	1	-	-	1	-	-	1	-
		2%	-	9%	-	-	3%	9%	-	-	8%	-	-	3%	-
Mean score		3.61	3.75	3.36	3.64	3.71	3.57	3.45	3.67	3.63	3.46	3.33	3.89	3.60	3.75
Standard deviation		.54	.46	.67	.50	.47	.57	.69	.48	.50	.66	.58	.33	.55	.50
Standard error		.08	.16	.20	.15	.13	.10	.21	.08	.11	.18	.33	.11	.09	.25

Columns Tested: a,b,c,d,e - f,g - h,i,j,k - l,m

Experian Data Breach 2017

Q16_1. To what extent do you agree or disagree with the following statements on your call centre facilities in the event of a data breach?

My organisation has trained staff to deal with customer enquiries

Base: All who have call centre facilities to respond to customer enquiries in the event of a data breach

		DATA BREACH RESPONSE TEAM			DATA BREACH IN PAST 2 YEARS		CUSTOMERS NOTIFIED OF DATA BREACH		SUB-BRANDS/SUBSIDIARIES		OVERSEAS CUSTOMER/ EMPLOYEE DATA		CONFIDENCE TO KNOW WHAT TO DO FOLLOWING DATA BREACH		
		Total	Yes	No/Don't know	Yes – any size	Yes – more than 1000	Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	Confident	Not confident	Don't know
Significance Level: 95%			a	*b	c	*d	*e	*f	*g	*h	i	*j	k	*l	*m
Total		44	33	11	42	12	13	-	26	18	31	13	40	4	-
		100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	-
Agree strongly	(4)	28	22	6	26	5	5	-	15	13	19	9	27	1	-
		64%	67%	55%	62%	42%	38%	-	58%	72%	61%	69%	68%	25%	-
Tend to agree	(3)	15	10	5	15	6	7	-	10	5	11	4	12	3	-
		34%	30%	45%	36%	50%	54%	-	38%	28%	35%	31%	30%	75%	-
Tend to disagree	(2)	1	1	-	1	1	1	-	1	-	1	-	1	-	-
		2%	3%	-	2%	8%	8%	-	4%	-	3%	-	3%	-	-
Disagree strongly	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-
NETS															
Net: Agree		43	32	11	41	11	12	-	25	18	30	13	39	4	-
		98%	97%	100%	98%	92%	92%	-	96%	100%	97%	100%	98%	100%	-
Net: Disagree		1	1	-	1	1	1	-	1	-	1	-	1	-	-
		2%	3%	-	2%	8%	8%	-	4%	-	3%	-	3%	-	-
Mean score		3.61	3.64	3.55	3.60	3.33	3.31	-	3.54	3.72	3.58	3.69	3.65	3.25	-
Standard deviation		.54	.55	.52	.54	.65	.63	-	.58	.46	.56	.48	.53	.50	-
Standard error		.08	.10	.16	.08	.19	.17	-	.11	.11	.10	.13	.08	.25	-

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l,m

Experian Data Breach 2017

Q16_1. To what extent do you agree or disagree with the following statements on your call centre facilities in the event of a data breach?

My organisation has trained staff to deal with customer enquiries

Base: All who have call centre facilities to respond to customer enquiries in the event of a data breach

		EXTERNAL SUPPORT FOR DATA BREACH		CALL CENTRE FACILITIES		STANDARD NOTIFICATION LETTER TEMPLATES		SPEED OF CUSTOMER NOTIFICATION OF DATA BREACH			ACCEPTABLE SPEED OF NOTIFICATION OF DATA BREACH TO CUSTOMERS			
		Total	Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	24 hours or less	72 hours or less	2 weeks or less	Acceptable	Unacceptable	Don't know
Significance Level: 95%			a	*b	c	*d	*e	*f	*g	h	i	j	*k	*l
Total		44 100%	35 100%	9 100%	44 100%	- -	25 100%	19 100%	26 100%	39 100%	44 100%	42 100%	1 100%	1 100%
Agree strongly	(4)	28 64%	22 63%	6 67%	28 64%	- -	15 60%	13 68%	17 65%	27 69%	28 64%	26 62%	1 100%	1 100%
Tend to agree	(3)	15 34%	12 34%	3 33%	15 34%	- -	9 36%	6 32%	9 35%	12 31%	15 34%	15 36%	- -	- -
Tend to disagree	(2)	1 2%	1 3%	- -	1 2%	- -	1 4%	- -	- -	- -	1 2%	1 2%	- -	- -
Disagree strongly	(1)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Don't know		- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
NETS														
Net: Agree		43 98%	34 97%	9 100%	43 98%	- -	24 96%	19 100%	26 100%	39 100%	43 98%	41 98%	1 100%	1 100%
Net: Disagree		1 2%	1 3%	- -	1 2%	- -	1 4%	- -	- -	- -	1 2%	1 2%	- -	- -
Mean score		3.61	3.60	3.67	3.61	-	3.56	3.68	3.65	3.69	3.61	3.60	4.00	4.00
Standard deviation		.54	.55	.50	.54	-	.58	.48	.49	.47	.54	.54	-	-
Standard error		.08	.09	.17	.08	-	.12	.11	.10	.07	.08	.08	-	-

Columns Tested: a,b - c,d - e,f - g,h,i - j,k,l

Experian Data Breach 2017

Q16_1. To what extent do you agree or disagree with the following statements on your call centre facilities in the event of a data breach?

My organisation has trained staff to deal with customer enquiries

Base: All who have call centre facilities to respond to customer enquiries in the event of a data breach

			RESPONSIBILITY FOR DATA			CONSIDERED PURCHASING DB ASSISTANCE SERVICE / CURRENTLY OWN		BUSINESS SECTOR					
		Total	Customer	Equal	Organisation	Yes currently have / considered	No don't own / don't know	Manufacturing, Wholesale and Production	Retail and Sales	Recreation and Other Services	Business and Professional Services	Public Services inc. Education and Health	Information and Communication
Significance Level: 95%			*a	*b	*c	d	*e	*f	*g	*h	*i	*j	*k
	Total	44 100%	10 100%	10 100%	24 100%	34 100%	10 100%	17 100%	5 100%	3 100%	9 100%	4 100%	6 100%
	Agree strongly	(4) 28 64%	6 60%	5 50%	17 71%	18 53%	10 100%	9 53%	4 80%	2 67%	5 56%	3 75%	5 83%
	Tend to agree	(3) 15 34%	4 40%	5 50%	6 25%	15 44%	- -	7 41%	1 20%	1 33%	4 44%	1 25%	1 17%
	Tend to disagree	(2) 1 2%	- -	- -	1 4%	1 3%	- -	1 6%	- -	- -	- -	- -	- -
	Disagree strongly	(1) - -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
	Don't know	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
	NETS												
	Net: Agree	43 98%	10 100%	10 100%	23 96%	33 97%	10 100%	16 94%	5 100%	3 100%	9 100%	4 100%	6 100%
	Net: Disagree	1 2%	- -	- -	1 4%	1 3%	- -	1 6%	- -	- -	- -	- -	- -
Mean score	3.61	3.60	3.50	3.67	3.50	4.00	3.47	3.80	3.67	3.56	3.75	3.83	
Standard deviation	.54	.52	.53	.56	.56	-	.62	.45	.58	.53	.50	.41	
Standard error	.08	.16	.17	.12	.10	-	.15	.20	.33	.18	.25	.17	

Columns Tested: a,b,c - d,e - f,g,h,i,j,k

Experian Data Breach 2017

Q16_2. To what extent do you agree or disagree with the following statements on your call centre facilities in the event of a data breach?

My organisation has pre-determined FAQs and response guides that can be used by employees at our call centres

Base: All who have call centre facilities to respond to customer enquiries in the event of a data breach

			BUSINESS SIZE					JOB ROLE		RESPONSIBILITY FOR PII RECORDS				DATA BREACH RESPONSE PLAN	
		Total	Small business	Medium-small business	Medium-large business	Large business	NET: SMEs	IT Manager	Any other role	Up to 1000	1000 – 9999	10000 – 49999	50000+	Yes	No/Don't know
Significance Level: 95%			*a	*b	*c	*d	e	*f	g	*h	*i	*j	*k	l	*m
Total		44	8	11	11	14	30	11	33	19	13	3	9	40	4
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Agree strongly	(4)	22	3	4	7	8	14	5	17	7	8	1	6	22	-
		50%	38%	36%	64%	57%	47%	45%	52%	37%	62%	33%	67%	55%	-
Tend to agree	(3)	20	3	7	4	6	14	6	14	11	5	2	2	18	2
		45%	38%	64%	36%	43%	47%	55%	42%	58%	38%	67%	22%	45%	50%
Tend to disagree	(2)	1	1	-	-	-	1	-	1	1	-	-	-	-	1
		2%	13%	-	-	-	3%	-	3%	5%	-	-	-	-	25%
Disagree strongly	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know		1	1	-	-	-	1	-	1	-	-	-	1	-	1
		2%	13%	-	-	-	3%	-	3%	-	-	-	11%	-	25%
NETS															
Net: Agree		42	6	11	11	14	28	11	31	18	13	3	8	40	2
		95%	75%	100%	100%	100%	93%	100%	94%	95%	100%	100%	89%	100%	50%
Net: Disagree		1	1	-	-	-	1	-	1	1	-	-	-	-	1
		2%	13%	-	-	-	3%	-	3%	5%	-	-	-	-	25%
Mean score		3.49	3.29	3.36	3.64	3.57	3.45	3.45	3.50	3.32	3.62	3.33	3.75	3.55	2.67
Standard deviation		.55	.76	.50	.50	.51	.57	.52	.57	.58	.51	.58	.46	.50	.58
Standard error		.08	.29	.15	.15	.14	.11	.16	.10	.13	.14	.33	.16	.08	.33

Columns Tested: a,b,c,d,e - f,g - h,i,j,k - l,m

Experian Data Breach 2017

Q16_2. To what extent do you agree or disagree with the following statements on your call centre facilities in the event of a data breach?

My organisation has pre-determined FAQs and response guides that can be used by employees at our call centres

Base: All who have call centre facilities to respond to customer enquiries in the event of a data breach

		DATA BREACH RESPONSE TEAM			DATA BREACH IN PAST 2 YEARS		CUSTOMERS NOTIFIED OF DATA BREACH		SUB-BRANDS/SUBSIDIARIES		OVERSEAS CUSTOMER/EMPLOYEE DATA		CONFIDENCE TO KNOW WHAT TO DO FOLLOWING DATA BREACH		
		Total	Yes	No/Don't know	Yes – any size	Yes – more than 1000	Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	Confident	Not confident	Don't know
Significance Level: 95%			a	*b	c	*d	*e	*f	*g	*h	i	*j	k	*l	*m
Total		44	33	11	42	12	13	-	26	18	31	13	40	4	-
		100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	-
Agree strongly	(4)	22	19	3	20	5	5	-	13	9	14	8	22	-	-
		50%	58%	27%	48%	42%	38%	-	50%	50%	45%	62%	55%	-	-
Tend to agree	(3)	20	13	7	20	7	8	-	12	8	16	4	16	4	-
		45%	39%	64%	48%	58%	62%	-	46%	44%	52%	31%	40%	100%	-
Tend to disagree	(2)	1	-	1	1	-	-	-	-	1	-	1	1	-	-
		2%	-	9%	2%	-	-	-	-	6%	-	8%	3%	-	-
Disagree strongly	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know		1	1	-	1	-	-	-	1	-	1	-	1	-	-
		2%	3%	-	2%	-	-	-	4%	-	3%	-	3%	-	-
NETS															
Net: Agree		42	32	10	40	12	13	-	25	17	30	12	38	4	-
		95%	97%	91%	95%	100%	100%	-	96%	94%	97%	92%	95%	100%	-
Net: Disagree		1	-	1	1	-	-	-	-	1	-	1	1	-	-
		2%	-	9%	2%	-	-	-	-	6%	-	8%	3%	-	-
Mean score		3.49	3.59	3.18	3.46	3.42	3.38	-	3.52	3.44	3.47	3.54	3.54	3.00	-
Standard deviation		.55	.50	.60	.55	.51	.51	-	.51	.62	.51	.66	.55	-	-
Standard error		.08	.09	.18	.09	.15	.14	-	.10	.15	.09	.18	.09	-	-

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l,m

Experian Data Breach 2017

Q16_2. To what extent do you agree or disagree with the following statements on your call centre facilities in the event of a data breach?

My organisation has pre-determined FAQs and response guides that can be used by employees at our call centres

Base: All who have call centre facilities to respond to customer enquiries in the event of a data breach

		EXTERNAL SUPPORT FOR DATA BREACH		CALL CENTRE FACILITIES		STANDARD NOTIFICATION LETTER TEMPLATES		SPEED OF CUSTOMER NOTIFICATION OF DATA BREACH			ACCEPTABLE SPEED OF NOTIFICATION OF DATA BREACH TO CUSTOMERS			
		Total	Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	24 hours or less	72 hours or less	2 weeks or less	Acceptable	Unacceptable	Don't know
Significance Level: 95%			a	*b	c	*d	*e	*f	*g	h	i	j	*k	*l
Total		44 100%	35 100%	9 100%	44 100%	- -	25 100%	19 100%	26 100%	39 100%	44 100%	42 100%	1 100%	1 100%
Agree strongly (4)		22 50%	19 54%	3 33%	22 50%	- -	14 56%	8 42%	12 46%	21 54%	22 50%	20 48%	1 100%	1 100%
Tend to agree (3)		20 45%	15 43%	5 56%	20 45%	- -	11 44%	9 47%	12 46%	16 41%	20 45%	20 48%	- -	- -
Tend to disagree (2)		1 2%	- -	1 11%	1 2%	- -	- -	1 5%	1 4%	1 3%	1 2%	1 2%	- -	- -
Disagree strongly (1)		- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Don't know		1 2%	1 3%	- -	1 2%	- -	- 5%	1 5%	1 4%	1 3%	1 2%	1 2%	- -	- -
NETS														
Net: Agree		42 95%	34 97%	8 89%	42 95%	- -	25 100%	17 89%	24 92%	37 95%	42 95%	40 95%	1 100%	1 100%
Net: Disagree		1 2%	- -	1 11%	1 2%	- -	- 5%	1 5%	1 4%	1 3%	1 2%	1 2%	- -	- -
Mean score		3.49	3.56	3.22	3.49	-	3.56	3.39	3.44	3.53	3.49	3.46	4.00	4.00
Standard deviation		.55	.50	.67	.55	-	.51	.61	.58	.56	.55	.55	-	-
Standard error		.08	.09	.22	.08	-	.10	.14	.12	.09	.08	.09	-	-

Columns Tested: a,b - c,d - e,f - g,h,i - j,k,l

Experian Data Breach 2017

Q16_2. To what extent do you agree or disagree with the following statements on your call centre facilities in the event of a data breach?

My organisation has pre-determined FAQs and response guides that can be used by employees at our call centres

Base: All who have call centre facilities to respond to customer enquiries in the event of a data breach

			RESPONSIBILITY FOR DATA			CONSIDERED PURCHASING DB ASSISTANCE SERVICE / CURRENTLY OWN		BUSINESS SECTOR						
		Total	Customer	Equal	Organisation	Yes currently have / considered	No don't own / don't know	Manufacturing, Wholesale and Production	Retail and Sales	Recreation and Other Services	Business and Professional Services	Public Services inc. Education and Health	Information and Communication	
Significance Level: 95%			*a	*b	*c	d	*e	f	*g	*h	*i	*j	*k	
	Total	44	10	10	24	34	10	17	5	3	9	4	6	
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
	Agree strongly	(4)	22	2	7	13	17	5	8	1	1	5	3	4
		50%	20%	70%	54%	50%	50%	47%	20%	33%	56%	75%	67%	
	Tend to agree	(3)	20	7	3	10	17	3	9	3	1	4	1	2
		45%	70%	30%	42%	50%	30%	53%	60%	33%	44%	25%	33%	
	Tend to disagree	(2)	1	-	-	1	-	1	-	-	1	-	-	-
		2%	-	-	4%	-	10%	-	-	33%	-	-	-	-
	Disagree strongly	(1)	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-
	Don't know		1	1	-	-	-	1	-	1	-	-	-	-
		2%	10%	-	-	-	10%	-	20%	-	-	-	-	-
	NETS													
Net: Agree		42	9	10	23	34	8	17	4	2	9	4	6	
		95%	90%	100%	96%	100%	80%	100%	80%	67%	100%	100%	100%	
Net: Disagree		1	-	-	1	-	1	-	-	1	-	-	-	
		2%	-	-	4%	-	10%	-	-	33%	-	-	-	
Mean score		3.49	3.22	3.70	3.50	3.50	3.44	3.47	3.25	3.00	3.56	3.75	3.67	
Standard deviation		.55	.44	.48	.59	.51	.73	.51	.50	1.00	.53	.50	.52	
Standard error		.08	.15	.15	.12	.09	.24	.12	.25	.58	.18	.25	.21	

Columns Tested: a,b,c - d,e - f,g,h,i,j,k

Experian Data Breach 2017

Q16_3. To what extent do you agree or disagree with the following statements on your call centre facilities in the event of a data breach?

Our call centres have the ability to track the number of incoming calls

Base: All who have call centre facilities to respond to customer enquiries in the event of a data breach

			BUSINESS SIZE					JOB ROLE		RESPONSIBILITY FOR PII RECORDS				DATA BREACH RESPONSE PLAN	
		Total	Small business	Medium-small business	Medium-large business	Large business	NET: SMEs	IT Manager	Any other role	Up to 1000	1000 – 9999	10000 – 49999	50000+	Yes	No/Don't know
Significance Level: 95%			*a	*b	*c	*d	e	*f	g	*h	*i	*j	*k	l	*m
Total		44	8	11	11	14	30	11	33	19	13	3	9	40	4
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Agree strongly	(4)	22	3	4	5	10	12	4	18	6	7	1	8	22	-
		50%	38%	36%	45%	71%	40%	36%	55%	32%	54%	33%	89%	55%	-
Tend to agree	(3)	15	2	4	5	4	11	5	10	9	3	2	1	13	2
		34%	25%	36%	45%	29%	37%	45%	30%	47%	23%	67%	11%	33%	50%
Tend to disagree	(2)	7	3	3	1	-	7	2	5	4	3	-	-	5	2
		16%	38%	27%	9%	-	23%	18%	15%	21%	23%	-	-	13%	50%
Disagree strongly	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-
NETS															
Net: Agree		37	5	8	10	14	23	9	28	15	10	3	9	35	2
		84%	63%	73%	91%	100%	77%	82%	85%	79%	77%	100%	100%	88%	50%
Net: Disagree		7	3	3	1	-	7	2	5	4	3	-	-	5	2
		16%	38%	27%	9%	-	23%	18%	15%	21%	23%	-	-	13%	50%
Mean score		3.34	3.00	3.09	3.36	3.71	3.17	3.18	3.39	3.11	3.31	3.33	3.89	3.43	2.50
Standard deviation		.75	.93	.83	.67	.47	.79	.75	.75	.74	.85	.58	.33	.71	.58
Standard error		.11	.33	.25	.20	.13	.14	.23	.13	.17	.24	.33	.11	.11	.29

Columns Tested: a,b,c,d,e - f,g - h,i,j,k - l,m

Experian Data Breach 2017

Q16_3. To what extent do you agree or disagree with the following statements on your call centre facilities in the event of a data breach?

Our call centres have the ability to track the number of incoming calls

Base: All who have call centre facilities to respond to customer enquiries in the event of a data breach

			DATA BREACH RESPONSE TEAM		DATA BREACH IN PAST 2 YEARS		CUSTOMERS NOTIFIED OF DATA BREACH		SUB-BRANDS/SUBSIDIARIES		OVERSEAS CUSTOMER/ EMPLOYEE DATA		CONFIDENCE TO KNOW WHAT TO DO FOLLOWING DATA BREACH		
		Total	Yes	No/Don't know	Yes – any size	Yes – more than 1000	Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	Confident	Not confident	Don't know
Significance Level: 95%			a	*b	c	*d	*e	*f	*g	*h	i	*j	k	*l	*m
Total		44	33	11	42	12	13	-	26	18	31	13	40	4	-
		100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	-
Agree strongly		(4)	22	20	2	20	5	-	13	9	15	7	22	-	-
			50%	61%	18%	48%	42%	-	50%	50%	48%	54%	55%	-	-
Tend to agree		(3)	15	9	6	15	3	-	8	7	12	3	13	2	-
			34%	27%	55%	36%	25%	-	31%	39%	39%	23%	33%	50%	-
Tend to disagree		(2)	7	4	3	7	4	-	5	2	4	3	5	2	-
			16%	12%	27%	17%	33%	-	19%	11%	13%	23%	13%	50%	-
Disagree strongly		(1)	-	-	-	-	-	-	-	-	-	-	-	-	-
			-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know			-	-	-	-	-	-	-	-	-	-	-	-	-
			-	-	-	-	-	-	-	-	-	-	-	-	-
NETS															
Net: Agree		37	29	8	35	8	9	-	21	16	27	10	35	2	-
		84%	88%	73%	83%	67%	69%	-	81%	89%	87%	77%	88%	50%	-
Net: Disagree		7	4	3	7	4	4	-	5	2	4	3	5	2	-
		16%	12%	27%	17%	33%	31%	-	19%	11%	13%	23%	13%	50%	-
Mean score		3.34	3.48	2.91	3.31	3.08	3.08	-	3.31	3.39	3.35	3.31	3.43	2.50	-
Standard deviation		.75	.71	.70	.75	.90	.86	-	.79	.70	.71	.85	.71	.58	-
Standard error		.11	.12	.21	.12	.26	.24	-	.15	.16	.13	.24	.11	.29	-

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l,m

Experian Data Breach 2017

Q16_3. To what extent do you agree or disagree with the following statements on your call centre facilities in the event of a data breach?

Our call centres have the ability to track the number of incoming calls

Base: All who have call centre facilities to respond to customer enquiries in the event of a data breach

		EXTERNAL SUPPORT FOR DATA BREACH		CALL CENTRE FACILITIES		STANDARD NOTIFICATION LETTER TEMPLATES		SPEED OF CUSTOMER NOTIFICATION OF DATA BREACH			ACCEPTABLE SPEED OF NOTIFICATION OF DATA BREACH TO CUSTOMERS			
		Total	Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	24 hours or less	72 hours or less	2 weeks or less	Acceptable	Unacceptable	Don't know
Significance Level: 95%			a	*b	c	*d	*e	*f	*g	h	i	j	*k	*l
Total		44 100%	35 100%	9 100%	44 100%	- -	25 100%	19 100%	26 100%	39 100%	44 100%	42 100%	1 100%	1 100%
Agree strongly	(4)	22 50%	18 51%	4 44%	22 50%	- -	11 44%	11 58%	11 42%	21 54%	22 50%	20 48%	1 100%	1 100%
Tend to agree	(3)	15 34%	13 37%	2 22%	15 34%	- -	11 44%	4 21%	11 42%	12 31%	15 34%	15 36%	- -	- -
Tend to disagree	(2)	7 16%	4 11%	3 33%	7 16%	- -	3 12%	4 21%	4 15%	6 15%	7 16%	7 17%	- -	- -
Disagree strongly	(1)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Don't know		- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
NETS														
Net: Agree		37 84%	31 89%	6 67%	37 84%	- -	22 88%	15 79%	22 85%	33 85%	37 84%	35 83%	1 100%	1 100%
Net: Disagree		7 16%	4 11%	3 33%	7 16%	- -	3 12%	4 21%	4 15%	6 15%	7 16%	7 17%	- -	- -
Mean score		3.34	3.40	3.11	3.34	-	3.32	3.37	3.27	3.38	3.34	3.31	4.00	4.00
Standard deviation		.75	.69	.93	.75	-	.69	.83	.72	.75	.75	.75	-	-
Standard error		.11	.12	.31	.11	-	.14	.19	.14	.12	.11	.12	-	-

Columns Tested: a,b - c,d - e,f - g,h,i - j,k,l

Experian Data Breach 2017

Q16_3. To what extent do you agree or disagree with the following statements on your call centre facilities in the event of a data breach?

Our call centres have the ability to track the number of incoming calls

Base: All who have call centre facilities to respond to customer enquiries in the event of a data breach

			RESPONSIBILITY FOR DATA			CONSIDERED PURCHASING DB ASSISTANCE SERVICE / CURRENTLY OWN		BUSINESS SECTOR					
		Total	Customer	Equal	Organisation	Yes currently have / considered	No don't own / don't know	Manufacturing, Wholesale and Production	Retail and Sales	Recreation and Other Services	Business and Professional Services	Public Services inc. Education and Health	Information and Communication
Significance Level: 95%			*a	*b	*c	d	*e	*f	*g	*h	*i	*j	*k
	Total	44 100%	10 100%	10 100%	24 100%	34 100%	10 100%	17 100%	5 100%	3 100%	9 100%	4 100%	6 100%
	Agree strongly	(4) 22 50%	5 50%	6 60%	11 46%	16 47%	6 60%	7 41%	2 40%	- -	5 56%	4 100%	4 67%
	Tend to agree	(3) 15 34%	3 30%	3 30%	9 38%	12 35%	3 30%	6 35%	2 40%	2 67%	3 33%	- -	2 33%
	Tend to disagree	(2) 7 16%	2 20%	1 10%	4 17%	6 18%	1 10%	4 24%	1 20%	1 33%	1 11%	- -	- -
	Disagree strongly	(1) - -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
	Don't know	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
	NETS												
	Net: Agree	37 84%	8 80%	9 90%	20 83%	28 82%	9 90%	13 76%	4 80%	2 67%	8 89%	4 100%	6 100%
	Net: Disagree	7 16%	2 20%	1 10%	4 17%	6 18%	1 10%	4 24%	1 20%	1 33%	1 11%	- -	- -
	Mean score	3.34	3.30	3.50	3.29	3.29	3.50	3.18	3.20	2.67	3.44	4.00	3.67
	Standard deviation	.75	.82	.71	.75	.76	.71	.81	.84	.58	.73	-	.52
	Standard error	.11	.26	.22	.15	.13	.22	.20	.37	.33	.24	-	.21

Columns Tested: a,b,c - d,e - f,g,h,i,j,k

Experian Data Breach 2017

Q17. Does your organisation have standard notification letter templates to respond to customer enquiries in the event of a data breach?

Base: All respondents

	Total	BUSINESS SIZE					JOB ROLE		RESPONSIBILITY FOR PII RECORDS				DATA BREACH RESPONSE PLAN	
		Small business	Medium-small business	Medium-large business	Large business	NET: SMEs	IT Manager	Any other role	Up to 1000	1000 – 9999	10000 – 49999	50000+	Yes	No/Don't know
Significance Level: 95%		a	b	c	d	e	f	g	h	i	*j	*k	l	m
Total	200 100%	50 100%	50 100%	50 100%	50 100%	150 100%	57 100%	143 100%	102 100%	54 100%	20 100%	18 100%	155 100%	45 100%
Yes	45 23%	11 22%	9 18%	10 20%	15 30%	30 20%	15 26%	30 21%	17 17%	15 28%	6 30%	6 33%	44 28% m	1 2%
No	124 62%	30 60%	36 72%	35 70%	23 46%	101 67%	35 61%	89 62%	74 73%	32 59%	9 45%	9 50%	92 59%	32 71%
Don't know	31 16%	9 18%	5 10%	5 10%	12 24%	19 13%	7 12%	24 17%	11 11%	7 13%	5 25%	3 17%	19 12%	12 27% l

Columns Tested: a,b,c,d,e - f,g - h,i,j,k - l,m

Experian Data Breach 2017

Q17. Does your organisation have standard notification letter templates to respond to customer enquiries in the event of a data breach?

Base: All respondents

	DATA BREACH RESPONSE TEAM			DATA BREACH IN PAST 2 YEARS		CUSTOMERS NOTIFIED OF DATA BREACH		SUB-BRANDS/SUBSIDIARIES		OVERSEAS CUSTOMER/EMPLOYEE DATA		CONFIDENCE TO KNOW WHAT TO DO FOLLOWING DATA BREACH		
	Total	Yes	No/Don't know	Yes – any size	Yes – more than 1000	Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	Confident	Not confident	Don't know
Significance Level: 95%		a	b	c	d	*e	*f	g	h	i	j	k	l	*m
Total	200	108	92	185	36	27	14	95	105	93	107	163	31	6
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	45	34	11	42	13	14	-	27	18	31	14	43	2	-
	23%	31%	12%	23%	36%	52%	-	28%	17%	33%	13%	26%	6%	-
		b								j		l		
No	124	62	62	120	20	11	13	53	71	52	72	98	24	2
	62%	57%	67%	65%	56%	41%	93%	56%	68%	56%	67%	60%	77%	33%
Don't know	31	12	19	23	3	2	1	15	16	10	21	22	5	4
	16%	11%	21%	12%	8%	7%	7%	16%	15%	11%	20%	13%	16%	67%

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l,m

Experian Data Breach 2017

Q17. Does your organisation have standard notification letter templates to respond to customer enquiries in the event of a data breach?

Base: All respondents

		EXTERNAL SUPPORT FOR DATA BREACH		CALL CENTRE FACILITIES		STANDARD NOTIFICATION LETTER TEMPLATES		SPEED OF CUSTOMER NOTIFICATION OF DATA BREACH			ACCEPTABLE SPEED OF NOTIFICATION OF DATA BREACH TO CUSTOMERS		
	Total	Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	24 hours or less	72 hours or less	2 weeks or less	Acceptable	Unacceptable	Don't know
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	*k	*l
Total	200 100%	108 100%	92 100%	44 100%	156 100%	45 100%	155 100%	115 100%	163 100%	189 100%	173 100%	20 100%	7 100%
Yes	45 23%	37 34%	8 9%	25 57%	20 13%	45 100%	- -	28 24%	39 24%	44 23%	42 24%	3 15%	- -
No	124 62%	60 56%	64 70%	16 36%	108 69%	- -	124 80%	72 63%	103 63%	118 62%	106 61%	16 80%	2 29%
Don't know	31 16%	11 10%	20 22%	3 7%	28 18%	- -	31 20%	15 13%	21 13%	27 14%	25 14%	1 5%	5 71%

Columns Tested: a,b - c,d - e,f - g,h,i - j,k,l

Experian Data Breach 2017

Q17. Does your organisation have standard notification letter templates to respond to customer enquiries in the event of a data breach?

Base: All respondents

		RESPONSIBILITY FOR DATA			CONSIDERED PURCHASING DB ASSISTANCE SERVICE / CURRENTLY OWN		BUSINESS SECTOR					
	Total	Customer	Equal	Organisation	Yes currently have / considered	No don't own / don't know	Manufacturing, Wholesale and Production	Retail and Sales	Recreation and Other Services	Business and Professional Services	Public Services inc. Education and Health	Information and Communication
Significance Level: 95%		a	b	c	d	e	f	*g	*h	i	*j	k
Total	200	33	56	103	117	83	64	10	16	62	18	30
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	45	6	12	27	30	15	14	4	3	18	2	4
	23%	18%	21%	26%	26%	18%	22%	40%	19%	29%	11%	13%
No	124	24	34	63	75	49	39	5	9	39	12	20
	62%	73%	61%	61%	64%	59%	61%	50%	56%	63%	67%	67%
Don't know	31	3	10	13	12	19	11	1	4	5	4	6
	16%	9%	18%	13%	10%	23% d	17%	10%	25%	8%	22%	20%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k

Experian Data Breach 2017

Q18_SUM. To what extent do you agree or disagree with the following statements on the notification letters you would send in the event of a data breach?

SUMMARY TABLE

Base: All those who have standard letter notification templates

	Total	Agree strongly	Tend to agree	Tend to disagree	Disagree strongly	Don't know	Not applicable	Net: Agree	Net: Disagree	Mean
My organisation's notification letters are pre-approved and comply with legal guidelines	45 100%	23 51%	16 36%	3 7%	1 2%	2 4%	- -	39 87%	4 9%	3.42
My organisation has multiple versions of notification letters that can be sent to customers in different markets	45 100%	15 33%	19 42%	6 13%	2 4%	2 4%	1 2%	34 76%	8 18%	3.12
My organisation works with a partner to support notification of customers via letters	45 100%	13 29%	18 40%	6 13%	4 9%	3 7%	1 2%	31 69%	10 22%	2.98

Experian Data Breach 2017

Q18_1. To what extent do you agree or disagree with the following statements on the notification letters you would send in the event of a data breach?

My organisation's notification letters are pre-approved and comply with legal guidelines

Base: All those who have standard letter notification templates

			BUSINESS SIZE					JOB ROLE		RESPONSIBILITY FOR PII RECORDS				DATA BREACH RESPONSE PLAN	
		Total	Small business	Medium-small business	Medium-large business	Large business	NET: SMEs	IT Manager	Any other role	Up to 1000	1000 – 9999	10000 – 49999	50000+	Yes	No/Don't know
Significance Level: 95%			*a	*b	*c	*d	e	*f	g	*h	*i	*j	*k	l	*m
Total		45 100%	11 100%	9 100%	10 100%	15 100%	30 100%	15 100%	30 100%	17 100%	15 100%	6 100%	6 100%	44 100%	1 100%
Agree strongly	(4)	23 51%	5 45%	6 67%	3 30%	9 60%	14 47%	8 53%	15 50%	7 41%	8 53%	2 33%	5 83%	23 52%	- -
Tend to agree	(3)	16 36%	3 27%	3 33%	6 60%	4 27%	12 40%	5 33%	11 37%	9 53%	5 33%	2 33%	- -	15 34%	1 100%
Tend to disagree	(2)	3 7%	- -	- -	1 10%	2 13%	1 3%	- -	3 10%	1 6%	- -	2 33%	- -	3 7%	- -
Disagree strongly	(1)	1 2%	1 9%	- -	- -	- -	1 3%	1 7%	- -	- -	1 7%	- -	- -	1 2%	- -
Don't know		2 4%	2 18%	- -	- -	- -	2 7%	1 7%	1 3%	- -	1 7%	- -	1 17%	2 5%	- -
Not applicable		- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
NETS															
Net: Agree		39 87%	8 73%	9 100%	9 90%	13 87%	26 87%	13 87%	26 87%	16 94%	13 87%	4 67%	5 83%	38 86%	1 100%
Net: Disagree		4 9%	1 9%	- -	1 10%	2 13%	2 7%	1 7%	3 10%	1 6%	1 7%	2 33%	- -	4 9%	- -
Mean score		3.42	3.33	3.67	3.20	3.47	3.39	3.43	3.41	3.35	3.43	3.00	4.00	3.43	3.00
Standard deviation		.73	1.00	.50	.63	.74	.74	.85	.68	.61	.85	.89	-	.74	-
Standard error		.11	.33	.17	.20	.19	.14	.23	.13	.15	.23	.37	-	.11	-

Columns Tested: a,b,c,d,e - f,g - h,i,j,k - l,m

Experian Data Breach 2017

Q18_1. To what extent do you agree or disagree with the following statements on the notification letters you would send in the event of a data breach?

My organisation's notification letters are pre-approved and comply with legal guidelines

Base: All those who have standard letter notification templates

		DATA BREACH RESPONSE TEAM			DATA BREACH IN PAST 2 YEARS		CUSTOMERS NOTIFIED OF DATA BREACH		SUB-BRANDS/SUBSIDIARIES		OVERSEAS CUSTOMER/ EMPLOYEE DATA		CONFIDENCE TO KNOW WHAT TO DO FOLLOWING DATA BREACH		
		Total	Yes	No/Don't know	Yes – any size	Yes – more than 1000	Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	Confident	Not confident	Don't know
Significance Level: 95%			a	*b	c	*d	*e	*f	*g	*h	i	*j	k	*l	*m
Total		45	34	11	42	13	14	-	27	18	31	14	43	2	-
		100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	-
Agree strongly	(4)	23	20	3	22	7	7	-	13	10	15	8	23	-	-
		51%	59%	27%	52%	54%	50%	-	48%	56%	48%	57%	53%	-	-
Tend to agree	(3)	16	12	4	15	6	7	-	11	5	12	4	15	1	-
		36%	35%	36%	36%	46%	50%	-	41%	28%	39%	29%	35%	50%	-
Tend to disagree	(2)	3	2	1	2	-	-	-	3	-	2	1	3	-	-
		7%	6%	9%	5%	-	-	-	11%	-	6%	7%	7%	-	-
Disagree strongly	(1)	1	-	1	1	-	-	-	-	1	1	-	1	-	-
		2%	-	9%	2%	-	-	-	-	6%	3%	-	2%	-	-
Don't know		2	-	2	2	-	-	-	-	2	1	1	1	1	-
		4%	-	18%	5%	-	-	-	-	11%	3%	7%	2%	50%	-
Not applicable		-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-
NETS															
Net: Agree		39	32	7	37	13	14	-	24	15	27	12	38	1	-
		87%	94%	64%	88%	100%	100%	-	89%	83%	87%	86%	88%	50%	-
Net: Disagree		4	2	2	3	-	-	-	3	1	3	1	4	-	-
		9%	6%	18%	7%	-	-	-	11%	6%	10%	7%	9%	-	-
Mean score		3.42	3.53	3.00	3.45	3.54	3.50	-	3.37	3.50	3.37	3.54	3.43	3.00	-
Standard deviation		.73	.61	1.00	.71	.52	.52	-	.69	.82	.76	.66	.74	-	-
Standard error		.11	.11	.33	.11	.14	.14	-	.13	.20	.14	.18	.11	-	-

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l,m

Experian Data Breach 2017

Q18_1. To what extent do you agree or disagree with the following statements on the notification letters you would send in the event of a data breach?

My organisation's notification letters are pre-approved and comply with legal guidelines

Base: All those who have standard letter notification templates

		EXTERNAL SUPPORT FOR DATA BREACH		CALL CENTRE FACILITIES		STANDARD NOTIFICATION LETTER TEMPLATES		SPEED OF CUSTOMER NOTIFICATION OF DATA BREACH			ACCEPTABLE SPEED OF NOTIFICATION OF DATA BREACH TO CUSTOMERS			
		Total	Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	24 hours or less	72 hours or less	2 weeks or less	Acceptable	Unacceptable	Don't know
Significance Level: 95%			a	*b	*c	*d	e	*f	*g	h	i	j	*k	*l
Total		45	37	8	25	20	45	-	28	39	44	42	3	-
		100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	-
Agree strongly	(4)	23	21	2	14	9	23	-	14	20	22	21	2	-
		51%	57%	25%	56%	45%	51%	-	50%	51%	50%	50%	67%	-
Tend to agree	(3)	16	13	3	10	6	16	-	12	14	16	16	-	-
		36%	35%	38%	40%	30%	36%	-	43%	36%	36%	38%	-	-
Tend to disagree	(2)	3	2	1	1	2	3	-	1	3	3	3	-	-
		7%	5%	13%	4%	10%	7%	-	4%	8%	7%	7%	-	-
Disagree strongly	(1)	1	-	1	-	1	1	-	1	1	1	1	-	-
		2%	-	13%	-	5%	2%	-	4%	3%	2%	2%	-	-
Don't know		2	1	1	-	2	2	-	-	1	2	1	1	-
		4%	3%	13%	-	10%	4%	-	-	3%	5%	2%	33%	-
Not applicable		-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-
NETS														
Net: Agree		39	34	5	24	15	39	-	26	34	38	37	2	-
		87%	92%	63%	96%	75%	87%	-	93%	87%	86%	88%	67%	-
Net: Disagree		4	2	2	1	3	4	-	2	4	4	4	-	-
		9%	5%	25%	4%	15%	9%	-	7%	10%	9%	10%	-	-
Mean score		3.42	3.53	2.86	3.52	3.28	3.42	-	3.39	3.39	3.40	3.39	4.00	-
Standard deviation		.73	.61	1.07	.59	.89	.73	-	.74	.75	.73	.74	-	-
Standard error		.11	.10	.40	.12	.21	.11	-	.14	.12	.11	.12	-	-

Columns Tested: a,b - c,d - e,f - g,h,i - j,k,l

Experian Data Breach 2017

Q18_1. To what extent do you agree or disagree with the following statements on the notification letters you would send in the event of a data breach?

My organisation's notification letters are pre-approved and comply with legal guidelines

Base: All those who have standard letter notification templates

			RESPONSIBILITY FOR DATA			CONSIDERED PURCHASING DB ASSISTANCE SERVICE / CURRENTLY OWN		BUSINESS SECTOR					
		Total	Customer	Equal	Organisation	Yes currently have / considered	No don't own / don't know	Manufacturing, Wholesale and Production	Retail and Sales	Recreation and Other Services	Business and Professional Services	Public Services inc. Education and Health	Information and Communication
Significance Level: 95%			*a	*b	*c	d	*e	*f	*g	*h	*i	*j	*k
Total		45 100%	6 100%	12 100%	27 100%	30 100%	15 100%	14 100%	4 100%	3 100%	18 100%	2 100%	4 100%
Agree strongly	(4)	23 51%	2 33%	4 33%	17 63%	16 53%	7 47%	10 71%	1 25%	- -	10 56%	1 50%	1 25%
Tend to agree	(3)	16 36%	4 67%	5 42%	7 26%	12 40%	4 27%	4 29%	3 75%	3 100%	5 28%	- -	1 25%
Tend to disagree	(2)	3 7%	- -	1 8%	2 7%	2 7%	1 7%	- -	- -	- -	1 6%	1 50%	1 25%
Disagree strongly	(1)	1 2%	- -	- -	1 4%	- -	1 7%	- -	- -	- -	- -	- -	1 25%
Don't know		2 4%	- -	2 17%	- -	- -	2 13%	- -	- -	- -	2 11%	- -	- -
Not applicable		- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
NETS													
Net: Agree		39 87%	6 100%	9 75%	24 89%	28 93%	11 73%	14 100%	4 100%	3 100%	15 83%	1 50%	2 50%
Net: Disagree		4 9%	- -	1 8%	3 11%	2 7%	2 13%	- -	- -	- -	1 6%	1 50%	2 50%
Mean score		3.42	3.33	3.30	3.48	3.47	3.31	3.71	3.25	3.00	3.56	3.00	2.50
Standard deviation		.73	.52	.67	.80	.63	.95	.47	.50	-	.63	1.41	1.29
Standard error		.11	.21	.21	.15	.11	.26	.13	.25	-	.16	1.00	.65

Columns Tested: a,b,c - d,e - f,g,h,i,j,k

Experian Data Breach 2017

Q18_2. To what extent do you agree or disagree with the following statements on the notification letters you would send in the event of a data breach?

My organisation works with a partner to support notification of customers via letters

Base: All those who have standard letter notification templates

			BUSINESS SIZE					JOB ROLE		RESPONSIBILITY FOR PII RECORDS				DATA BREACH RESPONSE PLAN	
		Total	Small business	Medium-small business	Medium-large business	Large business	NET: SMEs	IT Manager	Any other role	Up to 1000	1000 – 9999	10000 – 49999	50000+	Yes	No/Don't know
Significance Level: 95%			*a	*b	*c	*d	e	*f	g	*h	*i	*j	*k	l	*m
Total		45 100%	11 100%	9 100%	10 100%	15 100%	30 100%	15 100%	30 100%	17 100%	15 100%	6 100%	6 100%	44 100%	1 100%
Agree strongly	(4)	13 29%	5 45%	3 33%	1 10%	4 27%	9 30%	5 33%	8 27%	4 24%	6 40%	- -	2 33%	13 30%	- -
Tend to agree	(3)	18 40%	3 27%	3 33%	5 50%	7 47%	11 37%	5 33%	13 43%	9 53%	5 33%	4 67%	- -	17 39%	1 100%
Tend to disagree	(2)	6 13%	2 18%	1 11%	2 20%	1 7%	5 17%	2 13%	4 13%	2 12%	2 13%	1 17%	1 17%	6 14%	- -
Disagree strongly	(1)	4 9%	1 9%	2 22%	1 10%	- -	4 13%	1 7%	3 10%	1 6%	2 13%	- -	1 17%	4 9%	- -
Don't know		3 7%	- -	- -	- -	3 20%	- -	1 7%	2 7%	- -	- -	1 17%	2 33%	3 7%	- -
Not applicable		1 2%	- -	- -	1 10%	- -	1 3%	1 7%	- -	1 6%	- -	- -	- -	1 2%	- -
NETS															
Net: Agree		31 69%	8 73%	6 67%	6 60%	11 73%	20 67%	10 67%	21 70%	13 76%	11 73%	4 67%	2 33%	30 68%	1 100%
Net: Disagree		10 22%	3 27%	3 33%	3 30%	1 7%	9 30%	3 20%	7 23%	3 18%	4 27%	1 17%	2 33%	10 23%	- -
Mean score		2.98	3.09	2.78	2.67	3.25	2.86	3.08	2.93	3.00	3.00	2.80	2.75	2.98	3.00
Standard deviation		.94	1.04	1.20	.87	.62	1.03	.95	.94	.82	1.07	.45	1.50	.95	-
Standard error		.15	.31	.40	.29	.18	.19	.26	.18	.20	.28	.20	.75	.15	-

Columns Tested: a,b,c,d,e - f,g - h,i,j,k - l,m

Experian Data Breach 2017

Q18_2. To what extent do you agree or disagree with the following statements on the notification letters you would send in the event of a data breach?

My organisation works with a partner to support notification of customers via letters

Base: All those who have standard letter notification templates

		DATA BREACH RESPONSE TEAM		DATA BREACH IN PAST 2 YEARS		CUSTOMERS NOTIFIED OF DATA BREACH		SUB-BRANDS/SUBSIDIARIES		OVERSEAS CUSTOMER/ EMPLOYEE DATA		CONFIDENCE TO KNOW WHAT TO DO FOLLOWING DATA BREACH			
		Total	Yes	No/Don't know	Yes – any size	Yes – more than 1000	Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	Confident	Not confident	Don't know
Significance Level: 95%			a	*b	c	*d	*e	*f	*g	*h	i	*j	k	*l	*m
Total		45	34	11	42	13	14	-	27	18	31	14	43	2	-
		100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	-
Agree strongly	(4)	13	9	4	13	4	4	-	8	5	8	5	13	-	-
		29%	26%	36%	31%	31%	29%	-	30%	28%	26%	36%	30%	-	-
Tend to agree	(3)	18	14	4	17	5	6	-	11	7	13	5	17	1	-
		40%	41%	36%	40%	38%	43%	-	41%	39%	42%	36%	40%	50%	-
Tend to disagree	(2)	6	4	2	5	3	3	-	5	1	4	2	5	1	-
		13%	12%	18%	12%	23%	21%	-	19%	6%	13%	14%	12%	50%	-
Disagree strongly	(1)	4	3	1	4	1	1	-	1	3	3	1	4	-	-
		9%	9%	9%	10%	8%	7%	-	4%	17%	10%	7%	9%	-	-
Don't know		3	3	-	2	-	-	-	1	2	2	1	3	-	-
		7%	9%	-	5%	-	-	-	4%	11%	6%	7%	7%	-	-
Not applicable		1	1	-	1	-	-	-	1	-	1	-	1	-	-
		2%	3%	-	2%	-	-	-	4%	-	3%	-	2%	-	-
NETS															
Net: Agree		31	23	8	30	9	10	-	19	12	21	10	30	1	-
		69%	68%	73%	71%	69%	71%	-	70%	67%	68%	71%	70%	50%	-
Net: Disagree		10	7	3	9	4	4	-	6	4	7	3	9	1	-
		22%	21%	27%	21%	31%	29%	-	22%	22%	23%	21%	21%	50%	-
Mean score		2.98	2.97	3.00	3.00	2.92	2.93	-	3.04	2.88	2.93	3.08	3.00	2.50	-
Standard deviation		.94	.93	1.00	.95	.95	.92	-	.84	1.09	.94	.95	.95	.71	-
Standard error		.15	.17	.30	.15	.26	.25	-	.17	.27	.18	.26	.15	.50	-

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l,m

Experian Data Breach 2017

Q18_2. To what extent do you agree or disagree with the following statements on the notification letters you would send in the event of a data breach?

My organisation works with a partner to support notification of customers via letters

Base: All those who have standard letter notification templates

		EXTERNAL SUPPORT FOR DATA BREACH			CALL CENTRE FACILITIES		STANDARD NOTIFICATION LETTER TEMPLATES		SPEED OF CUSTOMER NOTIFICATION OF DATA BREACH			ACCEPTABLE SPEED OF NOTIFICATION OF DATA BREACH TO CUSTOMERS		
		Total	Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	24 hours or less	72 hours or less	2 weeks or less	Acceptable	Unacceptable	Don't know
Significance Level: 95%			a	*b	*c	*d	e	*f	*g	h	i	j	*k	*l
Total		45	37	8	25	20	45	-	28	39	44	42	3	-
		100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	-
Agree strongly	(4)	13	12	1	9	4	13	-	8	13	13	12	1	-
		29%	32%	13%	36%	20%	29%	-	29%	33%	30%	29%	33%	-
Tend to agree	(3)	18	15	3	8	10	18	-	13	15	18	18	-	-
		40%	41%	38%	32%	50%	40%	-	46%	38%	41%	43%	-	-
Tend to disagree	(2)	6	4	2	4	2	6	-	2	4	6	5	1	-
		13%	11%	25%	16%	10%	13%	-	7%	10%	14%	12%	33%	-
Disagree strongly	(1)	4	3	1	3	1	4	-	4	4	4	4	-	-
		9%	8%	13%	12%	5%	9%	-	14%	10%	9%	10%	-	-
Don't know		3	2	1	1	2	3	-	-	2	2	2	1	-
		7%	5%	13%	4%	10%	7%	-	-	5%	5%	5%	33%	-
Not applicable		1	1	-	-	1	1	-	1	1	1	1	-	-
		2%	3%	-	-	5%	2%	-	4%	3%	2%	2%	-	-
NETS														
Net: Agree		31	27	4	17	14	31	-	21	28	31	30	1	-
		69%	73%	50%	68%	70%	69%	-	75%	72%	70%	71%	33%	-
Net: Disagree		10	7	3	7	3	10	-	6	8	10	9	1	-
		22%	19%	38%	28%	15%	22%	-	21%	21%	23%	21%	33%	-
Mean score		2.98	3.06	2.57	2.96	3.00	2.98	-	2.93	3.03	2.98	2.97	3.00	-
Standard deviation		.94	.92	.98	1.04	.79	.94	-	1.00	.97	.94	.93	1.41	-
Standard error		.15	.16	.37	.21	.19	.15	-	.19	.16	.15	.15	1.00	-

Columns Tested: a,b - c,d - e,f - g,h,i - j,k,l

Experian Data Breach 2017

Q18_2. To what extent do you agree or disagree with the following statements on the notification letters you would send in the event of a data breach?

My organisation works with a partner to support notification of customers via letters

Base: All those who have standard letter notification templates

			RESPONSIBILITY FOR DATA			CONSIDERED PURCHASING DB ASSISTANCE SERVICE / CURRENTLY OWN		BUSINESS SECTOR					
		Total	Customer	Equal	Organisation	Yes currently have / considered	No don't own / don't know	Manufacturing, Wholesale and Production	Retail and Sales	Recreation and Other Services	Business and Professional Services	Public Services inc. Education and Health	Information and Communication
Significance Level: 95%			*a	*b	*c	d	*e	*f	*g	*h	*i	*j	*k
Total		45 100%	6 100%	12 100%	27 100%	30 100%	15 100%	14 100%	4 100%	3 100%	18 100%	2 100%	4 100%
Agree strongly	(4)	13 29%	2 33%	4 33%	7 26%	9 30%	4 27%	5 36%	1 25%	- -	7 39%	- -	- -
Tend to agree	(3)	18 40%	3 50%	5 42%	10 37%	14 47%	4 27%	4 29%	3 75%	2 67%	7 39%	1 50%	1 25%
Tend to disagree	(2)	6 13%	1 17%	2 17%	3 11%	4 13%	2 13%	2 14%	- -	1 33%	2 11%	- -	1 25%
Disagree strongly	(1)	4 9%	- -	- -	4 15%	2 7%	2 13%	1 7%	- -	- -	1 6%	- -	2 50%
Don't know		3 7%	- -	1 8%	2 7%	- -	3 20%	1 7%	- -	- -	1 6%	1 50%	- -
Not applicable		1 2%	- -	- -	1 4%	1 3%	- -	1 7%	- -	- -	- -	- -	- -
NETS													
Net: Agree		31 69%	5 83%	9 75%	17 63%	23 77%	8 53%	9 64%	4 100%	2 67%	14 78%	1 50%	1 25%
Net: Disagree		10 22%	1 17%	2 17%	7 26%	6 20%	4 27%	3 21%	- -	1 33%	3 17%	- -	3 75%
Mean score		2.98	3.17	3.18	2.83	3.03	2.83	3.08	3.25	2.67	3.18	3.00	1.75
Standard deviation		.94	.75	.75	1.05	.87	1.11	1.00	.50	.58	.88	-	.96
Standard error		.15	.31	.23	.21	.16	.32	.29	.25	.33	.21	-	.48

Columns Tested: a,b,c - d,e - f,g,h,i,j,k

Experian Data Breach 2017

Q18_3. To what extent do you agree or disagree with the following statements on the notification letters you would send in the event of a data breach?

My organisation has multiple versions of notification letters that can be sent to customers in different markets

Base: All those who have standard letter notification templates

			BUSINESS SIZE					JOB ROLE		RESPONSIBILITY FOR PII RECORDS				DATA BREACH RESPONSE PLAN	
		Total	Small business	Medium-small business	Medium-large business	Large business	NET: SMEs	IT Manager	Any other role	Up to 1000	1000 – 9999	10000 – 49999	50000+	Yes	No/Don't know
Significance Level: 95%			*a	*b	*c	*d	e	*f	g	*h	*i	*j	*k	l	*m
Total		45 100%	11 100%	9 100%	10 100%	15 100%	30 100%	15 100%	30 100%	17 100%	15 100%	6 100%	6 100%	44 100%	1 100%
Agree strongly	(4)	15 33%	4 36%	2 22%	3 30%	6 40%	9 30%	5 33%	10 33%	5 29%	5 33%	- -	4 67%	15 34%	- -
Tend to agree	(3)	19 42%	4 36%	4 44%	5 50%	6 40%	13 43%	7 47%	12 40%	10 59%	5 33%	3 50%	1 17%	18 41%	1 100%
Tend to disagree	(2)	6 13%	1 9%	3 33%	1 10%	1 7%	5 17%	2 13%	4 13%	1 6%	3 20%	2 33%	- -	6 14%	- -
Disagree strongly	(1)	2 4%	- -	- -	1 10%	1 7%	1 3%	- -	2 7%	1 6%	1 7%	- -	- -	2 5%	- -
Don't know		2 4%	1 9%	- -	- -	1 7%	1 3%	1 7%	1 3%	- -	1 7%	1 17%	- -	2 5%	- -
Not applicable		1 2%	1 9%	- -	- -	- -	1 3%	- -	1 3%	- -	- -	- -	1 17%	1 2%	- -
NETS															
Net: Agree		34 76%	8 73%	6 67%	8 80%	12 80%	22 73%	12 80%	22 73%	15 88%	10 67%	3 50%	5 83%	33 75%	1 100%
Net: Disagree		8 18%	1 9%	3 33%	2 20%	2 13%	6 20%	2 13%	6 20%	2 12%	4 27%	2 33%	- -	8 18%	- -
Mean score		3.12	3.33	2.89	3.00	3.21	3.07	3.21	3.07	3.12	3.00	2.60	3.80	3.12	3.00
Standard deviation		.83	.71	.78	.94	.89	.81	.70	.90	.78	.96	.55	.45	.84	-
Standard error		.13	.24	.26	.30	.24	.15	.19	.17	.19	.26	.24	.20	.13	-

Columns Tested: a,b,c,d,e - f,g - h,i,j,k - l,m

Experian Data Breach 2017

Q18_3. To what extent do you agree or disagree with the following statements on the notification letters you would send in the event of a data breach?

My organisation has multiple versions of notification letters that can be sent to customers in different markets

Base: All those who have standard letter notification templates

		DATA BREACH RESPONSE TEAM			DATA BREACH IN PAST 2 YEARS		CUSTOMERS NOTIFIED OF DATA BREACH		SUB-BRANDS/SUBSIDIARIES		OVERSEAS CUSTOMER/ EMPLOYEE DATA		CONFIDENCE TO KNOW WHAT TO DO FOLLOWING DATA BREACH		
		Total	Yes	No/Don't know	Yes – any size	Yes – more than 1000	Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	Confident	Not confident	Don't know
Significance Level: 95%			a	*b	c	*d	*e	*f	*g	*h	i	*j	k	*l	*m
Total		45	34	11	42	13	14	-	27	18	31	14	43	2	-
		100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	-
Agree strongly	(4)	15	13	2	14	5	5	-	10	5	9	6	15	-	-
		33%	38%	18%	33%	38%	36%	-	37%	28%	29%	43%	35%	-	-
Tend to agree	(3)	19	14	5	17	5	6	-	11	8	13	6	18	1	-
		42%	41%	45%	40%	38%	43%	-	41%	44%	42%	43%	42%	50%	-
Tend to disagree	(2)	6	4	2	6	2	2	-	4	2	5	1	6	-	-
		13%	12%	18%	14%	15%	14%	-	15%	11%	16%	7%	14%	-	-
Disagree strongly	(1)	2	2	-	2	1	1	-	2	-	2	-	2	-	-
		4%	6%	-	5%	8%	7%	-	7%	-	6%	-	5%	-	-
Don't know		2	1	1	2	-	-	-	-	2	2	-	2	-	-
		4%	3%	9%	5%	-	-	-	-	11%	6%	-	5%	-	-
Not applicable		1	-	1	1	-	-	-	-	1	-	1	-	1	-
		2%	-	9%	2%	-	-	-	-	6%	-	7%	-	50%	-
NETS															
Net: Agree		34	27	7	31	10	11	-	21	13	22	12	33	1	-
		76%	79%	64%	74%	77%	79%	-	78%	72%	71%	86%	77%	50%	-
Net: Disagree		8	6	2	8	3	3	-	6	2	7	1	8	-	-
		18%	18%	18%	19%	23%	21%	-	22%	11%	23%	7%	19%	-	-
Mean score		3.12	3.15	3.00	3.10	3.08	3.07	-	3.07	3.20	3.00	3.38	3.12	3.00	-
Standard deviation		.83	.87	.71	.85	.95	.92	-	.92	.68	.89	.65	.84	-	-
Standard error		.13	.15	.24	.14	.26	.25	-	.18	.17	.16	.18	.13	-	-

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l,m

Experian Data Breach 2017

Q18_3. To what extent do you agree or disagree with the following statements on the notification letters you would send in the event of a data breach?

My organisation has multiple versions of notification letters that can be sent to customers in different markets

Base: All those who have standard letter notification templates

		EXTERNAL SUPPORT FOR DATA BREACH		CALL CENTRE FACILITIES		STANDARD NOTIFICATION LETTER TEMPLATES		SPEED OF CUSTOMER NOTIFICATION OF DATA BREACH			ACCEPTABLE SPEED OF NOTIFICATION OF DATA BREACH TO CUSTOMERS			
		Total	Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	24 hours or less	72 hours or less	2 weeks or less	Acceptable	Unacceptable	Don't know
Significance Level: 95%			a	*b	*c	*d	e	*f	*g	h	i	j	*k	*l
Total		45 100%	37 100%	8 100%	25 100%	20 100%	45 100%	-	28 100%	39 100%	44 100%	42 100%	3 100%	-
Agree strongly	(4)	15 33%	14 38%	1 13%	11 44%	4 20%	15 33%	-	11 39%	15 38%	15 34%	14 33%	1 33%	-
Tend to agree	(3)	19 42%	14 38%	5 63%	8 32%	11 55%	19 42%	-	13 46%	17 44%	18 41%	18 43%	1 33%	-
Tend to disagree	(2)	6 13%	6 16%	-	4 16%	2 10%	6 13%	-	2 7%	3 8%	6 14%	6 14%	-	-
Disagree strongly	(1)	2 4%	2 5%	-	2 8%	-	2 4%	-	2 7%	2 5%	2 5%	2 5%	-	-
Don't know		2 4%	1 3%	1 13%	-	2 10%	2 4%	-	-	2 5%	2 5%	2 5%	-	-
Not applicable		1 2%	-	1 13%	-	1 5%	1 2%	-	-	-	1 2%	-	1 33%	-
NETS														
Net: Agree		34 76%	28 76%	6 75%	19 76%	15 75%	34 76%	-	24 86%	32 82%	33 75%	32 76%	2 67%	-
Net: Disagree		8 18%	8 22%	-	6 24%	2 10%	8 18%	-	4 14%	5 13%	8 18%	8 19%	-	-
Mean score		3.12	3.11	3.17	3.12	3.12	3.12	-	3.18	3.22	3.12	3.10	3.50	-
Standard deviation		.83	.89	.41	.97	.60	.83	-	.86	.82	.84	.84	.71	-
Standard error		.13	.15	.17	.19	.15	.13	-	.16	.13	.13	.13	.50	-

Columns Tested: a,b - c,d - e,f - g,h,i - j,k,l

Experian Data Breach 2017

Q18_3. To what extent do you agree or disagree with the following statements on the notification letters you would send in the event of a data breach?

My organisation has multiple versions of notification letters that can be sent to customers in different markets

Base: All those who have standard letter notification templates

			RESPONSIBILITY FOR DATA			CONSIDERED PURCHASING DB ASSISTANCE SERVICE / CURRENTLY OWN		BUSINESS SECTOR					
		Total	Customer	Equal	Organisation	Yes currently have / considered	No don't own / don't know	Manufacturing, Wholesale and Production	Retail and Sales	Recreation and Other Services	Business and Professional Services	Public Services inc. Education and Health	Information and Communication
Significance Level: 95%			*a	*b	*c	d	*e	*f	*g	*h	*i	*j	*k
Total		45 100%	6 100%	12 100%	27 100%	30 100%	15 100%	14 100%	4 100%	3 100%	18 100%	2 100%	4 100%
Agree strongly	(4)	15 33%	3 50%	2 17%	10 37%	10 33%	5 33%	6 43%	2 50%	- -	6 33%	- -	1 25%
Tend to agree	(3)	19 42%	3 50%	5 42%	11 41%	13 43%	6 40%	6 43%	2 50%	1 33%	6 33%	2 100%	2 50%
Tend to disagree	(2)	6 13%	- -	1 8%	5 19%	6 20%	- -	2 14%	- -	- -	3 17%	- -	1 25%
Disagree strongly	(1)	2 4%	- -	1 8%	1 4%	1 3%	1 7%	- -	- -	2 67%	- -	- -	- -
Don't know		2 4%	- -	2 17%	- -	- -	2 13%	- -	- -	- -	2 11%	- -	- -
Not applicable		1 2%	- -	1 8%	- -	- -	1 7%	- -	- -	- -	1 6%	- -	- -
NETS													
Net: Agree		34 76%	6 100%	7 58%	21 78%	23 77%	11 73%	12 86%	4 100%	1 33%	12 67%	2 100%	3 75%
Net: Disagree		8 18%	- -	2 17%	6 22%	7 23%	1 7%	2 14%	- -	2 67%	3 17%	- -	1 25%
Mean score		3.12	3.50	2.89	3.11	3.07	3.25	3.29	3.50	1.67	3.20	3.00	3.00
Standard deviation		.83	.55	.93	.85	.83	.87	.73	.58	1.15	.77	-	.82
Standard error		.13	.22	.31	.16	.15	.25	.19	.29	.67	.20	-	.41

Columns Tested: a,b,c - d,e - f,g,h,i,j,k

Experian Data Breach 2017

Q19. If there was a data breach at your organisation, how long do you think it would take your organisation to notify all customers affected by the breach, if at all? If you are unsure, please select the timeframe that you feel most closely matches how your organisation would respond.

Base: All respondents

	Total	BUSINESS SIZE					JOB ROLE		RESPONSIBILITY FOR PII RECORDS				DATA BREACH RESPONSE PLAN	
		Small business	Medium-small business	Medium-large business	Large business	NET: SMEs	IT Manager	Any other role	Up to 1000	1000 – 9999	10000 – 49999	50000+	Yes	No/Don't know
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Total	200 100%	50 100%	50 100%	50 100%	50 100%	150 100%	57 100%	143 100%	102 100%	54 100%	20 100%	18 100%	155 100%	45 100%
Less than 12 hours	40 20%	12 24%	2 4%	16 32%	10 20%	30 20%	10 18%	30 21%	25 25%	9 17%	3 15%	2 11%	35 23%	5 11%
12 hours	26 13%	5 10%	9 18%	7 14%	5 10%	21 14%	11 19%	15 10%	19 19%	5 9%	2 10%	- -	24 15%	2 4%
24 hours	49 25%	10 20%	19 38%	11 22%	9 18%	40 27%	15 26%	34 24%	25 25%	13 24%	5 25%	4 22%	42 27%	7 16%
48 hours	31 16%	10 20%	6 12%	6 12%	9 18%	22 15%	6 11%	25 17%	11 11%	13 24%	4 20%	3 17%	25 16%	6 13%
72 hours	17 9%	5 10%	2 4%	3 6%	7 14%	10 7%	5 9%	12 8%	7 7%	5 9%	1 5%	4 22%	10 6%	7 16%
More than three days, but less than a week	18 9%	3 6%	8 16%	3 6%	4 8%	14 9%	7 12%	11 8%	9 9%	5 9%	2 10%	2 11%	9 6%	9 20%
1 week	3 2%	- -	- -	1 2%	2 4%	1 1%	- -	3 2%	1 1%	1 2%	1 5%	- -	2 1%	1 2%
2 weeks	5 3%	1 2%	2 4%	1 2%	1 2%	4 3%	1 2%	4 3%	2 2%	2 4%	- -	1 6%	3 2%	2 4%
1 month	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
More than a month	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
We would not notify them	4 2%	1 2%	- -	2 4%	1 2%	3 2%	2 4%	2 1%	- -	1 2%	1 5%	2 11%	1 1%	3 7%
Don't know	7 4%	3 6%	2 4%	- -	2 4%	5 3%	- -	7 5%	3 3%	- -	1 5%	- -	4 3%	3 7%

Columns Tested: a,b,c,d,e - f,g - h,i,j,k - l,m

Experian Data Breach 2017

Q19. If there was a data breach at your organisation, how long do you think it would take your organisation to notify all customers affected by the breach, if at all? If you are unsure, please select the timeframe that you feel most closely matches how your organisation would respond.

Base: All respondents

	Total	BUSINESS SIZE					JOB ROLE		RESPONSIBILITY FOR PII RECORDS				DATA BREACH RESPONSE PLAN	
		Small business	Medium-small business	Medium-large business	Large business	NET: SMEs	IT Manager	Any other role	Up to 1000	1000 – 9999	10000 – 49999	50000+	Yes	No/Don't know
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Total	200 100%	50 100%	50 100%	50 100%	50 100%	150 100%	57 100%	143 100%	102 100%	54 100%	20 100%	18 100%	155 100%	45 100%
NETS														
Net: 24 hours or less	115 58%	27 54%	30 60%	34 68% d	24 48%	91 61%	36 63%	79 55%	69 68% i	27 50%	10 50%	6 33%	101 65% m	14 31%
Net: 72 hours or less	163 82%	42 84%	38 76%	43 86%	40 80%	123 82%	47 82%	116 81%	87 85%	45 83%	15 75%	13 72%	136 88% m	27 60%
Net: 1 week or less	184 92%	45 90%	46 92%	47 94%	46 92%	138 92%	54 95%	130 91%	97 95%	51 94%	18 90%	15 83%	147 95% m	37 82%
Net: 2 weeks or less	189 95%	46 92%	48 96%	48 96%	47 94%	142 95%	55 96%	134 94%	99 97%	53 98%	18 90%	16 89%	150 97% m	39 87%

Columns Tested: a,b,c,d,e - f,g - h,i,j,k - l,m

Experian Data Breach 2017

Q19. If there was a data breach at your organisation, how long do you think it would take your organisation to notify all customers affected by the breach, if at all? If you are unsure, please select the timeframe that you feel most closely matches how your organisation would respond.

Base: All respondents

		DATA BREACH RESPONSE TEAM		DATA BREACH IN PAST 2 YEARS		CUSTOMERS NOTIFIED OF DATA BREACH		SUB-BRANDS/SUBSIDIARIES		OVERSEAS CUSTOMER/EMPLOYEE DATA		CONFIDENCE TO KNOW WHAT TO DO FOLLOWING DATA BREACH		
	Total	Yes	No/Don't know	Yes – any size	Yes – more than 1000	Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	Confident	Not confident	Don't know
Significance Level: 95%		a	b	c	d	*e	*f	g	h	i	j	k	l	*m
Total	200 100%	108 100%	92 100%	185 100%	36 100%	27 100%	14 100%	95 100%	105 100%	93 100%	107 100%	163 100%	31 100%	6 100%
Less than 12 hours	40 20%	32 30%	8 9%	39 21%	11 31%	10 37%	2 14%	24 25%	16 15%	23 25%	17 16%	39 24%	1 3%	- -
12 hours	26 13%	17 16%	9 10%	26 14%	8 22%	5 19%	3 21%	18 19%	8 8%	14 15%	12 11%	24 15%	2 6%	- -
24 hours	49 25%	28 26%	21 23%	45 24%	8 22%	6 22%	4 29%	24 25%	25 24%	24 26%	25 23%	41 25%	8 26%	- -
48 hours	31 16%	16 15%	15 16%	28 15%	3 8%	3 11%	1 7%	12 13%	19 18%	10 11%	21 20%	26 16%	5 16%	- -
72 hours	17 9%	7 6%	10 11%	15 8%	2 6%	1 4%	2 14%	6 6%	11 10%	7 8%	10 9%	14 9%	3 10%	- -
More than three days, but less than a week	18 9%	4 4%	14 15%	16 9%	2 6%	1 4%	1 7%	3 3%	15 14%	12 13%	6 6%	11 7%	6 19%	1 17%
1 week	3 2%	- -	3 3%	3 2%	1 3%	- -	1 7%	1 1%	2 2%	- -	3 3%	2 1%	- -	1 17%
2 weeks	5 3%	1 1%	4 4%	5 3%	1 3%	1 4%	- -	4 4%	1 1%	2 2%	3 3%	1 1%	4 13%	- -
1 month	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
More than a month	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
We would not notify them	4 2%	1 1%	3 3%	4 2%	- -	- -	- -	1 1%	3 3%	1 1%	3 3%	1 1%	2 6%	1 17%
Don't know	7 4%	2 2%	5 5%	4 2%	- -	- -	- -	2 2%	5 5%	- -	7 7%	4 2%	- -	3 50%

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l,m

Experian Data Breach 2017

Q19. If there was a data breach at your organisation, how long do you think it would take your organisation to notify all customers affected by the breach, if at all? If you are unsure, please select the timeframe that you feel most closely matches how your organisation would respond.

Base: All respondents

	Total	DATA BREACH RESPONSE TEAM		DATA BREACH IN PAST 2 YEARS		CUSTOMERS NOTIFIED OF DATA BREACH		SUB-BRANDS/SUBSIDIARIES		OVERSEAS CUSTOMER/EMPLOYEE DATA		CONFIDENCE TO KNOW WHAT TO DO FOLLOWING DATA BREACH		
		Yes	No/Don't know	Yes – any size	Yes – more than 1000	Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	Confident	Not confident	Don't know
Significance Level: 95%		a	b	c	d	*e	*f	g	h	i	j	k	l	*m
Total	200 100%	108 100%	92 100%	185 100%	36 100%	27 100%	14 100%	95 100%	105 100%	93 100%	107 100%	163 100%	31 100%	6 100%
NETS														
Net: 24 hours or less	115 58%	77 71% b	38 41%	110 59%	27 75%	21 78%	9 64%	66 69% h	49 47%	61 66% j	54 50%	104 64% l	11 35%	- -
Net: 72 hours or less	163 82%	100 93% b	63 68%	153 83%	32 89%	25 93%	12 86%	84 88% h	79 75%	78 84%	85 79%	144 88% l	19 61%	- -
Net: 1 week or less	184 92%	104 96% b	80 87%	172 93%	35 97%	26 96%	14 100%	88 93%	96 91%	90 97% j	94 88%	157 96% l	25 81%	2 33%
Net: 2 weeks or less	189 95%	105 97%	84 91%	177 96%	36 100%	27 100%	14 100%	92 97%	97 92%	92 99% j	97 91%	158 97%	29 94%	2 33%

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l,m

Experian Data Breach 2017

Q19. If there was a data breach at your organisation, how long do you think it would take your organisation to notify all customers affected by the breach, if at all? If you are unsure, please select the timeframe that you feel most closely matches how your organisation would respond.

Base: All respondents

	Total	EXTERNAL SUPPORT FOR DATA BREACH		CALL CENTRE FACILITIES		STANDARD NOTIFICATION LETTER TEMPLATES		SPEED OF CUSTOMER NOTIFICATION OF DATA BREACH			ACCEPTABLE SPEED OF NOTIFICATION OF DATA BREACH TO CUSTOMERS		
		Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	24 hours or less	72 hours or less	2 weeks or less	Acceptable	Unacceptable	Don't know
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	*k	*l
Total	200 100%	108 100%	92 100%	44 100%	156 100%	45 100%	155 100%	115 100%	163 100%	189 100%	173 100%	20 100%	7 100%
Less than 12 hours	40 20%	31 29%	9 10%	12 27%	28 18%	12 27%	28 18%	40 35%	40 25%	40 21%	38 22%	1 5%	1 14%
12 hours	26 13%	18 17%	8 9%	5 11%	21 13%	4 9%	22 14%	26 23%	26 16%	26 14%	26 15%	- -	- -
24 hours	49 25%	26 24%	23 25%	9 20%	40 26%	12 27%	37 24%	49 43%	49 30%	49 26%	47 27%	2 10%	- -
48 hours	31 16%	15 14%	16 17%	9 20%	22 14%	8 18%	23 15%	- -	31 19%	31 16%	28 16%	3 15%	- -
72 hours	17 9%	7 6%	10 11%	4 9%	13 8%	3 7%	14 9%	- -	17 10%	17 9%	12 7%	5 25%	- -
More than three days, but less than a week	18 9%	7 6%	11 12%	4 9%	14 9%	3 7%	15 10%	- -	- -	18 10%	14 8%	3 15%	1 14%
1 week	3 2%	1 1%	2 2%	- -	3 2%	- -	3 2%	- -	- -	3 2%	2 1%	1 5%	- -
2 weeks	5 3%	1 1%	4 4%	1 2%	4 3%	2 4%	3 2%	- -	- -	5 3%	2 1%	3 15%	- -
1 month	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
More than a month	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
We would not notify them	4 2%	2 2%	2 2%	- -	4 3%	1 2%	3 2%	- -	- -	- -	1 1%	2 10%	1 14%

Columns Tested: a,b - c,d - e,f - g,h,i - j,k,l

Experian Data Breach 2017

Q19. If there was a data breach at your organisation, how long do you think it would take your organisation to notify all customers affected by the breach, if at all? If you are unsure, please select the timeframe that you feel most closely matches how your organisation would respond.

Base: All respondents

	Total	EXTERNAL SUPPORT FOR DATA BREACH		CALL CENTRE FACILITIES		STANDARD NOTIFICATION LETTER TEMPLATES		SPEED OF CUSTOMER NOTIFICATION OF DATA BREACH			ACCEPTABLE SPEED OF NOTIFICATION OF DATA BREACH TO CUSTOMERS		
		Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	24 hours or less	72 hours or less	2 weeks or less	Acceptable	Unacceptable	Don't know
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	*k	*l
Total	200 100%	108 100%	92 100%	44 100%	156 100%	45 100%	155 100%	115 100%	163 100%	189 100%	173 100%	20 100%	7 100%
Don't know	7 4%	- -	7 8% a	- -	7 4%	- -	7 5%	- -	- -	- -	3 2%	- -	4 57%
NETS													
Net: 24 hours or less	115 58%	75 69% b	40 43%	26 59%	89 57%	28 62%	87 56%	115 100% hi	115 71%	115 61%	111 64%	3 15%	1 14%
Net: 72 hours or less	163 82%	97 90% b	66 72%	39 89%	124 79%	39 87%	124 80%	115 100% i	163 100% i	163 86%	151 87%	11 55%	1 14%
Net: 1 week or less	184 92%	105 97% b	79 86%	43 98%	141 90%	42 93%	142 92%	115 100% i	163 100% i	184 97%	167 97%	15 75%	2 29%
Net: 2 weeks or less	189 95%	106 98% b	83 90%	44 100%	145 93%	44 98%	145 94%	115 100%	163 100%	189 100%	169 98%	18 90%	2 29%

Columns Tested: a,b - c,d - e,f - g,h,i - j,k,l

Experian Data Breach 2017

Q19. If there was a data breach at your organisation, how long do you think it would take your organisation to notify all customers affected by the breach, if at all? If you are unsure, please select the timeframe that you feel most closely matches how your organisation would respond.

Base: All respondents

		RESPONSIBILITY FOR DATA			CONSIDERED PURCHASING DB ASSISTANCE SERVICE / CURRENTLY OWN		BUSINESS SECTOR					
	Total	Customer	Equal	Organisation	Yes currently have / considered	No don't own / don't know	Manufacturing, Wholesale and Production	Retail and Sales	Recreation and Other Services	Business and Professional Services	Public Services inc. Education and Health	Information and Communication
Significance Level: 95%		a	b	c	d	e	f	*g	*h	i	*j	k
Total	200 100%	33 100%	56 100%	103 100%	117 100%	83 100%	64 100%	10 100%	16 100%	62 100%	18 100%	30 100%
Less than 12 hours	40 20%	7 21%	13 23%	20 19%	30 26% e	10 12%	14 22%	3 30%	4 25%	10 16%	2 11%	7 23%
12 hours	26 13%	7 21%	6 11%	12 12%	23 20% e	3 4%	9 14%	2 20%	2 13%	4 6%	2 11%	7 23% i
24 hours	49 25%	8 24%	13 23%	27 26%	29 25%	20 24%	14 22%	- -	3 19%	22 35%	4 22%	6 20%
48 hours	31 16%	2 6%	11 20%	18 17%	18 15%	13 16%	9 14%	4 40%	1 6%	8 13%	3 17%	6 20%
72 hours	17 9%	4 12%	4 7%	9 9%	6 5%	11 13% d	5 8%	1 10%	1 6%	6 10%	2 11%	2 7%
More than three days, but less than a week	18 9%	2 6%	5 9%	10 10%	8 7%	10 12%	7 11%	- -	2 13%	7 11%	1 6%	1 3%
1 week	3 2%	1 3%	- -	2 2%	- -	3 4% d	2 3%	- -	- -	- -	1 6%	- -
2 weeks	5 3%	- -	2 4%	3 3%	2 2%	3 4%	2 3%	- -	1 6%	2 3%	- -	- -
1 month	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
More than a month	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
We would not notify them	4 2%	- -	2 4%	2 2%	- -	4 5% d	- -	- -	- -	2 3%	1 6%	1 3%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k

Experian Data Breach 2017

Q19. If there was a data breach at your organisation, how long do you think it would take your organisation to notify all customers affected by the breach, if at all? If you are unsure, please select the timeframe that you feel most closely matches how your organisation would respond.

Base: All respondents

		RESPONSIBILITY FOR DATA			CONSIDERED PURCHASING DB ASSISTANCE SERVICE / CURRENTLY OWN		BUSINESS SECTOR					
	Total	Customer	Equal	Organisation	Yes currently have / considered	No don't own / don't know	Manufacturing, Wholesale and Production	Retail and Sales	Recreation and Other Services	Business and Professional Services	Public Services inc. Education and Health	Information and Communication
Significance Level: 95%		a	b	c	d	e	f	*g	*h	i	*j	k
Total	200 100%	33 100%	56 100%	103 100%	117 100%	83 100%	64 100%	10 100%	16 100%	62 100%	18 100%	30 100%
Don't know	7 4%	2 6% c	- -	- -	1 1%	6 7% d	2 3%	- -	2 13%	1 2%	2 11%	- -
NETS												
Net: 24 hours or less	115 58%	22 67%	32 57%	59 57%	82 70% e	33 40%	37 58%	5 50%	9 56%	36 58%	8 44%	20 67%
Net: 72 hours or less	163 82%	28 85%	47 84%	86 83%	106 91% e	57 69%	51 80%	10 100%	11 69%	50 81%	13 72%	28 93%
Net: 1 week or less	184 92%	31 94%	52 93%	98 95%	114 97% e	70 84%	60 94%	10 100%	13 81%	57 92%	15 83%	29 97%
Net: 2 weeks or less	189 95%	31 94%	54 96%	101 98%	116 99% e	73 88%	62 97%	10 100%	14 88%	59 95%	15 83%	29 97%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k

Experian Data Breach 2017

Q20. Following on from this, how acceptable or unacceptable do you believe that your anticipated speed of notification in the event of a breach would be to your customers?

Base: All respondents

			BUSINESS SIZE					JOB ROLE		RESPONSIBILITY FOR PII RECORDS				DATA BREACH RESPONSE PLAN	
		Total	Small business	Medium-small business	Medium-large business	Large business	NET: SMEs	IT Manager	Any other role	Up to 1000	1000 – 9999	10000 – 49999	50000+	Yes	No/Don't know
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m
Total		200 100%	50 100%	50 100%	50 100%	50 100%	150 100%	57 100%	143 100%	102 100%	54 100%	20 100%	18 100%	155 100%	45 100%
Very acceptable	(4)	50 25%	13 26%	14 28%	11 22%	12 24%	38 25%	13 23%	37 26%	32 31%	12 22%	1 5%	4 22%	42 27%	8 18%
Fairly acceptable	(3)	123 62%	25 50%	32 64%	35 70%	31 62%	92 61%	40 70%	83 58%	58 57%	39 72%	15 75%	9 50%	100 65%	23 51%
Fairly unacceptable	(2)	15 8%	5 10%	3 6%	3 6%	4 8%	11 7%	3 5%	12 8%	7 7%	3 6%	1 5%	4 22%	9 6%	6 13%
Very unacceptable	(1)	5 3%	4 8%	- -	- -	1 2%	4 3%	- -	5 3%	3 3%	- -	1 5%	1 6%	1 1%	4 9%
Don't know		7 4%	3 6%	1 2%	1 2%	2 4%	5 3%	1 2%	6 4%	2 2%	- -	2 10%	- -	3 2%	4 9%
NETS															
Net: Acceptable		173 87%	38 76%	46 92% a	46 92% a	43 86%	130 87%	53 93%	120 84%	90 88%	51 94%	16 80%	13 72%	142 92% m	31 69%
Net: Unacceptable		20 10%	9 18%	3 6%	3 6%	5 10%	15 10%	3 5%	17 12%	10 10%	3 6%	2 10%	5 28%	10 6%	10 22% l
Mean score		3.13	3.00	3.22	3.16	3.13	3.13	3.18	3.11	3.19	3.17	2.89	2.89	3.20 m	2.85
Standard deviation		.65	.86	.55	.51	.64	.66	.51	.70	.69	.50	.58	.83	.57	.85
Standard error		.05	.13	.08	.07	.09	.05	.07	.06	.07	.07	.14	.20	.05	.13

Columns Tested: a,b,c,d,e - f,g - h,i,j,k - l,m

Experian Data Breach 2017

Q20. Following on from this, how acceptable or unacceptable do you believe that your anticipated speed of notification in the event of a breach would be to your customers?

Base: All respondents

			DATA BREACH RESPONSE TEAM		DATA BREACH IN PAST 2 YEARS		CUSTOMERS NOTIFIED OF DATA BREACH		SUB-BRANDS/SUBSIDIARIES		OVERSEAS CUSTOMER/EMPLOYEE DATA		CONFIDENCE TO KNOW WHAT TO DO FOLLOWING DATA BREACH		
		Total	Yes	No/Don't know	Yes – any size	Yes – more than 1000	Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	Confident	Not confident	Don't know
Significance Level: 95%			a	b	c	d	*e	*f	g	h	i	j	k	l	*m
Total		200 100%	108 100%	92 100%	185 100%	36 100%	27 100%	14 100%	95 100%	105 100%	93 100%	107 100%	163 100%	31 100%	6 100%
Very acceptable	(4)	50 25%	39 36%	11 12%	48 26%	11 31%	9 33%	3 21%	26 27%	24 23%	23 25%	27 25%	49 30%	1 3%	- -
Fairly acceptable	(3)	123 62%	62 57%	61 66%	114 62%	22 61%	14 52%	10 71%	61 64%	62 59%	61 66%	62 58%	101 62%	21 68%	1 17%
Fairly unacceptable	(2)	15 8%	5 5%	10 11%	15 8%	2 6%	3 11%	- -	5 5%	10 10%	7 8%	8 7%	8 5%	7 23%	- -
Very unacceptable	(1)	5 3%	1 1%	4 4%	4 2%	1 3%	1 4%	1 7%	1 1%	4 4%	2 2%	3 3%	3 2%	2 6%	- -
Don't know		7 4%	1 1%	6 7%	4 2%	- -	- -	- -	2 2%	5 5%	- -	7 7%	2 1%	- -	5 83%
NETS				a								i			
Net: Acceptable		173 87%	101 94%	72 78%	162 88%	33 92%	23 85%	13 93%	87 92%	86 82%	84 90%	89 83%	150 92%	22 71%	1 17%
Net: Unacceptable		20 10%	6 6%	14 15%	19 10%	3 8%	4 15%	1 7%	6 6%	14 13%	9 10%	11 10%	11 7%	9 29%	- -
Mean score		3.13	3.30 b	2.92 a	3.14	3.19	3.15	3.07	3.20	3.06	3.13	3.13	3.22 l	2.68 k	3.00
Standard deviation		.65	.60	.65	.65	.67	.77	.73	.58	.71	.63	.68	.62	.65	-
Standard error		.05	.06	.07	.05	.11	.15	.20	.06	.07	.07	.07	.05	.12	-

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l,m

Experian Data Breach 2017

Q20. Following on from this, how acceptable or unacceptable do you believe that your anticipated speed of notification in the event of a breach would be to your customers?

Base: All respondents

		EXTERNAL SUPPORT FOR DATA BREACH		CALL CENTRE FACILITIES		STANDARD NOTIFICATION LETTER TEMPLATES		SPEED OF CUSTOMER NOTIFICATION OF DATA BREACH			ACCEPTABLE SPEED OF NOTIFICATION OF DATA BREACH TO CUSTOMERS		
Total		Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	24 hours or less	72 hours or less	2 weeks or less	Acceptable	Unacceptable	Don't know
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	*k	*l
Total	200	108	92	44	156	45	155	115	163	189	173	20	7
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very acceptable	(4)	50	38	12	19	31	15	35	40	47	48	50	-
	25%	35%	13%	43%	20%	33%	23%	35%	29%	25%	29%	-	-
		b		d									
Fairly acceptable	(3)	123	64	59	23	100	27	96	71	104	121	123	-
	62%	59%	64%	52%	64%	60%	62%	62%	64%	64%	71%	-	-
Fairly unacceptable	(2)	15	5	10	1	14	3	12	2	8	14	-	15
	8%	5%	11%	2%	9%	7%	8%	2%	5%	7%	-	75%	-
										g			
Very unacceptable	(1)	5	1	4	-	5	-	5	1	3	4	-	5
	3%	1%	4%	-	3%	-	3%	1%	2%	2%	-	25%	-
Don't know	7	-	7	1	6	-	7	1	1	2	-	-	7
	4%	-	8%	2%	4%	-	5%	1%	1%	1%	-	-	100%
			a										
NETS													
Net: Acceptable	173	102	71	42	131	42	131	111	151	169	173	-	-
	87%	94%	77%	95%	84%	93%	85%	97%	93%	89%	100%	-	-
		b						i					
Net: Unacceptable	20	6	14	1	19	3	17	3	11	18	-	20	-
	10%	6%	15%	2%	12%	7%	11%	3%	7%	10%	-	100%	-
			a					g					
Mean score	3.13	3.29	2.93	3.42	3.05	3.27	3.09	3.32	3.20	3.14	3.29	1.75	-
		b		d				i					
Standard deviation	.65	.60	.67	.54	.66	.58	.67	.55	.61	.63	.45	.44	-
Standard error	.05	.06	.07	.08	.05	.09	.06	.05	.05	.05	.03	.10	-

Columns Tested: a,b - c,d - e,f - g,h,i - j,k,l

Experian Data Breach 2017

Q20. Following on from this, how acceptable or unacceptable do you believe that your anticipated speed of notification in the event of a breach would be to your customers?

Base: All respondents

			RESPONSIBILITY FOR DATA			CONSIDERED PURCHASING DB ASSISTANCE SERVICE / CURRENTLY OWN		BUSINESS SECTOR					
		Total	Customer	Equal	Organisation	Yes currently have / considered	No don't own / don't know	Manufacturing, Wholesale and Production	Retail and Sales	Recreation and Other Services	Business and Professional Services	Public Services inc. Education and Health	Information and Communication
Significance Level: 95%			a	b	c	d	e	f	*g	*h	i	*j	k
Total		200 100%	33 100%	56 100%	103 100%	117 100%	83 100%	64 100%	10 100%	16 100%	62 100%	18 100%	30 100%
Very acceptable	(4)	50 25%	9 27%	16 29%	23 22%	36 31% e	14 17%	16 25%	5 50%	4 25%	16 26%	2 11%	7 23%
Fairly acceptable	(3)	123 62%	19 58%	37 66%	66 64%	73 62%	50 60%	40 63%	3 30%	9 56%	38 61%	12 67%	21 70%
Fairly unacceptable	(2)	15 8%	3 9%	2 4%	10 10%	6 5%	9 11%	4 6%	1 10%	- -	6 10%	3 17%	1 3%
Very unacceptable	(1)	5 3%	2 6%	- -	3 3%	2 2%	3 4%	1 2%	1 10%	1 6%	2 3%	- -	- -
Don't know		7 4%	- -	1 2%	1 1%	- -	7 8% d	3 5%	- -	2 13%	- -	1 6%	1 3%
NETS													
Net: Acceptable		173 87%	28 85%	53 95%	89 86%	109 93% e	64 77%	56 88%	8 80%	13 81%	54 87%	14 78%	28 93%
Net: Unacceptable		20 10%	5 15%	2 4%	13 13%	8 7%	12 14%	5 8%	2 20%	1 6%	8 13%	3 17%	1 3%
Mean score		3.13	3.06	3.25	3.07	3.22 e	2.99	3.16	3.20	3.14	3.10	2.94	3.21
Standard deviation		.65	.79	.52	.66	.62	.68	.61	1.03	.77	.69	.56	.49
Standard error		.05	.14	.07	.07	.06	.08	.08	.33	.21	.09	.13	.09

Columns Tested: a,b,c - d,e - f,g,h,i,j,k

Experian Data Breach 2017

Q21. And in your view, what is the most responsible maximum length of time in which businesses should inform to customers regarding a breach of their personal data?

Base: All respondents

	Total	BUSINESS SIZE					JOB ROLE		RESPONSIBILITY FOR PII RECORDS				DATA BREACH RESPONSE PLAN	
		Small business	Medium-small business	Medium-large business	Large business	NET: SMEs	IT Manager	Any other role	Up to 1000	1000 – 9999	10000 – 49999	50000+	Yes	No/Don't know
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Total	200 100%	50 100%	50 100%	50 100%	50 100%	150 100%	57 100%	143 100%	102 100%	54 100%	20 100%	18 100%	155 100%	45 100%
Less than 12 hours	32 16%	11 22%	3 6%	10 20%	8 16%	24 16%	9 16%	23 16%	21 21%	5 9%	1 5%	4 22%	28 18%	4 9%
12 hours	20 10%	3 6%	7 14%	7 14%	3 6%	17 11%	8 14%	12 8%	12 12%	7 13%	1 5%	- -	18 12%	2 4%
24 hours	58 29%	11 22%	19 38%	14 28%	14 28%	44 29%	18 32%	40 28%	29 28%	16 30%	8 40%	4 22%	49 32%	9 20%
48 hours	33 17%	9 18%	5 10%	8 16%	11 22%	22 15%	7 12%	26 18%	17 17%	9 17%	3 15%	3 17%	24 15%	9 20%
72 hours	31 16%	7 14%	8 16%	7 14%	9 18%	22 15%	10 18%	21 15%	14 14%	11 20%	3 15%	3 17%	20 13%	11 24%
More than three days, but less than a week	8 4%	2 4%	1 2%	1 2%	4 8%	4 3%	2 4%	6 4%	2 2%	2 4%	2 10%	2 11%	6 4%	2 4%
1 week	5 3%	1 2%	4 8%	- -	- -	5 3%	1 2%	4 3%	1 1%	2 4%	1 5%	1 6%	3 2%	2 4%
2 weeks	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
1 month	1 1%	- -	- -	1 2%	- -	1 1%	1 2%	- -	1 1%	- -	- -	- -	1 1%	- -
More than a month	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
We would not notify them	2 1%	- -	- -	2 4%	- -	2 1%	1 2%	1 1%	- -	1 2%	1 5%	- -	- -	2 4%
Don't know	10 5%	6 12%	3 6%	- -	1 2%	9 6%	- -	10 7%	5 5%	1 2%	- -	1 6%	6 4%	4 9%

Columns Tested: a,b,c,d,e - f,g - h,i,j,k - l,m

Experian Data Breach 2017

Q21. And in your view, what is the most responsible maximum length of time in which businesses should inform to customers regarding a breach of their personal data?

Base: All respondents

	Total	BUSINESS SIZE					JOB ROLE		RESPONSIBILITY FOR PII RECORDS				DATA BREACH RESPONSE PLAN	
		Small business	Medium-small business	Medium-large business	Large business	NET: SMEs	IT Manager	Any other role	Up to 1000	1000 – 9999	10000 – 49999	50000+	Yes	No/Don't know
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Total	200 100%	50 100%	50 100%	50 100%	50 100%	150 100%	57 100%	143 100%	102 100%	54 100%	20 100%	18 100%	155 100%	45 100%
NETS														
Net: 24 hours or less	110 55%	25 50%	29 58%	31 62%	25 50%	85 57%	35 61%	75 52%	62 61%	28 52%	10 50%	8 44%	95 61% m	15 33%
Net: 72 hours or less	174 87%	41 82%	42 84%	46 92%	45 90%	129 86%	52 91%	122 85%	93 91%	48 89%	16 80%	14 78%	139 90% m	35 78%
Net: 1 week or less	187 94%	44 88%	47 94%	47 94%	49 98%	138 92%	55 96%	132 92%	96 94%	52 96%	19 95%	17 94%	148 95% m	39 87%
Net: 2 weeks or less	187 94%	44 88%	47 94%	47 94%	49 98%	138 92%	55 96%	132 92%	96 94%	52 96%	19 95%	17 94%	148 95% m	39 87%

Columns Tested: a,b,c,d,e - f,g - h,i,j,k - l,m

Experian Data Breach 2017

Q21. And in your view, what is the most responsible maximum length of time in which businesses should inform to customers regarding a breach of their personal data?

Base: All respondents

	Total	DATA BREACH RESPONSE TEAM		DATA BREACH IN PAST 2 YEARS		CUSTOMERS NOTIFIED OF DATA BREACH		SUB-BRANDS/SUBSIDIARIES		OVERSEAS CUSTOMER/EMPLOYEE DATA		CONFIDENCE TO KNOW WHAT TO DO FOLLOWING DATA BREACH		
		Yes	No/Don't know	Yes – any size	Yes – more than 1000	Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	Confident	Not confident	Don't know
Significance Level: 95%		a	b	c	d	*e	*f	g	h	i	j	k	l	*m
Total	200 100%	108 100%	92 100%	185 100%	36 100%	27 100%	14 100%	95 100%	105 100%	93 100%	107 100%	163 100%	31 100%	6 100%
Less than 12 hours	32 16%	21 19%	11 12%	30 16%	6 17%	7 26%	2 14%	17 18%	15 14%	15 16%	17 16%	31 19%	1 3%	- -
12 hours	20 10%	12 11%	8 9%	19 10%	9 25% c	8 30%	2 14%	12 13%	8 8%	14 15% j	6 6%	17 10%	3 10%	- -
24 hours	58 29%	36 33%	22 24%	55 30%	12 33%	6 22%	7 50%	30 32%	28 27%	31 33%	27 25%	46 28%	11 35%	1 17%
48 hours	33 17%	17 16%	16 17%	30 16%	3 8%	3 11%	- -	18 19%	15 14%	14 15%	19 18%	30 18%	3 10%	- -
72 hours	31 16%	15 14%	16 17%	29 16%	4 11%	2 7%	2 14%	12 13%	19 18%	10 11%	21 20%	24 15%	7 23%	- -
More than three days, but less than a week	8 4%	3 3%	5 5%	7 4%	1 3%	1 4%	- -	1 1%	7 7% g	3 3%	5 5%	7 4%	1 3%	- -
1 week	5 3%	2 2%	3 3%	5 3%	- -	- -	- -	1 1%	4 4%	3 3%	2 2%	4 2%	1 3%	- -
2 weeks	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
1 month	1 1%	- -	1 1%	1 1%	- -	- -	- -	- -	1 1%	1 1%	- -	- -	1 3% k	- -
More than a month	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
We would not notify them	2 1%	- -	2 2%	2 1%	- -	- -	- -	1 1%	1 1%	- -	2 2%	- -	1 3% k	1 17%
Don't know	10 5%	2 2%	8 9% a	7 4%	1 3%	- -	1 7%	3 3%	7 7%	2 2%	8 7%	4 2%	2 6%	4 67%

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l,m

Experian Data Breach 2017

Q21. And in your view, what is the most responsible maximum length of time in which businesses should inform to customers regarding a breach of their personal data?

Base: All respondents

	Total	DATA BREACH RESPONSE TEAM		DATA BREACH IN PAST 2 YEARS		CUSTOMERS NOTIFIED OF DATA BREACH		SUB-BRANDS/SUBSIDIARIES		OVERSEAS CUSTOMER/EMPLOYEE DATA		CONFIDENCE TO KNOW WHAT TO DO FOLLOWING DATA BREACH		
		Yes	No/Don't know	Yes – any size	Yes – more than 1000	Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	Confident	Not confident	Don't know
Significance Level: 95%		a	b	c	d	*e	*f	g	h	i	j	k	l	*m
Total	200 100%	108 100%	92 100%	185 100%	36 100%	27 100%	14 100%	95 100%	105 100%	93 100%	107 100%	163 100%	31 100%	6 100%
NETS														
Net: 24 hours or less	110 55%	69 64% b	41 45%	104 56%	27 75% c	21 78%	11 79%	59 62%	51 49%	60 65% j	50 47%	94 58%	15 48%	1 17%
Net: 72 hours or less	174 87%	101 94% b	73 79%	163 88%	34 94%	26 96%	13 93%	89 94% h	85 81%	84 90%	90 84%	148 91%	25 81%	1 17%
Net: 1 week or less	187 94%	106 98% b	81 88%	175 95%	35 97%	27 100%	13 93%	91 96%	96 91%	90 97%	97 91%	159 98% l	27 87%	1 17%
Net: 2 weeks or less	187 94%	106 98% b	81 88%	175 95%	35 97%	27 100%	13 93%	91 96%	96 91%	90 97%	97 91%	159 98% l	27 87%	1 17%

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l,m

Experian Data Breach 2017

Q21. And in your view, what is the most responsible maximum length of time in which businesses should inform to customers regarding a breach of their personal data?

Base: All respondents

	Total	EXTERNAL SUPPORT FOR DATA BREACH		CALL CENTRE FACILITIES		STANDARD NOTIFICATION LETTER TEMPLATES		SPEED OF CUSTOMER NOTIFICATION OF DATA BREACH			ACCEPTABLE SPEED OF NOTIFICATION OF DATA BREACH TO CUSTOMERS		
		Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	24 hours or less	72 hours or less	2 weeks or less	Acceptable	Unacceptable	Don't know
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	*k	*l
Total	200 100%	108 100%	92 100%	44 100%	156 100%	45 100%	155 100%	115 100%	163 100%	189 100%	173 100%	20 100%	7 100%
Less than 12 hours	32 16%	25 23% b	7 8%	9 20%	23 15%	7 16%	25 16%	29 25%	31 19%	32 17%	29 17%	3 15%	- -
12 hours	20 10%	14 13%	6 7%	4 9%	16 10%	5 11%	15 10%	17 15%	18 11%	20 11%	19 11%	1 5%	- -
24 hours	58 29%	35 32%	23 25%	11 25%	47 30%	12 27%	46 30%	43 37%	51 31%	56 30%	51 29%	6 30%	1 14%
48 hours	33 17%	15 14%	18 20%	9 20%	24 15%	8 18%	25 16%	15 13%	29 18%	32 17%	29 17%	3 15%	1 14%
72 hours	31 16%	12 11%	19 21%	6 14%	25 16%	9 20%	22 14%	9 8%	28 17%	31 16%	27 16%	4 20%	- -
More than three days, but less than a week	8 4%	4 4%	4 4%	2 5%	6 4%	3 7%	5 3%	1 1%	2 1%	8 4%	6 3%	2 10%	- -
1 week	5 3%	2 2%	3 3%	2 5%	3 2%	1 2%	4 3%	- -	1 1%	5 3%	5 3%	- -	- -
2 weeks	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
1 month	1 1%	- -	1 1%	1 2%	- -	- -	1 1%	- -	- -	1 1%	1 1%	- -	- -
More than a month	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
We would not notify them	2 1%	1 1%	1 1%	- -	2 1%	- -	2 1%	- -	- -	- -	1 1%	- -	1 14%
Don't know	10 5%	- -	10 11% a	- -	10 6%	- -	10 6%	1 1%	3 2%	4 2%	5 3%	1 5%	4 57%

Columns Tested: a,b - c,d - e,f - g,h,i - j,k,l

Experian Data Breach 2017

Q21. And in your view, what is the most responsible maximum length of time in which businesses should inform to customers regarding a breach of their personal data?

Base: All respondents

	Total	EXTERNAL SUPPORT FOR DATA BREACH		CALL CENTRE FACILITIES		STANDARD NOTIFICATION LETTER TEMPLATES		SPEED OF CUSTOMER NOTIFICATION OF DATA BREACH			ACCEPTABLE SPEED OF NOTIFICATION OF DATA BREACH TO CUSTOMERS		
		Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	24 hours or less	72 hours or less	2 weeks or less	Acceptable	Unacceptable	Don't know
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	*k	*l
Total	200 100%	108 100%	92 100%	44 100%	156 100%	45 100%	155 100%	115 100%	163 100%	189 100%	173 100%	20 100%	7 100%
NETS													
Net: 24 hours or less	110 55%	74 69% b	36 39%	24 55%	86 55%	24 53%	86 55%	89 77% hi	100 61%	108 57%	99 57%	10 50%	1 14%
Net: 72 hours or less	174 87%	101 94% b	73 79%	39 89%	135 87%	41 91%	133 86%	113 98% i	157 96% i	171 90%	155 90%	17 85%	2 29%
Net: 1 week or less	187 94%	107 99% b	80 87%	43 98%	144 92%	45 100% f	142 92%	114 99%	160 98%	184 97%	166 96%	19 95%	2 29%
Net: 2 weeks or less	187 94%	107 99% b	80 87%	43 98%	144 92%	45 100% f	142 92%	114 99%	160 98%	184 97%	166 96%	19 95%	2 29%

Columns Tested: a,b - c,d - e,f - g,h,i - j,k,l

Experian Data Breach 2017

Q21. And in your view, what is the most responsible maximum length of time in which businesses should inform to customers regarding a breach of their personal data?

Base: All respondents

		RESPONSIBILITY FOR DATA			CONSIDERED PURCHASING DB ASSISTANCE SERVICE / CURRENTLY OWN		BUSINESS SECTOR					
	Total	Customer	Equal	Organisation	Yes currently have / considered	No don't own / don't know	Manufacturing, Wholesale and Production	Retail and Sales	Recreation and Other Services	Business and Professional Services	Public Services inc. Education and Health	Information and Communication
Significance Level: 95%		a	b	c	d	e	f	*g	*h	i	*j	k
Total	200 100%	33 100%	56 100%	103 100%	117 100%	83 100%	64 100%	10 100%	16 100%	62 100%	18 100%	30 100%
Less than 12 hours	32 16%	5 15%	8 14%	18 17%	23 20%	9 11%	11 17%	3 30%	5 31%	8 13%	1 6%	4 13%
12 hours	20 10%	2 6%	6 11%	12 12%	18 15% e	2 2%	9 14% i	- -	1 6%	2 3%	2 11%	6 20% i
24 hours	58 29%	17 52% bc	13 23%	27 26%	39 33%	19 23%	17 27%	1 10%	1 6%	27 44% f	4 22%	8 27%
48 hours	33 17%	- -	13 23% a	19 18% a	17 15%	16 19%	10 16%	2 20%	5 31%	8 13%	4 22%	4 13%
72 hours	31 16%	5 15%	9 16%	17 17%	14 12%	17 20%	7 11%	4 40%	2 13%	9 15%	3 17%	6 20%
More than three days, but less than a week	8 4%	2 6%	3 5%	3 3%	3 3%	5 6%	2 3%	- -	- -	3 5%	2 11%	1 3%
1 week	5 3%	- -	2 4%	3 3%	1 1%	4 5%	3 5%	- -	1 6%	1 2%	- -	- -
2 weeks	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
1 month	1 1%	- -	- -	1 1%	1 1%	- -	1 2%	- -	- -	- -	- -	- -
More than a month	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
We would not notify them	2 1%	- -	2 4%	- -	- -	2 2%	- -	- -	- -	1 2%	- -	1 3%
Don't know	10 5%	2 6%	- -	3 3%	1 1%	9 11% d	4 6%	- -	1 6%	3 5%	2 11%	- -

Columns Tested: a,b,c - d,e - f,g,h,i,j,k

Experian Data Breach 2017

Q21. And in your view, what is the most responsible maximum length of time in which businesses should inform to customers regarding a breach of their personal data?

Base: All respondents

		RESPONSIBILITY FOR DATA			CONSIDERED PURCHASING DB ASSISTANCE SERVICE / CURRENTLY OWN		BUSINESS SECTOR					
	Total	Customer	Equal	Organisation	Yes currently have / considered	No don't own / don't know	Manufacturing, Wholesale and Production	Retail and Sales	Recreation and Other Services	Business and Professional Services	Public Services inc. Education and Health	Information and Communication
Significance Level: 95%		a	b	c	d	e	f	*g	*h	i	*j	k
Total	200 100%	33 100%	56 100%	103 100%	117 100%	83 100%	64 100%	10 100%	16 100%	62 100%	18 100%	30 100%
NETS												
Net: 24 hours or less	110 55%	24 73% b	27 48%	57 55%	80 68% e	30 36%	37 58%	4 40%	7 44%	37 60%	7 39%	18 60%
Net: 72 hours or less	174 87%	29 88%	49 88%	93 90%	111 95% e	63 76%	54 84%	10 100%	14 88%	54 87%	14 78%	28 93%
Net: 1 week or less	187 94%	31 94%	54 96%	99 96%	115 98% e	72 87%	59 92%	10 100%	15 94%	58 94%	16 89%	29 97%
Net: 2 weeks or less	187 94%	31 94%	54 96%	99 96%	115 98% e	72 87%	59 92%	10 100%	15 94%	58 94%	16 89%	29 97%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k

Experian Data Breach 2017

Q22_SUM. Which of the following, if any, do you believe are barriers to informing customers and / or employees of a data breach at your organisation within the first 72 hours?

SUMMARY TABLE

Base: All respondents

	Customers	Employees
Total	200 100%	200 100%
Poor quality of data on stakeholders	44 22%	43 22%
Lack of access to data on stakeholders	47 24%	41 21%
Inadequate predefined notification letters currently in place	41 21%	38 19%
Absence of formal data breach response team	60 30%	47 24%
Lengthy legal and compliance governance approvals process	63 32%	59 30%
Inability to upscale call centre resources to support notification of customers and / or employees	42 21%	46 23%
Inability to provide multilingual call centre support notification in overseas markets	45 23%	36 18%
Lack of preparation among crisis management and communications teams e.g. PR, Social media, FAQs pages, etc.	57 29%	47 24%
Don't know	15 8%	24 12%

Experian Data Breach 2017

Q22_SUM. Which of the following, if any, do you believe are barriers to informing customers and / or employees of a data breach at your organisation within the first 72 hours?

SUMMARY TABLE

Base: All respondents

	Customers	Employees
Total	200 100%	200 100%
None of the above	32 16%	33 17%

Experian Data Breach 2017

Q22_1. Which of the following, if any, do you believe are barriers to informing customers and / or employees of a data breach at your organisation within the first 72 hours?

Customers

Base: All respondents

	Total	BUSINESS SIZE					JOB ROLE		RESPONSIBILITY FOR PII RECORDS				DATA BREACH RESPONSE PLAN	
		Small business	Medium-small business	Medium-large business	Large business	NET: SMEs	IT Manager	Any other role	Up to 1000	1000 – 9999	10000 – 49999	50000+	Yes	No/Don't know
Significance Level: 95%		a	b	c	d	e	f	g	h	i	*j	*k	l	m
Total	200 100%	50 100%	50 100%	50 100%	50 100%	150 100%	57 100%	143 100%	102 100%	54 100%	20 100%	18 100%	155 100%	45 100%
Poor quality of data on stakeholders	44 22%	5 10%	11 22%	16 32% a	12 24%	32 21%	13 23%	31 22%	22 22%	13 24%	8 40%	1 6%	42 27% m	2 4%
Lack of access to data on stakeholders	47 24%	8 16%	12 24%	13 26%	14 28%	33 22%	15 26%	32 22%	25 25%	12 22%	6 30%	3 17%	41 26%	6 13%
Inadequate predefined notification letters currently in place	41 21%	10 20%	11 22%	7 14%	13 26%	28 19%	9 16%	32 22%	20 20%	12 22%	5 25%	4 22%	33 21%	8 18%
Absence of formal data breach response team	60 30%	14 28%	18 36%	14 28%	14 28%	46 31%	18 32%	42 29%	29 28%	19 35%	5 25%	6 33%	46 30%	14 31%
Lengthy legal and compliance governance approvals process	63 32%	13 26%	15 30%	10 20%	25 50% abce	38 25%	20 35%	43 30%	29 28%	16 30%	8 40%	9 50%	53 34%	10 22%
Inability to upscale call centre resources to support notification of customers and / or employees	42 21%	7 14%	12 24%	10 20%	13 26%	29 19%	18 32% g	24 17%	19 19%	12 22%	4 20%	6 33%	36 23%	6 13%
Inability to provide multilingual call centre support notification in overseas markets	45 23%	5 10%	16 32% a	15 30% a	9 18%	36 24% a	16 28%	29 20%	24 24%	13 24%	3 15%	4 22%	39 25%	6 13%

Columns Tested: a,b,c,d,e - f,g - h,i,j,k - l,m

Experian Data Breach 2017

Q22_1. Which of the following, if any, do you believe are barriers to informing customers and / or employees of a data breach at your organisation within the first 72 hours?

Customers

Base: All respondents

	Total	BUSINESS SIZE					JOB ROLE		RESPONSIBILITY FOR PII RECORDS				DATA BREACH RESPONSE PLAN	
		Small business	Medium-small business	Medium-large business	Large business	NET: SMEs	IT Manager	Any other role	Up to 1000	1000 – 9999	10000 – 49999	50000+	Yes	No/Don't know
Significance Level: 95%		a	b	c	d	e	f	g	h	i	*j	*k	l	m
Total	200 100%	50 100%	50 100%	50 100%	50 100%	150 100%	57 100%	143 100%	102 100%	54 100%	20 100%	18 100%	155 100%	45 100%
Lack of preparation among crisis management and communications teams e.g. PR, Social media, FAQs pages, etc.	57 29%	8 16%	13 26%	15 30%	21 42%	36 24%	15 26%	42 29%	25 25%	18 33%	8 40%	6 33%	46 30%	11 24%
Don't know	15 8%	9 18%	2 4%	2 4%	2 4%	13 9%	4 7%	11 8%	8 8%	3 6%	1 5%	1 6%	10 6%	5 11%
None of the above	32 16%	13 26%	2 4%	10 20%	7 14%	25 17%	7 12%	25 17%	18 18%	6 11%	3 15%	4 22%	20 13%	12 27%
		b		b		b								l

Columns Tested: a,b,c,d,e - f,g - h,i,j,k - l,m

Experian Data Breach 2017

Q22_1. Which of the following, if any, do you believe are barriers to informing customers and / or employees of a data breach at your organisation within the first 72 hours?

Customers

Base: All respondents

	Total	DATA BREACH RESPONSE TEAM		DATA BREACH IN PAST 2 YEARS		CUSTOMERS NOTIFIED OF DATA BREACH		SUB-BRANDS/SUBSIDIARIES		OVERSEAS CUSTOMER/EMPLOYEE DATA		CONFIDENCE TO KNOW WHAT TO DO FOLLOWING DATA BREACH		
		Yes	No/Don't know	Yes – any size	Yes – more than 1000	Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	Confident	Not confident	Don't know
Significance Level: 95%		a	b	c	d	*e	*f	g	h	i	j	k	l	*m
Total	200 100%	108 100%	92 100%	185 100%	36 100%	27 100%	14 100%	95 100%	105 100%	93 100%	107 100%	163 100%	31 100%	6 100%
Poor quality of data on stakeholders	44 22%	29 27%	15 16%	43 23%	11 31%	9 33%	4 29%	26 27%	18 17%	21 23%	23 21%	41 25%	3 10%	-
Lack of access to data on stakeholders	47 24%	30 28%	17 18%	45 24%	14 39%	10 37%	5 36%	31 33%	16 15%	27 29%	20 19%	39 24%	8 26%	-
Inadequate predefined notification letters currently in place	41 21%	24 22%	17 18%	39 21%	13 36%	10 37%	4 29%	21 22%	20 19%	22 24%	19 18%	36 22%	5 16%	-
Absence of formal data breach response team	60 30%	32 30%	28 30%	56 30%	15 42%	10 37%	7 50%	34 36%	26 25%	28 30%	32 30%	49 30%	11 35%	-
Lengthy legal and compliance governance approvals process	63 32%	41 38%	22 24%	58 31%	15 42%	11 41%	5 36%	30 32%	33 31%	32 34%	31 29%	57 35%	6 19%	-
Inability to upscale call centre resources to support notification of customers and / or employees	42 21%	28 26%	14 15%	39 21%	11 31%	7 26%	4 29%	22 23%	20 19%	25 27%	17 16%	39 24%	3 10%	-
Inability to provide multilingual call centre support notification in overseas markets	45 23%	29 27%	16 17%	43 23%	14 39%	11 41%	6 43%	30 32%	15 14%	31 33%	14 13%	37 23%	7 23%	1 17%

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l,m

Experian Data Breach 2017

Q22_1. Which of the following, if any, do you believe are barriers to informing customers and / or employees of a data breach at your organisation within the first 72 hours?

Customers

Base: All respondents

	Total	DATA BREACH RESPONSE TEAM		DATA BREACH IN PAST 2 YEARS		CUSTOMERS NOTIFIED OF DATA BREACH		SUB-BRANDS/SUBSIDIARIES		OVERSEAS CUSTOMER/EMPLOYEE DATA		CONFIDENCE TO KNOW WHAT TO DO FOLLOWING DATA BREACH		
		Yes	No/Don't know	Yes – any size	Yes – more than 1000	Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	Confident	Not confident	Don't know
Significance Level: 95%		a	b	c	d	*e	*f	g	h	i	j	k	l	*m
Total	200 100%	108 100%	92 100%	185 100%	36 100%	27 100%	14 100%	95 100%	105 100%	93 100%	107 100%	163 100%	31 100%	6 100%
Lack of preparation among crisis management and communications teams e.g. PR, Social media, FAQs pages, etc.	57 29%	37 34%	20 22%	52 28%	17 47% c	17 63%	3 21%	28 29%	29 28%	32 34%	25 23%	50 31%	7 23%	- -
Don't know	15 8%	6 6%	9 10%	13 7%	1 3%	1 4%	- -	4 4%	11 10%	3 3%	12 11% i	9 6%	2 6%	4 67%
None of the above	32 16%	18 17%	14 15%	29 16% d	1 3%	1 4%	1 7%	12 13%	20 19%	14 15%	18 17%	27 17%	4 13%	1 17%

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l,m

Experian Data Breach 2017

Q22_1. Which of the following, if any, do you believe are barriers to informing customers and / or employees of a data breach at your organisation within the first 72 hours?

Customers

Base: All respondents

	Total	EXTERNAL SUPPORT FOR DATA BREACH		CALL CENTRE FACILITIES		STANDARD NOTIFICATION LETTER TEMPLATES		SPEED OF CUSTOMER NOTIFICATION OF DATA BREACH			ACCEPTABLE SPEED OF NOTIFICATION OF DATA BREACH TO CUSTOMERS		
		Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	24 hours or less	72 hours or less	2 weeks or less	Acceptable	Unacceptable	Don't know
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	*k	*l
Total	200 100%	108 100%	92 100%	44 100%	156 100%	45 100%	155 100%	115 100%	163 100%	189 100%	173 100%	20 100%	7 100%
Poor quality of data on stakeholders	44 22%	29 27%	15 16%	11 25%	33 21%	13 29%	31 20%	26 23%	37 23%	42 22%	39 23%	4 20%	1 14%
Lack of access to data on stakeholders	47 24%	30 28%	17 18%	13 30%	34 22%	12 27%	35 23%	29 25%	39 24%	47 25%	41 24%	6 30%	- -
Inadequate predefined notification letters currently in place	41 21%	26 24%	15 16%	9 20%	32 21%	8 18%	33 21%	21 18%	33 20%	41 22%	35 20%	6 30%	- -
Absence of formal data breach response team	60 30%	31 29%	29 32%	11 25%	49 31%	16 36%	44 28%	30 26%	48 29%	59 31%	51 29%	9 45%	- -
Lengthy legal and compliance governance approvals process	63 32%	38 35%	25 27%	13 30%	50 32%	15 33%	48 31%	34 30%	52 32%	60 32%	53 31%	9 45%	1 14%
Inability to upscale call centre resources to support notification of customers and / or employees	42 21%	29 27%	13 14%	8 18%	34 22%	11 24%	31 20%	26 23%	33 20%	41 22%	35 20%	6 30%	1 14%
Inability to provide multilingual call centre support notification in overseas markets	45 23%	30 28%	15 16%	13 30%	32 21%	9 20%	36 23%	31 27%	40 25%	45 24%	37 21%	8 40%	- -

Columns Tested: a,b - c,d - e,f - g,h,i - j,k,l

Experian Data Breach 2017

Q22_1. Which of the following, if any, do you believe are barriers to informing customers and / or employees of a data breach at your organisation within the first 72 hours?

Customers

Base: All respondents

	Total	EXTERNAL SUPPORT FOR DATA BREACH		CALL CENTRE FACILITIES		STANDARD NOTIFICATION LETTER TEMPLATES		SPEED OF CUSTOMER NOTIFICATION OF DATA BREACH			ACCEPTABLE SPEED OF NOTIFICATION OF DATA BREACH TO CUSTOMERS		
		Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	24 hours or less	72 hours or less	2 weeks or less	Acceptable	Unacceptable	Don't know
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	*k	*l
Total	200 100%	108 100%	92 100%	44 100%	156 100%	45 100%	155 100%	115 100%	163 100%	189 100%	173 100%	20 100%	7 100%
Lack of preparation among crisis management and communications teams e.g. PR, Social media, FAQs pages, etc.	57 29%	37 34%	20 22%	14 32%	43 28%	17 38%	40 26%	35 30%	50 31%	55 29%	48 28%	8 40%	1 14%
Don't know	15 8%	6 6%	9 10%	2 5%	13 8%	3 7%	12 8%	7 6%	9 6%	11 6%	8 5%	2 10%	5 71%
None of the above	32 16%	14 13%	18 20%	10 23%	22 14%	7 16%	25 16%	21 18%	29 18%	30 16%	28 16%	3 15%	1 14%

Columns Tested: a,b - c,d - e,f - g,h,i - j,k,l

Experian Data Breach 2017

Q22_1. Which of the following, if any, do you believe are barriers to informing customers and / or employees of a data breach at your organisation within the first 72 hours?

Customers

Base: All respondents

	Total	RESPONSIBILITY FOR DATA			CONSIDERED PURCHASING DB ASSISTANCE SERVICE / CURRENTLY OWN		BUSINESS SECTOR					
		Customer	Equal	Organisation	Yes currently have / considered	No don't own / don't know	Manufacturing, Wholesale and Production	Retail and Sales	Recreation and Other Services	Business and Professional Services	Public Services inc. Education and Health	Information and Communication
Significance Level: 95%		a	b	c	d	e	f	*g	*h	i	*j	k
Total	200 100%	33 100%	56 100%	103 100%	117 100%	83 100%	64 100%	10 100%	16 100%	62 100%	18 100%	30 100%
Poor quality of data on stakeholders	44 22%	6 18%	13 23%	23 22%	32 27% e	12 14%	13 20%	2 20%	7 44%	14 23%	4 22%	4 13%
Lack of access to data on stakeholders	47 24%	9 27%	14 25%	24 23%	36 31% e	11 13%	12 19%	4 40%	5 31%	12 19%	4 22%	10 33%
Inadequate predefined notification letters currently in place	41 21%	7 21%	11 20%	23 22%	30 26% e	11 13%	13 20%	2 20%	4 25%	11 18%	3 17%	8 27%
Absence of formal data breach response team	60 30%	9 27%	15 27%	35 34%	34 29%	26 31%	15 23%	3 30%	9 56%	25 40% fk	3 17%	5 17%
Lengthy legal and compliance governance approvals process	63 32%	15 45% b	13 23%	35 34%	41 35%	22 27%	18 28%	4 40%	6 38%	20 32%	4 22%	11 37%
Inability to upscale call centre resources to support notification of customers and / or employees	42 21%	10 30%	10 18%	22 21%	31 26% e	11 13%	12 19%	3 30%	5 31%	10 16%	5 28%	7 23%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k

Experian Data Breach 2017

Q22_1. Which of the following, if any, do you believe are barriers to informing customers and / or employees of a data breach at your organisation within the first 72 hours?

Customers

Base: All respondents

		RESPONSIBILITY FOR DATA			CONSIDERED PURCHASING DB ASSISTANCE SERVICE / CURRENTLY OWN		BUSINESS SECTOR					
	Total	Customer	Equal	Organisation	Yes currently have / considered	No don't own / don't know	Manufacturing, Wholesale and Production	Retail and Sales	Recreation and Other Services	Business and Professional Services	Public Services inc. Education and Health	Information and Communication
Significance Level: 95%		a	b	c	d	e	f	*g	*h	i	*j	k
Total	200 100%	33 100%	56 100%	103 100%	117 100%	83 100%	64 100%	10 100%	16 100%	62 100%	18 100%	30 100%
Inability to provide multilingual call centre support notification in overseas markets	45 23%	11 33%	9 16%	25 24%	33 28% e	12 14%	19 30%	2 20%	3 19%	10 16%	1 6%	10 33%
Lack of preparation among crisis management and communications teams e.g. PR, Social media, FAQs pages, etc.	57 29%	12 36%	17 30%	28 27%	39 33%	18 22%	19 30%	3 30%	6 38%	19 31%	4 22%	6 20%
Don't know	15 8%	2 6%	6 11% c	3 3%	3 3%	12 14% d	5 8%	- -	1 6%	5 8%	2 11%	2 7%
None of the above	32 16%	4 12%	8 14%	19 18%	13 11%	19 23% d	6 9%	2 20%	3 19%	10 16%	4 22%	7 23%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k

Experian Data Breach 2017

Q22_2. Which of the following, if any, do you believe are barriers to informing customers and / or employees of a data breach at your organisation within the first 72 hours?

Employees

Base: All respondents

	Total	BUSINESS SIZE					JOB ROLE		RESPONSIBILITY FOR PII RECORDS				DATA BREACH RESPONSE PLAN	
		Small business	Medium-small business	Medium-large business	Large business	NET: SMEs	IT Manager	Any other role	Up to 1000	1000 – 9999	10000 – 49999	50000+	Yes	No/Don't know
Significance Level: 95%		a	b	c	d	e	f	g	h	i	*j	*k	l	m
Total	200 100%	50 100%	50 100%	50 100%	50 100%	150 100%	57 100%	143 100%	102 100%	54 100%	20 100%	18 100%	155 100%	45 100%
Poor quality of data on stakeholders	43 22%	10 20%	10 20%	11 22%	12 24%	31 21%	14 25%	29 20%	24 24%	13 24%	5 25%	1 6%	38 25%	5 11%
Lack of access to data on stakeholders	41 21%	8 16%	14 28%	14 28%	5 10%	36 24%	12 21%	29 20%	27 26%	10 19%	2 10%	1 6%	37 24%	4 9%
Inadequate predefined notification letters currently in place	38 19%	10 20%	6 12%	10 20%	12 24%	26 17%	10 18%	28 20%	21 21%	11 20%	3 15%	3 17%	30 19%	8 18%
Absence of formal data breach response team	47 24%	14 28%	10 20%	12 24%	11 22%	36 24%	11 19%	36 25%	25 25%	14 26%	3 15%	4 22%	35 23%	12 27%
Lengthy legal and compliance governance approvals process	59 30%	11 22%	13 26%	15 30%	20 40%	39 26%	19 33%	40 28%	30 29%	15 28%	8 40%	5 28%	50 32%	9 20%
Inability to upscale call centre resources to support notification of customers and / or employees	46 23%	10 20%	11 22%	13 26%	12 24%	34 23%	13 23%	33 23%	24 24%	14 26%	6 30%	2 11%	40 26%	6 13%
Inability to provide multilingual call centre support notification in overseas markets	36 18%	8 16%	8 16%	10 20%	10 20%	26 17%	10 18%	26 18%	19 19%	14 26%	3 15%	- -	29 19%	7 16%

Columns Tested: a,b,c,d,e - f,g - h,i,j,k - l,m

Experian Data Breach 2017

Q22_2. Which of the following, if any, do you believe are barriers to informing customers and / or employees of a data breach at your organisation within the first 72 hours?

Employees

Base: All respondents

	Total	BUSINESS SIZE					JOB ROLE		RESPONSIBILITY FOR PII RECORDS				DATA BREACH RESPONSE PLAN	
		Small business	Medium-small business	Medium-large business	Large business	NET: SMEs	IT Manager	Any other role	Up to 1000	1000 – 9999	10000 – 49999	50000+	Yes	No/Don't know
Significance Level: 95%		a	b	c	d	e	f	g	h	i	*j	*k	l	m
Total	200 100%	50 100%	50 100%	50 100%	50 100%	150 100%	57 100%	143 100%	102 100%	54 100%	20 100%	18 100%	155 100%	45 100%
Lack of preparation among crisis management and communications teams e.g. PR, Social media, FAQs pages, etc.	47 24%	11 22%	14 28%	9 18%	13 26%	34 23%	12 21%	35 24%	27 26%	10 19%	5 25%	5 28%	37 24%	10 22%
Don't know	24 12%	12 24%	5 10%	4 8%	3 6%	21 14%	4 7%	20 14%	11 11%	5 9%	2 10%	3 17%	14 9%	10 22%
None of the above	33 17%	11 22%	5 10%	10 20%	7 14%	26 17%	8 14%	25 17%	18 18%	6 11%	4 20%	4 22%	23 15%	10 22%

Columns Tested: a,b,c,d,e - f,g - h,i,j,k - l,m

Experian Data Breach 2017

Q22_2. Which of the following, if any, do you believe are barriers to informing customers and / or employees of a data breach at your organisation within the first 72 hours?

Employees

Base: All respondents

	Total	DATA BREACH RESPONSE TEAM		DATA BREACH IN PAST 2 YEARS		CUSTOMERS NOTIFIED OF DATA BREACH		SUB-BRANDS/SUBSIDIARIES		OVERSEAS CUSTOMER/EMPLOYEE DATA		CONFIDENCE TO KNOW WHAT TO DO FOLLOWING DATA BREACH		
		Yes	No/Don't know	Yes – any size	Yes – more than 1000	Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	Confident	Not confident	Don't know
Significance Level: 95%		a	b	c	d	*e	*f	g	h	i	j	k	l	*m
Total	200 100%	108 100%	92 100%	185 100%	36 100%	27 100%	14 100%	95 100%	105 100%	93 100%	107 100%	163 100%	31 100%	6 100%
Poor quality of data on stakeholders	43 22%	30 28% b	13 14%	40 22%	17 47% c	12 44%	6 43%	27 28% h	16 15%	24 26%	19 18%	39 24%	4 13%	- -
Lack of access to data on stakeholders	41 21%	27 25%	14 15%	41 22%	11 31%	9 33%	2 14%	27 28% h	14 13%	20 22%	21 20%	36 22%	5 16%	- -
Inadequate predefined notification letters currently in place	38 19%	22 20%	16 17%	37 20%	11 31%	11 41%	4 29%	20 21%	18 17%	20 22%	18 17%	32 20%	6 19%	- -
Absence of formal data breach response team	47 24%	24 22%	23 25%	46 25%	10 28%	9 33%	4 29%	23 24%	24 23%	23 25%	24 22%	38 23%	9 29%	- -
Lengthy legal and compliance governance approvals process	59 30%	39 36% b	20 22%	56 30%	16 44%	11 41%	5 36%	34 36%	25 24%	31 33%	28 26%	53 33%	5 16%	1 17%
Inability to upscale call centre resources to support notification of customers and / or employees	46 23%	30 28%	16 17%	44 24%	13 36%	11 41%	4 29%	25 26%	21 20%	20 22%	26 24%	42 26%	4 13%	- -
Inability to provide multilingual call centre support notification in overseas markets	36 18%	22 20%	14 15%	34 18%	13 36% c	10 37%	4 29%	22 23%	14 13%	16 17%	20 19%	32 20%	4 13%	- -

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l,m

Experian Data Breach 2017

Q22_2. Which of the following, if any, do you believe are barriers to informing customers and / or employees of a data breach at your organisation within the first 72 hours?

Employees

Base: All respondents

	Total	DATA BREACH RESPONSE TEAM		DATA BREACH IN PAST 2 YEARS		CUSTOMERS NOTIFIED OF DATA BREACH		SUB-BRANDS/SUBSIDIARIES		OVERSEAS CUSTOMER/EMPLOYEE DATA		CONFIDENCE TO KNOW WHAT TO DO FOLLOWING DATA BREACH		
		Yes	No/Don't know	Yes – any size	Yes – more than 1000	Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	Confident	Not confident	Don't know
Significance Level: 95%		a	b	c	d	*e	*f	g	h	i	j	k	l	*m
Total	200 100%	108 100%	92 100%	185 100%	36 100%	27 100%	14 100%	95 100%	105 100%	93 100%	107 100%	163 100%	31 100%	6 100%
Lack of preparation among crisis management and communications teams e.g. PR, Social media, FAQs pages, etc.	47 24%	29 27%	18 20%	46 25%	9 25%	7 26%	6 43%	24 25%	23 22%	20 22%	27 25%	37 23%	10 32%	- -
Don't know	24 12%	8 7%	16 17%	21 11%	3 8%	3 11%	- -	7 7%	17 16%	7 8%	17 16%	17 10%	3 10%	4 67%
None of the above	33 17%	20 19%	13 14%	29 16%	1 3%	- -	1 7%	12 13%	21 20%	12 13%	21 20%	26 16%	6 19%	1 17%

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l,m

Experian Data Breach 2017

Q22_2. Which of the following, if any, do you believe are barriers to informing customers and / or employees of a data breach at your organisation within the first 72 hours?

Employees

Base: All respondents

	Total	EXTERNAL SUPPORT FOR DATA BREACH		CALL CENTRE FACILITIES		STANDARD NOTIFICATION LETTER TEMPLATES		SPEED OF CUSTOMER NOTIFICATION OF DATA BREACH			ACCEPTABLE SPEED OF NOTIFICATION OF DATA BREACH TO CUSTOMERS		
		Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	24 hours or less	72 hours or less	2 weeks or less	Acceptable	Unacceptable	Don't know
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	*k	*l
Total	200 100%	108 100%	92 100%	44 100%	156 100%	45 100%	155 100%	115 100%	163 100%	189 100%	173 100%	20 100%	7 100%
Poor quality of data on stakeholders	43 22%	31 29%	12 13%	11 25%	32 21%	12 27%	31 20%	33 29%	40 25%	43 23%	39 23%	3 15%	1 14%
Lack of access to data on stakeholders	41 21%	28 26%	13 14%	10 23%	31 20%	12 27%	29 19%	27 23%	36 22%	41 22%	35 20%	6 30%	- -
Inadequate predefined notification letters currently in place	38 19%	26 24%	12 13%	8 18%	30 19%	9 20%	29 19%	20 17%	32 20%	38 20%	30 17%	8 40%	- -
Absence of formal data breach response team	47 24%	29 27%	18 20%	8 18%	39 25%	13 29%	34 22%	27 23%	40 25%	46 24%	39 23%	8 40%	- -
Lengthy legal and compliance governance approvals process	59 30%	42 39%	17 18%	13 30%	46 29%	13 29%	46 30%	35 30%	48 29%	57 30%	53 31%	5 25%	1 14%
Inability to upscale call centre resources to support notification of customers and / or employees	46 23%	36 33%	10 11%	13 30%	33 21%	14 31%	32 21%	26 23%	39 24%	45 24%	37 21%	8 40%	1 14%
Inability to provide multilingual call centre support notification in overseas markets	36 18%	25 23%	11 12%	7 16%	29 19%	11 24%	25 16%	21 18%	32 20%	36 19%	29 17%	7 35%	- -

Columns Tested: a,b - c,d - e,f - g,h,i - j,k,l

Experian Data Breach 2017

Q22_2. Which of the following, if any, do you believe are barriers to informing customers and / or employees of a data breach at your organisation within the first 72 hours?

Employees

Base: All respondents

	Total	EXTERNAL SUPPORT FOR DATA BREACH		CALL CENTRE FACILITIES		STANDARD NOTIFICATION LETTER TEMPLATES		SPEED OF CUSTOMER NOTIFICATION OF DATA BREACH			ACCEPTABLE SPEED OF NOTIFICATION OF DATA BREACH TO CUSTOMERS		
		Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	24 hours or less	72 hours or less	2 weeks or less	Acceptable	Unacceptable	Don't know
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	*k	*l
Total	200 100%	108 100%	92 100%	44 100%	156 100%	45 100%	155 100%	115 100%	163 100%	189 100%	173 100%	20 100%	7 100%
Lack of preparation among crisis management and communications teams e.g. PR, Social media, FAQs pages, etc.	47 24%	30 28%	17 18%	10 23%	37 24%	10 22%	37 24%	23 20%	38 23%	45 24%	37 21%	10 50%	- -
Don't know	24 12%	9 8%	15 16%	2 5%	22 14%	3 7%	21 14%	13 11%	16 10%	18 10%	15 9%	4 20%	5 71%
None of the above	33 17%	13 12%	20 22%	10 23%	23 15%	7 16%	26 17%	20 17%	30 18%	31 16%	32 18%	- -	1 14%

Columns Tested: a,b - c,d - e,f - g,h,i - j,k,l

Experian Data Breach 2017

Q22_2. Which of the following, if any, do you believe are barriers to informing customers and / or employees of a data breach at your organisation within the first 72 hours?

Employees

Base: All respondents

	Total	RESPONSIBILITY FOR DATA			CONSIDERED PURCHASING DB ASSISTANCE SERVICE / CURRENTLY OWN		BUSINESS SECTOR					
		Customer	Equal	Organisation	Yes currently have / considered	No don't own / don't know	Manufacturing, Wholesale and Production	Retail and Sales	Recreation and Other Services	Business and Professional Services	Public Services inc. Education and Health	Information and Communication
Significance Level: 95%		a	b	c	d	e	f	*g	*h	i	*j	k
Total	200 100%	33 100%	56 100%	103 100%	117 100%	83 100%	64 100%	10 100%	16 100%	62 100%	18 100%	30 100%
Poor quality of data on stakeholders	43 22%	14 42% bc	11 20%	18 17%	35 30% e	8 10%	15 23%	1 10%	4 25%	12 19%	2 11%	9 30%
Lack of access to data on stakeholders	41 21%	8 24%	11 20%	21 20%	33 28% e	8 10%	14 22%	1 10%	5 31%	12 19%	3 17%	6 20%
Inadequate predefined notification letters currently in place	38 19%	11 33% b	8 14%	19 18%	25 21%	13 16%	13 20%	2 20%	5 31%	13 21%	1 6%	4 13%
Absence of formal data breach response team	47 24%	12 36%	13 23%	22 21%	28 24%	19 23%	10 16%	2 20%	8 50%	15 24%	4 22%	8 27%
Lengthy legal and compliance governance approvals process	59 30%	11 33%	15 27%	33 32%	41 35% e	18 22%	16 25%	1 10%	7 44%	21 34%	3 17%	11 37%
Inability to upscale call centre resources to support notification of customers and / or employees	46 23%	9 27%	7 13%	30 29% b	32 27%	14 17%	17 27%	3 30%	6 38%	10 16%	5 28%	5 17%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k

Experian Data Breach 2017

Q22_2. Which of the following, if any, do you believe are barriers to informing customers and / or employees of a data breach at your organisation within the first 72 hours?

Employees

Base: All respondents

		RESPONSIBILITY FOR DATA			CONSIDERED PURCHASING DB ASSISTANCE SERVICE / CURRENTLY OWN		BUSINESS SECTOR					
	Total	Customer	Equal	Organisation	Yes currently have / considered	No don't own / don't know	Manufacturing, Wholesale and Production	Retail and Sales	Recreation and Other Services	Business and Professional Services	Public Services inc. Education and Health	Information and Communication
Significance Level: 95%		a	b	c	d	e	f	*g	*h	i	*j	k
Total	200 100%	33 100%	56 100%	103 100%	117 100%	83 100%	64 100%	10 100%	16 100%	62 100%	18 100%	30 100%
Inability to provide multilingual call centre support notification in overseas markets	36 18%	11 33% bc	8 14%	17 17%	29 25% e	7 8%	11 17%	2 20%	5 31%	7 11%	3 17%	8 27%
Lack of preparation among crisis management and communications teams e.g. PR, Social media, FAQs pages, etc.	47 24%	9 27%	11 20%	27 26%	31 26%	16 19%	16 25%	1 10%	5 31%	13 21%	5 28%	7 23%
Don't know	24 12%	2 6%	10 18% c	7 7%	7 6%	17 20% d	7 11%	- -	1 6%	13 21%	1 6%	2 7%
None of the above	33 17%	3 9%	8 14%	20 19%	14 12%	19 23% d	9 14%	3 30%	2 13%	7 11%	5 28%	7 23%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k

Experian Data Breach 2017

Q23. If a data breach were to occur within your organisation, which of the following, if any, would you expect your customers to be most likely to do as a result of the breach?

Base: All respondents

	Total	BUSINESS SIZE					JOB ROLE		RESPONSIBILITY FOR PII RECORDS				DATA BREACH RESPONSE PLAN	
		Small business	Medium-small business	Medium-large business	Large business	NET: SMEs	IT Manager	Any other role	Up to 1000	1000 – 9999	10000 – 49999	50000+	Yes	No/Don't know
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	*k	l	m
Total	200 100%	50 100%	50 100%	50 100%	50 100%	150 100%	57 100%	143 100%	102 100%	54 100%	20 100%	18 100%	155 100%	45 100%
Contact the customer services team for information	88 44%	23 46%	19 38%	27 54%	19 38%	69 46%	24 42%	64 45%	44 43%	24 44%	10 50%	8 44%	68 44%	20 44%
Request financial compensation	68 34%	14 28%	8 16%	18 36%	28 56%	40 27%	21 37%	47 33%	29 28%	21 39%	6 30%	10 56%	57 37%	11 24%
Take legal action against the organisation	56 28%	13 26%	17 34%	9 18%	17 34%	39 26%	18 32%	38 27%	28 27%	17 31%	4 20%	6 33%	47 30%	9 20%
Stop using the company	51 26%	15 30%	10 20%	9 18%	17 34%	34 23%	21 37%	30 21%	22 22%	15 28%	6 30%	6 33%	39 25%	12 27%
Highlight and share their experience on social media	48 24%	13 26%	15 30%	7 14%	13 26%	35 23%	13 23%	35 24%	23 23%	11 20%	6 30%	8 44%	38 25%	10 22%
Contact the police	42 21%	11 22%	9 18%	11 22%	11 22%	31 21%	11 19%	31 22%	21 21%	10 19%	5 25%	4 22%	37 24%	5 11%
Advise friends and family against using the organisation	40 20%	10 20%	8 16%	9 18%	13 26%	27 18%	9 16%	31 22%	19 19%	6 11%	9 45%	5 28%	30 19%	10 22%
Take no action at all	15 8%	9 18%	3 6%	3 6%	- -	15 10%	2 4%	13 9%	9 9%	4 7%	1 5%	- -	5 3%	10 22%
		d				d								l

Columns Tested: a,b,c,d,e - f,g - h,i,j,k - l,m

Experian Data Breach 2017

Q23. If a data breach were to occur within your organisation, which of the following, if any, would you expect your customers to be most likely to do as a result of the breach?

Base: All respondents

	Total	DATA BREACH RESPONSE TEAM		DATA BREACH IN PAST 2 YEARS		CUSTOMERS NOTIFIED OF DATA BREACH		SUB-BRANDS/SUBSIDIARIES		OVERSEAS CUSTOMER/EMPLOYEE DATA		CONFIDENCE TO KNOW WHAT TO DO FOLLOWING DATA BREACH		
		Yes	No/Don't know	Yes – any size	Yes – more than 1000	Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	Confident	Not confident	Don't know
Significance Level: 95%		a	b	c	d	*e	*f	g	h	i	j	k	l	*m
Total	200 100%	108 100%	92 100%	185 100%	36 100%	27 100%	14 100%	95 100%	105 100%	93 100%	107 100%	163 100%	31 100%	6 100%
Contact the customer services team for information	88 44%	49 45%	39 42%	84 45%	13 36%	12 44%	3 21%	39 41%	49 47%	45 48%	43 40%	76 47%	12 39%	- -
Request financial compensation	68 34%	40 37%	28 30%	62 34%	16 44%	9 33%	9 64%	34 36%	34 32%	31 33%	37 35%	59 36%	7 23%	2 33%
Take legal action against the organisation	56 28%	34 31%	22 24%	52 28%	13 36%	9 33%	6 43%	27 28%	29 28%	26 28%	30 28%	46 28%	9 29%	1 17%
Stop using the company	51 26%	29 27%	22 24%	44 24%	10 28%	9 33%	2 14%	25 26%	26 25%	25 27%	26 24%	39 24%	10 32%	2 33%
Highlight and share their experience on social media	48 24%	31 29%	17 18%	46 25%	12 33%	8 30%	5 36%	20 21%	28 27%	24 26%	24 22%	38 23%	10 32%	- -
Contact the police	42 21%	29 27%	13 14%	40 22%	11 31%	7 26%	5 36%	20 21%	22 21%	18 19%	24 22%	35 21%	5 16%	2 33%
Advise friends and family against using the organisation	40 20%	21 19%	19 21%	38 21%	7 19%	6 22%	3 21%	14 15%	26 25%	18 19%	22 21%	33 20%	7 23%	- -
Take no action at all	15 8%	3 3%	12 13%	14 8%	- -	- -	- -	4 4%	11 10%	2 2%	13 12%	8 5%	5 16%	2 33%

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l,m

Experian Data Breach 2017

Q23. If a data breach were to occur within your organisation, which of the following, if any, would you expect your customers to be most likely to do as a result of the breach?

Base: All respondents

	Total	EXTERNAL SUPPORT FOR DATA BREACH		CALL CENTRE FACILITIES		STANDARD NOTIFICATION LETTER TEMPLATES		SPEED OF CUSTOMER NOTIFICATION OF DATA BREACH			ACCEPTABLE SPEED OF NOTIFICATION OF DATA BREACH TO CUSTOMERS		
		Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	24 hours or less	72 hours or less	2 weeks or less	Acceptable	Unacceptable	Don't know
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	*k	*l
Total	200 100%	108 100%	92 100%	44 100%	156 100%	45 100%	155 100%	115 100%	163 100%	189 100%	173 100%	20 100%	7 100%
Contact the customer services team for information	88 44%	52 48%	36 39%	23 52%	65 42%	23 51%	65 42%	52 45%	77 47%	88 47%	79 46%	8 40%	1 14%
Request financial compensation	68 34%	44 41%	24 26%	15 34%	53 34%	16 36%	52 34%	37 32%	56 34%	64 34%	58 34%	8 40%	2 29%
Take legal action against the organisation	56 28%	37 34%	19 21%	12 27%	44 28%	12 27%	44 28%	32 28%	43 26%	52 28%	46 27%	8 40%	2 29%
Stop using the company	51 26%	30 28%	21 23%	8 18%	43 28%	8 18%	43 28%	27 23%	42 26%	48 25%	37 21%	11 55%	3 43%
Highlight and share their experience on social media	48 24%	26 24%	22 24%	12 27%	36 23%	11 24%	37 24%	28 24%	40 25%	47 25%	39 23%	8 40%	1 14%
Contact the police	42 21%	29 27%	13 14%	7 16%	35 22%	8 18%	34 22%	27 23%	38 23%	41 22%	36 21%	3 15%	3 43%
Advise friends and family against using the organisation	40 20%	20 19%	20 22%	10 23%	30 19%	14 31%	26 17%	24 21%	33 20%	39 21%	33 19%	6 30%	1 14%
Take no action at all	15 8%	3 3%	12 13%	2 5%	13 8%	2 4%	13 8%	7 6%	10 6%	11 6%	12 7%	- -	3 43%

Columns Tested: a,b - c,d - e,f - g,h,i - j,k,l

Experian Data Breach 2017

Q23. If a data breach were to occur within your organisation, which of the following, if any, would you expect your customers to be most likely to do as a result of the breach?

Base: All respondents

		RESPONSIBILITY FOR DATA			CONSIDERED PURCHASING DB ASSISTANCE SERVICE / CURRENTLY OWN		BUSINESS SECTOR					
	Total	Customer	Equal	Organisation	Yes currently have / considered	No don't own / don't know	Manufacturing, Wholesale and Production	Retail and Sales	Recreation and Other Services	Business and Professional Services	Public Services inc. Education and Health	Information and Communication
Significance Level: 95%		a	b	c	d	e	f	*g	*h	i	*j	k
Total	200 100%	33 100%	56 100%	103 100%	117 100%	83 100%	64 100%	10 100%	16 100%	62 100%	18 100%	30 100%
Contact the customer services team for information	88 44%	13 39%	25 45%	50 49%	52 44%	36 43%	25 39%	5 50%	8 50%	31 50%	9 50%	10 33%
Request financial compensation	68 34%	12 36%	21 38%	34 33%	43 37%	25 30%	21 33%	3 30%	7 44%	22 35%	4 22%	11 37%
Take legal action against the organisation	56 28%	8 24%	12 21%	32 31%	36 31%	20 24%	15 23%	2 20%	3 19%	24 39%	3 17%	9 30%
Stop using the company	51 26%	9 27%	10 18%	30 29%	30 26%	21 25%	17 27%	3 30%	4 25%	13 21%	4 22%	10 33%
Highlight and share their experience on social media	48 24%	9 27%	8 14%	31 30% b	30 26%	18 22%	18 28%	3 30%	4 25%	11 18%	5 28%	7 23%
Contact the police	42 21%	6 18%	13 23%	21 20%	27 23%	15 18%	14 22%	2 20%	3 19%	13 21%	2 11%	8 27%
Advise friends and family against using the organisation	40 20%	8 24%	13 23%	19 18%	26 22%	14 17%	12 19%	1 10%	5 31%	15 24%	4 22%	3 10%
Take no action at all	15 8%	1 3%	6 11%	6 6%	1 1%	14 17% d	5 8%	- -	3 19%	4 6%	1 6%	2 7%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k

Experian Data Breach 2017

Q24_SUM. How concerned, if at all, are you about each of the following potential impacts of a data breach at your company?

SUMMARY TABLE

Base: All respondents

	Total	Very concerned	Fairly concerned	Not very concerned	Not at all concerned	Not applicable	Net: Concerned	Net: Not concerned	Mean
Customers trusting the company less	200 100%	65 33%	85 43%	37 19%	10 5%	3 2%	150 75%	47 24%	3.04
Those affected having their online identity stolen and / or becoming a victim of fraud	200 100%	67 34%	75 38%	39 20%	15 8%	4 2%	142 71%	54 27%	2.99
Negative media attention affecting the company's reputation	200 100%	55 28%	85 43%	38 19%	18 9%	4 2%	140 70%	56 28%	2.90
Legal or regulatory action against the company	200 100%	44 22%	91 46%	44 22%	17 9%	4 2%	135 68%	61 31%	2.83
Customers stop using the company	200 100%	56 28%	77 39%	44 22%	18 9%	5 3%	133 67%	62 31%	2.88
The company having to pay financial compensation to customers	200 100%	52 26%	80 40%	45 23%	16 8%	7 4%	132 66%	61 31%	2.87
The financial impact on the company of recovering from a breach e.g. reduced sales	200 100%	53 27%	74 37%	53 27%	12 6%	8 4%	127 64%	65 33%	2.88
The company's stock price or market value falling	200 100%	44 22%	56 28%	52 26%	15 8%	33 17%	100 50%	67 34%	2.77

Experian Data Breach 2017

Q24_1. How concerned, if at all, are you about each of the following potential impacts of a data breach at your company?

Legal or regulatory action against the company

Base: All respondents

			BUSINESS SIZE					JOB ROLE		RESPONSIBILITY FOR PII RECORDS				DATA BREACH RESPONSE PLAN	
		Total	Small business	Medium-small business	Medium-large business	Large business	NET: SMEs	IT Manager	Any other role	Up to 1000	1000 – 9999	10000 – 49999	50000+	Yes	No/Don't know
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m
Total		200 100%	50 100%	50 100%	50 100%	50 100%	150 100%	57 100%	143 100%	102 100%	54 100%	20 100%	18 100%	155 100%	45 100%
Very concerned	(4)	44 22%	11 22%	15 30%	8 16%	10 20%	34 23%	12 21%	32 22%	22 22%	10 19%	5 25%	5 28%	38 25%	6 13%
Fairly concerned	(3)	91 46%	18 36%	21 42%	25 50%	27 54%	64 43%	32 56%	59 41%	42 41%	30 56%	10 50%	8 44%	77 50% m	14 31%
Not very concerned	(2)	44 22%	13 26%	9 18%	10 20%	12 24%	32 21%	10 18%	34 24%	26 25%	8 15%	4 20%	4 22%	28 18%	16 36% l
Not at all concerned	(1)	17 9%	7 14% d	2 4%	7 14% d	1 2%	16 11%	3 5%	14 10%	10 10%	5 9%	1 5%	1 6%	9 6%	8 18% l
Not applicable		4 2%	1 2%	3 6%	- -	- -	4 3%	- -	4 3%	2 2%	1 2%	- -	- -	3 2%	1 2%
NETS															
Net: Concerned		135 68%	29 58%	36 72%	33 66%	37 74%	98 65%	44 77%	91 64%	64 63%	40 74%	15 75%	13 72%	115 74% m	20 44%
Net: Not concerned		61 31%	20 40%	11 22%	17 34%	13 26%	48 32%	13 23%	48 34%	36 35%	13 24%	5 25%	5 28%	37 24%	24 53% l
Mean score		2.83	2.67	3.04 c	2.68	2.92	2.79	2.93	2.78	2.76	2.85	2.95	2.94	2.95 m	2.41
Standard deviation		.88	.99	.83	.91	.72	.92	.78	.91	.91	.84	.83	.87	.82	.95
Standard error		.06	.14	.12	.13	.10	.08	.10	.08	.09	.12	.18	.21	.07	.14

Columns Tested: a,b,c,d,e - f,g - h,i,j,k - l,m

Experian Data Breach 2017

Q24_1. How concerned, if at all, are you about each of the following potential impacts of a data breach at your company?

Legal or regulatory action against the company

Base: All respondents

			DATA BREACH RESPONSE TEAM		DATA BREACH IN PAST 2 YEARS		CUSTOMERS NOTIFIED OF DATA BREACH		SUB-BRANDS/SUBSIDIARIES		OVERSEAS CUSTOMER/EMPLOYEE DATA		CONFIDENCE TO KNOW WHAT TO DO FOLLOWING DATA BREACH		
		Total	Yes	No/Don't know	Yes – any size	Yes – more than 1000	Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	Confident	Not confident	Don't know
Significance Level: 95%			a	b	c	d	*e	*f	g	h	i	j	k	l	*m
Total		200 100%	108 100%	92 100%	185 100%	36 100%	27 100%	14 100%	95 100%	105 100%	93 100%	107 100%	163 100%	31 100%	6 100%
Very concerned	(4)	44 22%	29 27%	15 16%	42 23%	10 28%	8 30%	3 21%	22 23%	22 21%	24 26%	20 19%	38 23%	5 16%	1 17%
Fairly concerned	(3)	91 46%	50 46%	41 45%	83 45%	14 39%	11 41%	5 36%	44 46%	47 45%	46 49%	45 42%	79 48%	11 35%	1 17%
Not very concerned	(2)	44 22%	22 20%	22 24%	40 22%	7 19%	5 19%	3 21%	19 20%	25 24%	16 17%	28 26%	33 20%	9 29%	2 33%
Not at all concerned	(1)	17 9%	7 6%	10 11%	17 9%	5 14%	3 11%	3 21%	8 8%	9 9%	7 8%	10 9%	11 7%	5 16%	1 17%
Not applicable		4 2%	- -	4 4%	3 2%	- -	- -	- -	2 2%	2 2%	- -	4 4%	2 1%	1 3%	1 17%
NETS				a											
Net: Concerned		135 68%	79 73%	56 61%	125 68%	24 67%	19 70%	8 57%	66 69%	69 66%	70 75%	65 61%	117 72%	16 52%	2 33%
Net: Not concerned		61 31%	29 27%	32 35%	57 31%	12 33%	8 30%	6 43%	27 28%	34 32%	23 25%	38 36%	44 27%	14 45%	3 50%
Mean score		2.83	2.94	2.69	2.82	2.81	2.89	2.57	2.86	2.80	2.94	2.73	2.89 l	2.53	2.40
Standard deviation		.88	.86	.89	.89	1.01	.97	1.09	.88	.88	.86	.89	.84	.97	1.14
Standard error		.06	.08	.09	.07	.17	.19	.29	.09	.09	.09	.09	.07	.18	.51

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l,m

Experian Data Breach 2017

Q24_1. How concerned, if at all, are you about each of the following potential impacts of a data breach at your company?

Legal or regulatory action against the company

Base: All respondents

		EXTERNAL SUPPORT FOR DATA BREACH		CALL CENTRE FACILITIES		STANDARD NOTIFICATION LETTER TEMPLATES		SPEED OF CUSTOMER NOTIFICATION OF DATA BREACH			ACCEPTABLE SPEED OF NOTIFICATION OF DATA BREACH TO CUSTOMERS			
		Total	Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	24 hours or less	72 hours or less	2 weeks or less	Acceptable	Unacceptable	Don't know
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	*k	*l
Total		200 100%	108 100%	92 100%	44 100%	156 100%	45 100%	155 100%	115 100%	163 100%	189 100%	173 100%	20 100%	7 100%
Very concerned	(4)	44 22%	32 30%	12 13%	12 27%	32 21%	12 27%	32 21%	22 19%	35 21%	43 23%	36 21%	7 35%	1 14%
			b											
Fairly concerned	(3)	91 46%	47 44%	44 48%	18 41%	73 47%	22 49%	69 45%	55 48%	78 48%	90 48%	84 49%	6 30%	1 14%
Not very concerned	(2)	44 22%	20 19%	24 26%	10 23%	34 22%	8 18%	36 23%	25 22%	35 21%	40 21%	36 21%	5 25%	3 43%
Not at all concerned	(1)	17 9%	9 8%	8 9%	4 9%	13 8%	3 7%	14 9%	11 10%	13 8%	14 7%	14 8%	2 10%	1 14%
Not applicable		4 2%	- -	4 4%	- -	4 3%	- -	4 3%	2 2%	2 1%	2 1%	3 2%	- -	1 14%
				a										
NETS														
Net: Concerned		135 68%	79 73%	56 61%	30 68%	105 67%	34 76%	101 65%	77 67%	113 69%	133 70%	120 69%	13 65%	2 29%
Net: Not concerned		61 31%	29 27%	32 35%	14 32%	47 30%	11 24%	50 32%	36 31%	48 29%	54 29%	50 29%	7 35%	4 57%
Mean score		2.83	2.94	2.68	2.86	2.82	2.96	2.79	2.78	2.84	2.87	2.84	2.90	2.33
			b											
Standard deviation		.88	.91	.82	.93	.86	.85	.88	.87	.86	.85	.85	1.02	1.03
Standard error		.06	.09	.09	.14	.07	.13	.07	.08	.07	.06	.07	.23	.42

Columns Tested: a,b - c,d - e,f - g,h,i - j,k,l

Experian Data Breach 2017

Q24_1. How concerned, if at all, are you about each of the following potential impacts of a data breach at your company?

Legal or regulatory action against the company

Base: All respondents

			RESPONSIBILITY FOR DATA			CONSIDERED PURCHASING DB ASSISTANCE SERVICE / CURRENTLY OWN		BUSINESS SECTOR					
		Total	Customer	Equal	Organisation	Yes currently have / considered	No don't own / don't know	Manufacturing, Wholesale and Production	Retail and Sales	Recreation and Other Services	Business and Professional Services	Public Services inc. Education and Health	Information and Communication
Significance Level: 95%			a	b	c	d	e	f	*g	*h	i	*j	k
Total		200 100%	33 100%	56 100%	103 100%	117 100%	83 100%	64 100%	10 100%	16 100%	62 100%	18 100%	30 100%
Very concerned	(4)	44 22%	5 15%	10 18%	28 27%	26 22%	18 22%	18 28%	1 10%	4 25%	15 24%	2 11%	4 13%
Fairly concerned	(3)	91 46%	15 45%	26 46%	49 48%	56 48%	35 42%	21 33%	4 40%	5 31%	30 48%	9 50%	22 73% fi
Not very concerned	(2)	44 22%	7 21%	12 21%	22 21%	26 22%	18 22%	15 23%	5 50%	3 19%	13 21%	6 33%	2 7%
Not at all concerned	(1)	17 9%	5 15% c	8 14% c	4 4%	7 6%	10 12%	8 13%	- -	3 19%	4 6%	- -	2 7%
Not applicable		4 2%	1 3%	- -	- -	2 2%	2 2%	2 3%	- -	1 6%	- -	1 6%	- -
NETS													
Net: Concerned		135 68%	20 61%	36 64%	77 75%	82 70%	53 64%	39 61%	5 50%	9 56%	45 73%	11 61%	26 87% f
Net: Not concerned		61 31%	12 36%	20 36%	26 25%	33 28%	28 34%	23 36% k	5 50%	6 38%	17 27%	6 33%	4 13%
Mean score		2.83	2.63	2.68	2.98 ab	2.88	2.75	2.79	2.60	2.67	2.90	2.76	2.93
Standard deviation		.88	.94	.94	.80	.83	.94	1.01	.70	1.11	.84	.66	.69
Standard error		.06	.17	.13	.08	.08	.10	.13	.22	.29	.11	.16	.13

Columns Tested: a,b,c - d,e - f,g,h,i,j,k

Experian Data Breach 2017

Q24_2. How concerned, if at all, are you about each of the following potential impacts of a data breach at your company?

Negative media attention affecting the company's reputation

Base: All respondents

			BUSINESS SIZE					JOB ROLE		RESPONSIBILITY FOR PII RECORDS				DATA BREACH RESPONSE PLAN	
		Total	Small business	Medium-small business	Medium-large business	Large business	NET: SMEs	IT Manager	Any other role	Up to 1000	1000 – 9999	10000 – 49999	50000+	Yes	No/Don't know
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m
Total		200 100%	50 100%	50 100%	50 100%	50 100%	150 100%	57 100%	143 100%	102 100%	54 100%	20 100%	18 100%	155 100%	45 100%
Very concerned	(4)	55 28%	14 28%	15 30%	14 28%	12 24%	43 29%	16 28%	39 27%	29 28%	12 22%	5 25%	7 39%	48 31% m	7 16%
Fairly concerned	(3)	85 43%	17 34%	19 38%	23 46%	26 52%	59 39%	27 47%	58 41%	39 38%	27 50%	12 60%	7 39%	72 46% m	13 29%
Not very concerned	(2)	38 19%	9 18%	12 24%	7 14%	10 20%	28 19%	11 19%	27 19%	21 21%	10 19%	2 10%	3 17%	24 15%	14 31% l
Not at all concerned	(1)	18 9%	8 16% d	3 6%	5 10%	2 4%	16 11%	3 5%	15 10%	10 10%	5 9%	1 5%	1 6%	10 6%	8 18% l
Not applicable		4 2%	2 4%	1 2%	1 2%	- -	4 3%	- -	4 3%	3 3%	- -	- -	- -	1 1%	3 7% l
NETS															
Net: Concerned		140 70%	31 62%	34 68%	37 74%	38 76%	102 68%	43 75%	97 68%	68 67%	39 72%	17 85%	14 78%	120 77% m	20 44%
Net: Not concerned		56 28%	17 34%	15 30%	12 24%	12 24%	44 29%	14 25%	42 29%	31 30%	15 28%	3 15%	4 22%	34 22%	22 49% l
Mean score		2.90	2.77	2.94	2.94	2.96	2.88	2.98	2.87	2.88	2.85	3.05	3.11	3.03 m	2.45
Standard deviation		.91	1.06	.90	.92	.78	.96	.83	.95	.95	.88	.76	.90	.86	.99
Standard error		.07	.15	.13	.13	.11	.08	.11	.08	.10	.12	.17	.21	.07	.15

Columns Tested: a,b,c,d,e - f,g - h,i,j,k - l,m

Experian Data Breach 2017

Q24_2. How concerned, if at all, are you about each of the following potential impacts of a data breach at your company?

Negative media attention affecting the company's reputation

Base: All respondents

			DATA BREACH RESPONSE TEAM		DATA BREACH IN PAST 2 YEARS		CUSTOMERS NOTIFIED OF DATA BREACH		SUB-BRANDS/SUBSIDIARIES		OVERSEAS CUSTOMER/ EMPLOYEE DATA		CONFIDENCE TO KNOW WHAT TO DO FOLLOWING DATA BREACH		
		Total	Yes	No/Don't know	Yes – any size	Yes – more than 1000	Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	Confident	Not confident	Don't know
Significance Level: 95%			a	b	c	d	*e	*f	g	h	i	j	k	l	*m
Total		200	108	92	185	36	27	14	95	105	93	107	163	31	6
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very concerned	(4)	55	36	19	52	12	10	3	27	28	33	22	48	6	1
		28%	33%	21%	28%	33%	37%	21%	28%	27%	35%	21%	29%	19%	17%
			b								j				
Fairly concerned	(3)	85	48	37	79	16	14	5	44	41	44	41	71	13	1
		43%	44%	40%	43%	44%	52%	36%	46%	39%	47%	38%	44%	42%	17%
Not very concerned	(2)	38	17	21	34	6	3	3	15	23	10	28	29	8	1
		19%	16%	23%	18%	17%	11%	21%	16%	22%	11%	26%	18%	26%	17%
											i				
Not at all concerned	(1)	18	7	11	17	1	-	2	8	10	6	12	14	3	1
		9%	6%	12%	9%	3%	-	14%	8%	10%	6%	11%	9%	10%	17%
Not applicable		4	-	4	3	1	-	1	1	3	-	4	1	1	2
		2%	-	4%	2%	3%	-	7%	1%	3%	-	4%	1%	3%	33%
				a											
NETS															
Net: Concerned		140	84	56	131	28	24	8	71	69	77	63	119	19	2
		70%	78%	61%	71%	78%	89%	57%	75%	66%	83%	59%	73%	61%	33%
			b								j				
Net: Not concerned		56	24	32	51	7	3	5	23	33	16	40	43	11	2
		28%	22%	35%	28%	19%	11%	36%	24%	31%	17%	37%	26%	35%	33%
											i				
Mean score		2.90	3.05	2.73	2.91	3.11	3.26	2.69	2.96	2.85	3.12	2.71	2.94	2.73	2.50
			b								j				
Standard deviation		.91	.87	.94	.92	.80	.66	1.03	.89	.94	.85	.94	.91	.91	1.29
Standard error		.07	.08	.10	.07	.13	.13	.29	.09	.09	.09	.09	.07	.17	.65

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l,m

Experian Data Breach 2017

Q24_2. How concerned, if at all, are you about each of the following potential impacts of a data breach at your company?

Negative media attention affecting the company's reputation

Base: All respondents

		EXTERNAL SUPPORT FOR DATA BREACH		CALL CENTRE FACILITIES		STANDARD NOTIFICATION LETTER TEMPLATES		SPEED OF CUSTOMER NOTIFICATION OF DATA BREACH			ACCEPTABLE SPEED OF NOTIFICATION OF DATA BREACH TO CUSTOMERS			
		Total	Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	24 hours or less	72 hours or less	2 weeks or less	Acceptable	Unacceptable	Don't know
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	*k	*l
Total		200 100%	108 100%	92 100%	44 100%	156 100%	45 100%	155 100%	115 100%	163 100%	189 100%	173 100%	20 100%	7 100%
Very concerned	(4)	55 28%	41 38%	14 15%	20 45%	35 22%	17 38%	38 25%	30 26%	45 28%	54 29%	47 27%	7 35%	1 14%
Fairly concerned	(3)	85 43%	42 39%	43 47%	16 36%	69 44%	20 44%	65 42%	51 44%	73 45%	83 44%	76 44%	7 35%	2 29%
Not very concerned	(2)	38 19%	18 17%	20 22%	5 11%	33 21%	6 13%	32 21%	22 19%	29 18%	35 19%	32 18%	4 20%	2 29%
Not at all concerned	(1)	18 9%	7 6%	11 12%	3 7%	15 10%	2 4%	16 10%	12 10%	15 9%	15 8%	15 9%	2 10%	1 14%
Not applicable		4 2%	- -	4 4%	- -	4 3%	- -	4 3%	- -	1 1%	2 1%	3 2%	- -	1 14%
NETS														
Net: Concerned		140 70%	83 77%	57 62%	36 82%	104 67%	37 82%	103 66%	81 70%	118 72%	137 72%	123 71%	14 70%	3 43%
Net: Not concerned		56 28%	25 23%	31 34%	8 18%	48 31%	8 18%	48 31%	34 30%	44 27%	50 26%	47 27%	6 30%	3 43%
Mean score		2.90	3.08 b	2.68	3.20 d	2.82	3.16 f	2.83	2.86	2.91	2.94	2.91	2.95	2.50
Standard deviation		.91	.90	.89	.90	.90	.82	.93	.93	.91	.89	.90	1.00	1.05
Standard error		.07	.09	.09	.14	.07	.12	.08	.09	.07	.07	.07	.22	.43

Columns Tested: a,b - c,d - e,f - g,h,i - j,k,l

Experian Data Breach 2017

Q24_2. How concerned, if at all, are you about each of the following potential impacts of a data breach at your company?

Negative media attention affecting the company's reputation

Base: All respondents

			RESPONSIBILITY FOR DATA			CONSIDERED PURCHASING DB ASSISTANCE SERVICE / CURRENTLY OWN		BUSINESS SECTOR					
		Total	Customer	Equal	Organisation	Yes currently have / considered	No don't own / don't know	Manufacturing, Wholesale and Production	Retail and Sales	Recreation and Other Services	Business and Professional Services	Public Services inc. Education and Health	Information and Communication
Significance Level: 95%			a	b	c	d	e	f	*g	*h	i	*j	k
Total		200 100%	33 100%	56 100%	103 100%	117 100%	83 100%	64 100%	10 100%	16 100%	62 100%	18 100%	30 100%
Very concerned	(4)	55 28%	10 30%	9 16%	35 34% b	37 32%	18 22%	19 30%	2 20%	3 19%	18 29%	4 22%	9 30%
Fairly concerned	(3)	85 43%	13 39%	27 48%	44 43%	50 43%	35 42%	23 36%	5 50%	5 31%	27 44%	8 44%	17 57%
Not very concerned	(2)	38 19%	6 18%	11 20%	18 17%	24 21%	14 17%	15 23%	2 20%	4 25%	9 15%	5 28%	3 10%
Not at all concerned	(1)	18 9%	4 12%	9 16% c	4 4%	6 5%	12 14% d	6 9%	1 10%	3 19%	7 11%	- -	1 3%
Not applicable		4 2%	- -	- -	2 2%	- -	4 5% d	1 2%	- -	1 6%	1 2%	1 6%	- -
NETS													
Net: Concerned		140 70%	23 70%	36 64%	79 77%	87 74%	53 64%	42 66%	7 70%	8 50%	45 73%	12 67%	26 87% f
Net: Not concerned		56 28%	10 30%	20 36%	22 21%	30 26%	26 31%	21 33% k	3 30%	7 44%	16 26%	5 28%	4 13%
Mean score		2.90	2.88	2.64	3.09 b	3.01 e	2.75	2.87	2.80	2.53	2.92	2.94	3.13
Standard deviation		.91	.99	.94	.83	.86	.98	.96	.92	1.06	.95	.75	.73
Standard error		.07	.17	.13	.08	.08	.11	.12	.29	.27	.12	.18	.13

Columns Tested: a,b,c - d,e - f,g,h,i,j,k

Experian Data Breach 2017

Q24_3. How concerned, if at all, are you about each of the following potential impacts of a data breach at your company?

The company's stock price or market value falling

Base: All respondents

			BUSINESS SIZE					JOB ROLE		RESPONSIBILITY FOR PII RECORDS				DATA BREACH RESPONSE PLAN	
		Total	Small business	Medium-small business	Medium-large business	Large business	NET: SMEs	IT Manager	Any other role	Up to 1000	1000 – 9999	10000 – 49999	50000+	Yes	No/Don't know
Significance Level: 95%			a	b	c	d	e	f	g	h	i	*j	*k	l	m
Total		200 100%	50 100%	50 100%	50 100%	50 100%	150 100%	57 100%	143 100%	102 100%	54 100%	20 100%	18 100%	155 100%	45 100%
Very concerned	(4)	44	8	14	11	11	33	19	25	26	8	6	2	41	3
		22%	16%	28%	22%	22%	22%	33%	17%	25%	15%	30%	11%	26%	7%
Fairly concerned	(3)						g							m	
		56	11	15	16	14	42	20	36	34	14	4	3	46	10
Not very concerned	(2)	28%	22%	30%	32%	28%	28%	35%	25%	33%	26%	20%	17%	30%	22%
		52	18	10	12	12	40	13	39	22	19	5	4	37	15
Not at all concerned	(1)	26%	36%	20%	24%	24%	27%	23%	27%	22%	35%	25%	22%	24%	33%
		15	2	3	6	4	11	2	13	6	4	3	2	10	5
Not applicable		8%	4%	6%	12%	8%	7%	4%	9%	6%	7%	15%	11%	6%	11%
		33	11	8	5	9	24	3	30	14	9	2	7	21	12
		17%	22%	16%	10%	18%	16%	5%	21% f	14%	17%	10%	39%	14%	27% l
		NETS													
Net: Concerned		100	19	29	27	25	75	39	61	60	22	10	5	87	13
		50%	38%	58% a	54%	50%	50%	68% g	43%	59% i	41%	50%	28%	56% m	29%
Net: Not concerned		67	20	13	18	16	51	15	52	28	23	8	6	47	20
		34%	40%	26%	36%	32%	34%	26%	36%	27%	43%	40%	33%	30%	44%
Mean score		2.77	2.64	2.95	2.71	2.78	2.77	3.04 g	2.65	2.91 i	2.58	2.72	2.45	2.88 m	2.33
Standard deviation		.94	.87	.94	.99	.96	.94	.87	.95	.91	.89	1.13	1.04	.93	.85
Standard error		.07	.14	.14	.15	.15	.08	.12	.09	.10	.13	.27	.31	.08	.15

Columns Tested: a,b,c,d,e - f,g - h,i,j,k - l,m

Experian Data Breach 2017

Q24_3. How concerned, if at all, are you about each of the following potential impacts of a data breach at your company?

The company's stock price or market value falling

Base: All respondents

			DATA BREACH RESPONSE TEAM		DATA BREACH IN PAST 2 YEARS		CUSTOMERS NOTIFIED OF DATA BREACH		SUB-BRANDS/SUBSIDIARIES		OVERSEAS CUSTOMER/EMPLOYEE DATA		CONFIDENCE TO KNOW WHAT TO DO FOLLOWING DATA BREACH		
		Total	Yes	No/Don't know	Yes – any size	Yes – more than 1000	Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	Confident	Not confident	Don't know
Significance Level: 95%			a	b	c	d	*e	*f	g	h	i	j	k	l	*m
Total		200	108	92	185	36	27	14	95	105	93	107	163	31	6
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very concerned	(4)	44	34	10	41	15	11	6	29	15	26	18	40	3	1
		22%	31%	11%	22%	42%	41%	43%	31%	14%	28%	17%	25%	10%	17%
			b			c				h					
Fairly concerned	(3)	56	31	25	52	9	7	4	28	28	28	28	44	11	1
		28%	29%	27%	28%	25%	26%	29%	29%	27%	30%	26%	27%	35%	17%
Not very concerned	(2)	52	25	27	46	8	7	2	21	31	21	31	46	5	1
		26%	23%	29%	25%	22%	26%	14%	22%	30%	23%	29%	28%	16%	17%
Not at all concerned	(1)	15	8	7	14	3	2	1	7	8	7	8	11	3	1
		8%	7%	8%	8%	8%	7%	7%	7%	8%	8%	7%	7%	10%	17%
Not applicable		33	10	23	32	1	-	1	10	23	11	22	22	9	2
		17%	9%	25%	17%	3%	-	7%	11%	22%	12%	21%	13%	29%	33%
				a		d				g				k	
NETS															
Net: Concerned		100	65	35	93	24	18	10	57	43	54	46	84	14	2
		50%	60%	38%	50%	67%	67%	71%	60%	41%	58%	43%	52%	45%	33%
			b						h		j				
Net: Not concerned		67	33	34	60	11	9	3	28	39	28	39	57	8	2
		34%	31%	37%	32%	31%	33%	21%	29%	37%	30%	36%	35%	26%	33%
Mean score		2.77	2.93	2.55	2.78	3.03	3.00	3.15	2.93	2.61	2.89	2.66	2.80	2.64	2.50
			b						h						
Standard deviation		.94	.97	.87	.95	1.01	1.00	.99	.96	.90	.96	.92	.94	.90	1.29
Standard error		.07	.10	.10	.08	.17	.19	.27	.10	.10	.11	.10	.08	.19	.65

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l,m

Experian Data Breach 2017

Q24_3. How concerned, if at all, are you about each of the following potential impacts of a data breach at your company?

The company's stock price or market value falling

Base: All respondents

		EXTERNAL SUPPORT FOR DATA BREACH		CALL CENTRE FACILITIES		STANDARD NOTIFICATION LETTER TEMPLATES		SPEED OF CUSTOMER NOTIFICATION OF DATA BREACH			ACCEPTABLE SPEED OF NOTIFICATION OF DATA BREACH TO CUSTOMERS			
		Total	Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	24 hours or less	72 hours or less	2 weeks or less	Acceptable	Unacceptable	Don't know
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	*k	*l
Total		200 100%	108 100%	92 100%	44 100%	156 100%	45 100%	155 100%	115 100%	163 100%	189 100%	173 100%	20 100%	7 100%
Very concerned	(4)	44 22%	35 32% b	9 10%	12 27%	32 21%	12 27%	32 21%	29 25%	38 23%	43 23%	38 22%	5 25%	1 14%
Fairly concerned	(3)	56 28%	29 27%	27 29%	12 27%	44 28%	13 29%	43 28%	34 30%	46 28%	54 29%	53 31%	3 15%	- -
Not very concerned	(2)	52 26%	27 25%	25 27%	10 23%	42 27%	12 27%	40 26%	32 28%	47 29%	51 27%	49 28%	2 10%	1 14%
Not at all concerned	(1)	15 8%	7 6%	8 9%	4 9%	11 7%	2 4%	13 8%	10 9%	11 7%	13 7%	10 6%	3 15%	2 29%
Not applicable		33 17%	10 9%	23 25% a	6 14%	27 17%	6 13%	27 17%	10 9%	21 13%	28 15%	23 13%	7 35%	3 43%
NETS														
Net: Concerned		100 50%	64 59% b	36 39%	24 55%	76 49%	25 56%	75 48%	63 55%	84 52%	97 51%	91 53%	8 40%	1 14%
Net: Not concerned		67 34%	34 31%	33 36%	14 32%	53 34%	14 31%	53 34%	42 37%	58 36%	64 34%	59 34%	5 25%	3 43%
Mean score		2.77	2.94 b	2.54	2.84	2.75	2.90	2.73	2.78	2.78	2.79	2.79	2.77	2.00
Standard deviation		.94	.96	.87	1.00	.93	.91	.95	.96	.93	.93	.90	1.24	1.41
Standard error		.07	.10	.10	.16	.08	.15	.08	.09	.08	.07	.07	.34	.71

Columns Tested: a,b - c,d - e,f - g,h,i - j,k,l

Experian Data Breach 2017

Q24_3. How concerned, if at all, are you about each of the following potential impacts of a data breach at your company?

The company's stock price or market value falling

Base: All respondents

			RESPONSIBILITY FOR DATA			CONSIDERED PURCHASING DB ASSISTANCE SERVICE / CURRENTLY OWN		BUSINESS SECTOR					
		Total	Customer	Equal	Organisation	Yes currently have / considered	No don't own / don't know	Manufacturing, Wholesale and Production	Retail and Sales	Recreation and Other Services	Business and Professional Services	Public Services inc. Education and Health	Information and Communication
Significance Level: 95%			a	b	c	d	e	f	*g	*h	i	*j	k
Total		200 100%	33 100%	56 100%	103 100%	117 100%	83 100%	64 100%	10 100%	16 100%	62 100%	18 100%	30 100%
Very concerned	(4)	44 22%	10 30% b	7 13%	26 25%	35 30% e	9 11%	19 30%	1 10%	3 19%	12 19%	- -	9 30%
Fairly concerned	(3)	56 28%	16 48% c	16 29%	24 23%	41 35% e	15 18%	18 28%	2 20%	2 13%	18 29%	4 22%	12 40%
Not very concerned	(2)	52 26%	4 12%	17 30%	28 27%	30 26%	22 27%	18 28%	4 40%	3 19%	14 23%	7 39%	6 20%
Not at all concerned	(1)	15 8%	2 6%	5 9%	8 8%	4 3%	11 13% d	5 8%	- -	3 19%	4 6%	2 11%	1 3%
Not applicable		33 17%	1 3%	11 20% a	17 17% a	7 6%	26 31% d	4 6%	3 30%	5 31%	14 23% f	5 28%	2 7%
NETS													
Net: Concerned		100 50%	26 79% bc	23 41%	50 49%	76 65% e	24 29%	37 58%	3 30%	5 31%	30 48%	4 22%	21 70%
Net: Not concerned		67 34%	6 18%	22 39% a	36 35%	34 29%	33 40%	23 36%	4 40%	6 38%	18 29%	9 50%	7 23%
Mean score		2.77	3.06 b	2.56	2.79	2.97 e	2.39	2.85	2.57	2.45	2.79	2.15	3.04
Standard deviation		.94	.84	.89	.98	.86	.98	.97	.79	1.21	.92	.69	.84
Standard error		.07	.15	.13	.11	.08	.13	.13	.30	.37	.13	.19	.16

Columns Tested: a,b,c - d,e - f,g,h,i,j,k

Experian Data Breach 2017

Q24_4. How concerned, if at all, are you about each of the following potential impacts of a data breach at your company?

Customers stop using the company

Base: All respondents

			BUSINESS SIZE					JOB ROLE		RESPONSIBILITY FOR PII RECORDS				DATA BREACH RESPONSE PLAN	
		Total	Small business	Medium-small business	Medium-large business	Large business	NET: SMEs	IT Manager	Any other role	Up to 1000	1000 – 9999	10000 – 49999	50000+	Yes	No/Don't know
Significance Level: 95%			a	b	c	d	e	f	g	h	i	*j	*k	l	m
Total		200 100%	50 100%	50 100%	50 100%	50 100%	150 100%	57 100%	143 100%	102 100%	54 100%	20 100%	18 100%	155 100%	45 100%
Very concerned	(4)	56	14	13	17	12	44	16	40	34	12	4	4	43	13
		28%	28%	26%	34%	24%	29%	28%	28%	33%	22%	20%	22%	28%	29%
Fairly concerned	(3)	77	16	18	17	26	51	30	47	34	22	12	9	66	11
		39%	32%	36%	34%	52% ae	34%	53% g	33%	33%	41%	60%	50%	43% m	24%
Not very concerned	(2)	44	13	13	10	8	36	6	38	23	13	3	2	32	12
		22%	26%	26%	20%	16%	24%	11% f	27% f	23%	24%	15%	11%	21%	27%
Not at all concerned	(1)	18	5	5	6	2	16	4	14	9	7	1	1	11	7
		9%	10%	10%	12%	4%	11%	7%	10%	9%	13%	5%	6%	7%	16%
Not applicable		5	2	1	-	2	3	1	4	2	-	-	2	3	2
		3%	4%	2%	-	4%	2%	2%	3%	2%	-	-	11%	2%	4%
NETS															
Net: Concerned		133	30	31	34	38	95	46	87	68	34	16	13	109	24
		67%	60%	62%	68%	76%	63%	81% g	61%	67%	63%	80%	72%	70% m	53%
Net: Not concerned		62	18	18	16	10	52	10	52	32	20	4	3	43	19
		31%	36%	36%	32%	20%	35%	18% f	36% f	31%	37%	20%	17%	28%	42%
Mean score		2.88	2.81	2.80	2.90	3.00	2.84	3.04	2.81	2.93	2.72	2.95	3.00	2.93	2.70
Standard deviation		.93	.98	.96	1.02	.77	.98	.83	.97	.97	.96	.76	.82	.88	1.08
Standard error		.07	.14	.14	.14	.11	.08	.11	.08	.10	.13	.17	.20	.07	.16

Columns Tested: a,b,c,d,e - f,g - h,i,j,k - l,m

Experian Data Breach 2017

Q24_4. How concerned, if at all, are you about each of the following potential impacts of a data breach at your company?

Customers stop using the company

Base: All respondents

			DATA BREACH RESPONSE TEAM		DATA BREACH IN PAST 2 YEARS		CUSTOMERS NOTIFIED OF DATA BREACH		SUB-BRANDS/SUBSIDIARIES		OVERSEAS CUSTOMER/ EMPLOYEE DATA		CONFIDENCE TO KNOW WHAT TO DO FOLLOWING DATA BREACH		
		Total	Yes	No/Don't know	Yes – any size	Yes – more than 1000	Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	Confident	Not confident	Don't know
Significance Level: 95%			a	b	c	d	*e	*f	g	h	i	j	k	l	*m
Total		200	108	92	185	36	27	14	95	105	93	107	163	31	6
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very concerned	(4)	56	35	21	54	12	10	4	27	29	34	22	46	9	1
		28%	32%	23%	29%	33%	37%	29%	28%	28%	j	21%	28%	29%	17%
Fairly concerned	(3)	77	43	34	70	10	7	4	34	43	33	44	65	10	2
		39%	40%	37%	38%	28%	26%	29%	36%	41%	35%	41%	40%	32%	33%
Not very concerned	(2)	44	21	23	40	10	7	5	25	19	19	25	37	6	1
		22%	19%	25%	22%	28%	26%	36%	26%	18%	20%	23%	23%	19%	17%
Not at all concerned	(1)	18	8	10	17	4	3	1	8	10	7	11	12	5	1
		9%	7%	11%	9%	11%	11%	7%	8%	10%	8%	10%	7%	16%	17%
Not applicable		5	1	4	4	-	-	-	1	4	-	5	3	1	1
		3%	1%	4%	2%	-	-	-	1%	4%	-	i	2%	3%	17%
NETS															
Net: Concerned		133	78	55	124	22	17	8	61	72	67	66	111	19	3
		67%	72%	60%	67%	61%	63%	57%	64%	69%	72%	62%	68%	61%	50%
Net: Not concerned		62	29	33	57	14	10	6	33	29	26	36	49	11	2
		31%	27%	36%	31%	39%	37%	43%	35%	28%	28%	34%	30%	35%	33%
Mean score		2.88	2.98	2.75	2.89	2.83	2.89	2.79	2.85	2.90	3.01	2.75	2.91	2.77	2.60
Standard deviation		.93	.91	.95	.94	1.03	1.05	.97	.94	.93	.94	.92	.90	1.07	1.14
Standard error		.07	.09	.10	.07	.17	.20	.26	.10	.09	.10	.09	.07	.20	.51

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l,m

Experian Data Breach 2017

Q24_4. How concerned, if at all, are you about each of the following potential impacts of a data breach at your company?

Customers stop using the company

Base: All respondents

		EXTERNAL SUPPORT FOR DATA BREACH		CALL CENTRE FACILITIES		STANDARD NOTIFICATION LETTER TEMPLATES		SPEED OF CUSTOMER NOTIFICATION OF DATA BREACH			ACCEPTABLE SPEED OF NOTIFICATION OF DATA BREACH TO CUSTOMERS			
		Total	Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	24 hours or less	72 hours or less	2 weeks or less	Acceptable	Unacceptable	Don't know
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	*k	*l
Total		200 100%	108 100%	92 100%	44 100%	156 100%	45 100%	155 100%	115 100%	163 100%	189 100%	173 100%	20 100%	7 100%
Very concerned	(4)	56 28%	36 33%	20 22%	13 30%	43 28%	15 33%	41 26%	30 26%	46 28%	54 29%	46 27%	9 45%	1 14%
Fairly concerned	(3)	77 39%	40 37%	37 40%	16 36%	61 39%	21 47%	56 36%	46 40%	63 39%	76 40%	71 41%	4 20%	2 29%
Not very concerned	(2)	44 22%	20 19%	24 26%	11 25%	33 21%	6 13%	38 25%	29 25%	38 23%	42 22%	38 22%	4 20%	2 29%
Not at all concerned	(1)	18 9%	10 9%	8 9%	3 7%	15 10%	2 4%	16 10%	10 9%	14 9%	15 8%	15 9%	2 10%	1 14%
Not applicable		5 3%	2 2%	3 3%	1 2%	4 3%	1 2%	4 3%	- -	2 1%	2 1%	3 2%	1 5%	1 14%
NETS														
Net: Concerned		133 67%	76 70%	57 62%	29 66%	104 67%	36 80%	97 63%	76 66%	109 67%	130 69%	117 68%	13 65%	3 43%
Net: Not concerned		62 31%	30 28%	32 35%	14 32%	48 31%	8 18%	54 35%	39 34%	52 32%	57 30%	53 31%	6 30%	3 43%
Mean score		2.88	2.96	2.78	2.91	2.87	3.11	2.81	2.83	2.88	2.90	2.87	3.05	2.50
Standard deviation		.93	.96	.90	.92	.94	.81	.96	.92	.93	.91	.91	1.08	1.05
Standard error		.07	.09	.10	.14	.08	.12	.08	.09	.07	.07	.07	.25	.43

Columns Tested: a,b - c,d - e,f - g,h,i - j,k,l

Experian Data Breach 2017

Q24_4. How concerned, if at all, are you about each of the following potential impacts of a data breach at your company?

Customers stop using the company

Base: All respondents

			RESPONSIBILITY FOR DATA			CONSIDERED PURCHASING DB ASSISTANCE SERVICE / CURRENTLY OWN		BUSINESS SECTOR					
		Total	Customer	Equal	Organisation	Yes currently have / considered	No don't own / don't know	Manufacturing, Wholesale and Production	Retail and Sales	Recreation and Other Services	Business and Professional Services	Public Services inc. Education and Health	Information and Communication
Significance Level: 95%			a	b	c	d	e	f	*g	*h	i	*j	k
Total		200	33	56	103	117	83	64	10	16	62	18	30
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very concerned	(4)	56	7	13	35	35	21	17	4	7	21	1	6
		28%	21%	23%	34%	30%	25%	27%	40%	44%	34%	6%	20%
Fairly concerned	(3)	77	15	21	39	46	31	24	2	3	23	6	19
		39%	45%	38%	38%	39%	37%	38%	20%	19%	37%	33%	63% fi
Not very concerned	(2)	44	7	14	20	27	17	15	3	4	13	5	4
		22%	21%	25%	19%	23%	20%	23%	30%	25%	21%	28%	13%
Not at all concerned	(1)	18	4	8	6	8	10	8	1	1	4	3	1
		9%	12%	14%	6%	7%	12%	13%	10%	6%	6%	17%	3%
Not applicable		5	-	-	3	1	4	-	-	1	1	3	-
		3%	-	-	3%	1%	5%	-	-	6%	2%	17%	-
NETS													
Net: Concerned		133	22	34	74	81	52	41	6	10	44	7	25
		67%	67%	61%	72%	69%	63%	64%	60%	63%	71%	39%	83%
Net: Not concerned		62	11	22	26	35	27	23	4	5	17	8	5
		31%	33%	39%	25%	30%	33%	36%	40%	31%	27%	44%	17%
Mean score		2.88	2.76	2.70	3.03	2.93	2.80	2.78	2.90	3.07	3.00	2.33	3.00
					b								
Standard deviation		.93	.94	.99	.89	.90	.98	.98	1.10	1.03	.91	.90	.69
Standard error		.07	.16	.13	.09	.08	.11	.12	.35	.27	.12	.23	.13

Columns Tested: a,b,c - d,e - f,g,h,i,j,k

Experian Data Breach 2017

Q24_5. How concerned, if at all, are you about each of the following potential impacts of a data breach at your company?

The company having to pay financial compensation to customers

Base: All respondents

			BUSINESS SIZE					JOB ROLE		RESPONSIBILITY FOR PII RECORDS				DATA BREACH RESPONSE PLAN	
		Total	Small business	Medium-small business	Medium-large business	Large business	NET: SMEs	IT Manager	Any other role	Up to 1000	1000 – 9999	10000 – 49999	50000+	Yes	No/Don't know
Significance Level: 95%			a	b	c	d	e	f	g	h	i	*j	*k	l	m
Total		200 100%	50 100%	50 100%	50 100%	50 100%	150 100%	57 100%	143 100%	102 100%	54 100%	20 100%	18 100%	155 100%	45 100%
Very concerned	(4)	52 26%	12 24%	15 30%	12 24%	13 26%	39 26%	19 33%	33 23%	24 24%	15 28%	6 30%	5 28%	44 28%	8 18%
Fairly concerned	(3)	80 40%	18 36%	16 32%	20 40%	26 52% be	54 36%	28 49%	52 36%	39 38%	23 43%	8 40%	9 50%	67 43%	13 29%
Not very concerned	(2)	45 23%	13 26%	13 26%	10 20%	9 18%	36 24%	7 12%	38 27% f	25 25%	11 20%	4 20%	3 17%	31 20%	14 31%
Not at all concerned	(1)	16 8%	5 10%	4 8%	6 12%	1 2%	15 10%	3 5%	13 9%	10 10%	4 7%	1 5%	1 6%	9 6%	7 16% l
Not applicable		7 4%	2 4%	2 4%	2 4%	1 2%	6 4%	- -	7 5%	4 4%	1 2%	1 5%	- -	4 3%	3 7%
NETS															
Net: Concerned		132 66%	30 60%	31 62%	32 64%	39 78% e	93 62%	47 82% g	85 59%	63 62%	38 70%	14 70%	14 78%	111 72% m	21 47%
Net: Not concerned		61 31%	18 36%	17 34%	16 32%	10 20%	51 34%	10 18%	51 36% f	35 34%	15 28%	5 25%	4 22%	40 26%	21 47% l
Mean score		2.87	2.77	2.88	2.79	3.04	2.81	3.11 g	2.77	2.79	2.92	3.00	3.00	2.97 m	2.52
Standard deviation		.91	.95	.96	.97	.73	.95	.82	.93	.93	.90	.88	.84	.86	.99
Standard error		.07	.14	.14	.14	.10	.08	.11	.08	.09	.12	.20	.20	.07	.15

Columns Tested: a,b,c,d,e - f,g - h,i,j,k - l,m

Experian Data Breach 2017

Q24_5. How concerned, if at all, are you about each of the following potential impacts of a data breach at your company?

The company having to pay financial compensation to customers

Base: All respondents

			DATA BREACH RESPONSE TEAM		DATA BREACH IN PAST 2 YEARS		CUSTOMERS NOTIFIED OF DATA BREACH		SUB-BRANDS/SUBSIDIARIES		OVERSEAS CUSTOMER/ EMPLOYEE DATA		CONFIDENCE TO KNOW WHAT TO DO FOLLOWING DATA BREACH		
		Total	Yes	No/Don't know	Yes – any size	Yes – more than 1000	Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	Confident	Not confident	Don't know
Significance Level: 95%			a	b	c	d	*e	*f	g	h	i	j	k	l	*m
Total		200 100%	108 100%	92 100%	185 100%	36 100%	27 100%	14 100%	95 100%	105 100%	93 100%	107 100%	163 100%	31 100%	6 100%
Very concerned	(4)	52 26%	37 34%	15 16%	47 25%	9 25%	8 30%	3 21%	24 25%	28 27%	21 23%	31 29%	46 28%	5 16%	1 17%
Fairly concerned	(3)	80 40%	41 38%	39 42%	74 40%	17 47%	13 48%	6 43%	41 43%	39 37%	47 51%	33 31%	68 42%	11 35%	1 17%
Not very concerned	(2)	45 23%	22 20%	23 25%	42 23%	7 19%	6 22%	2 14%	20 21%	25 24%	16 17%	29 27%	37 23%	7 23%	1 17%
Not at all concerned	(1)	16 8%	6 6%	10 11%	16 9%	2 6%	- -	2 14%	8 8%	8 8%	7 8%	9 8%	9 6%	6 19%	1 17%
Not applicable		7 4%	2 2%	5 5%	6 3%	1 3%	- -	1 7%	2 2%	5 5%	2 2%	5 5%	3 2%	2 6%	2 33%
NETS															
Net: Concerned		132 66%	78 72%	54 59%	121 65%	26 72%	21 78%	9 64%	65 68%	67 64%	68 73%	64 60%	114 70%	16 52%	2 33%
Net: Not concerned		61 31%	28 26%	33 36%	58 31%	9 25%	6 22%	4 29%	28 29%	33 31%	23 25%	38 36%	46 28%	13 42%	2 33%
Mean score		2.87	3.03	2.68	2.85	2.94	3.07	2.77	2.87	2.87	2.90	2.84	2.94	2.52	2.50
Standard deviation		.91	.89	.90	.91	.84	.73	1.01	.90	.92	.84	.96	.86	1.02	1.29
Standard error		.07	.09	.10	.07	.14	.14	.28	.09	.09	.09	.10	.07	.19	.65

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l,m

Experian Data Breach 2017

Q24_5. How concerned, if at all, are you about each of the following potential impacts of a data breach at your company?

The company having to pay financial compensation to customers

Base: All respondents

		EXTERNAL SUPPORT FOR DATA BREACH		CALL CENTRE FACILITIES		STANDARD NOTIFICATION LETTER TEMPLATES		SPEED OF CUSTOMER NOTIFICATION OF DATA BREACH			ACCEPTABLE SPEED OF NOTIFICATION OF DATA BREACH TO CUSTOMERS			
		Total	Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	24 hours or less	72 hours or less	2 weeks or less	Acceptable	Unacceptable	Don't know
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	*k	*l
Total		200 100%	108 100%	92 100%	44 100%	156 100%	45 100%	155 100%	115 100%	163 100%	189 100%	173 100%	20 100%	7 100%
Very concerned	(4)	52 26%	34 31%	18 20%	12 27%	40 26%	14 31%	38 25%	27 23%	44 27%	50 26%	43 25%	7 35%	2 29%
Fairly concerned	(3)	80 40%	47 44%	33 36%	22 50%	58 37%	25 56%	55 35%	49 43%	67 41%	80 42%	74 43%	5 25%	1 14%
							f							
Not very concerned	(2)	45 23%	20 19%	25 27%	7 16%	38 24%	3 7%	42 27%	26 23%	35 21%	41 22%	37 21%	6 30%	2 29%
							e							
Not at all concerned	(1)	16 8%	5 5%	11 12%	2 5%	14 9%	1 2%	15 10%	13 11%	13 8%	13 7%	14 8%	1 5%	1 14%
Not applicable		7 4%	2 2%	5 5%	1 2%	6 4%	2 4%	5 3%	- -	4 2%	5 3%	5 3%	1 5%	1 14%
NETS														
Net: Concerned		132 66%	81 75%	51 55%	34 77%	98 63%	39 87%	93 60%	76 66%	111 68%	130 69%	117 68%	12 60%	3 43%
			b				f							
Net: Not concerned		61 31%	25 23%	36 39%	9 20%	52 33%	4 9%	57 37%	39 34%	48 29%	54 29%	51 29%	7 35%	3 43%
				a			e							
Mean score		2.87	3.04	2.67	3.02	2.83	3.21	2.77	2.78	2.89	2.91	2.87	2.95	2.67
			b				f							
Standard deviation		.91	.84	.95	.80	.93	.67	.94	.93	.90	.88	.89	.97	1.21
Standard error		.07	.08	.10	.12	.08	.10	.08	.09	.07	.06	.07	.22	.49

Columns Tested: a,b - c,d - e,f - g,h,i - j,k,l

Experian Data Breach 2017

Q24_5. How concerned, if at all, are you about each of the following potential impacts of a data breach at your company?

The company having to pay financial compensation to customers

Base: All respondents

			RESPONSIBILITY FOR DATA			CONSIDERED PURCHASING DB ASSISTANCE SERVICE / CURRENTLY OWN		BUSINESS SECTOR					
		Total	Customer	Equal	Organisation	Yes currently have / considered	No don't own / don't know	Manufacturing, Wholesale and Production	Retail and Sales	Recreation and Other Services	Business and Professional Services	Public Services inc. Education and Health	Information and Communication
Significance Level: 95%			a	b	c	d	e	f	*g	*h	i	*j	k
Total		200 100%	33 100%	56 100%	103 100%	117 100%	83 100%	64 100%	10 100%	16 100%	62 100%	18 100%	30 100%
Very concerned	(4)	52 26%	4 12%	14 25%	33 32% a	34 29%	18 22%	18 28%	3 30%	4 25%	18 29%	3 17%	6 20%
Fairly concerned	(3)	80 40%	15 45%	21 38%	43 42%	51 44%	29 35%	24 38%	4 40%	3 19%	25 40%	6 33%	18 60% f
Not very concerned	(2)	45 23%	12 36% c	14 25%	16 16%	26 22%	19 23%	16 25%	3 30%	6 38%	11 18%	6 33%	3 10%
Not at all concerned	(1)	16 8%	2 6%	6 11%	7 7%	5 4%	11 13% d	5 8%	- -	2 13%	6 10%	1 6%	2 7%
Not applicable		7 4%	- -	1 2%	4 4%	1 1%	6 7% d	1 2%	- -	1 6%	2 3%	2 11%	1 3%
NETS													
Net: Concerned		132 66%	19 58%	35 63%	76 74%	85 73% e	47 57%	42 66%	7 70%	7 44%	43 69%	9 50%	24 80%
Net: Not concerned		61 31%	14 42% c	20 36%	23 22%	31 26%	30 36%	21 33%	3 30%	8 50%	17 27%	7 39%	5 17%
Mean score		2.87	2.64	2.78	3.03 a	2.98 e	2.70	2.87	3.00	2.60	2.92	2.69	2.97
Standard deviation		.91	.78	.96	.89	.83	.99	.92	.82	1.06	.94	.87	.78
Standard error		.07	.14	.13	.09	.08	.11	.12	.26	.27	.12	.22	.14

Columns Tested: a,b,c - d,e - f,g,h,i,j,k

Experian Data Breach 2017

Q24_6. How concerned, if at all, are you about each of the following potential impacts of a data breach at your company?

Customers trusting the company less

Base: All respondents

			BUSINESS SIZE					JOB ROLE		RESPONSIBILITY FOR PII RECORDS				DATA BREACH RESPONSE PLAN	
		Total	Small business	Medium-small business	Medium-large business	Large business	NET: SMEs	IT Manager	Any other role	Up to 1000	1000 – 9999	10000 – 49999	50000+	Yes	No/Don't know
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m
Total		200 100%	50 100%	50 100%	50 100%	50 100%	150 100%	57 100%	143 100%	102 100%	54 100%	20 100%	18 100%	155 100%	45 100%
Very concerned	(4)	65 33%	13 26%	15 30%	19 38%	18 36%	47 31%	24 42%	41 29%	32 31%	15 28%	7 35%	9 50%	56 36% m	9 20%
Fairly concerned	(3)	85 43%	22 44%	21 42%	17 34%	25 50%	60 40%	25 44%	60 42%	40 39%	27 50%	10 50%	8 44%	68 44%	17 38%
Not very concerned	(2)	37 19%	10 20%	10 20%	10 20%	7 14%	30 20%	6 11%	31 22%	23 23%	8 15%	2 10%	1 6%	24 15%	13 29% l
Not at all concerned	(1)	10 5%	3 6%	3 6%	4 8% d	- -	10 7%	2 4%	8 6%	5 5%	4 7%	1 5%	- -	6 4%	4 9%
Not applicable		3 2%	2 4%	1 2%	- -	- -	3 2%	- -	3 2%	2 2%	- -	- -	- -	1 1%	2 4%
NETS															
Net: Concerned		150 75%	35 70%	36 72%	36 72%	43 86% e	107 71%	49 86% g	101 71%	72 71%	42 78%	17 85%	17 94%	124 80% m	26 58%
Net: Not concerned		47 24%	13 26%	13 26%	14 28%	7 14%	40 27%	8 14%	39 27% f	28 27%	12 22%	3 15%	1 6%	30 19%	17 38% l
Mean score		3.04	2.94	2.98	3.02	3.22	2.98	3.25 g	2.96	2.99	2.98	3.15	3.44	3.13 m	2.72
Standard deviation		.85	.86	.88	.96	.68	.89	.79	.86	.87	.86	.81	.62	.81	.91
Standard error		.06	.12	.13	.14	.10	.07	.10	.07	.09	.12	.18	.15	.07	.14

Columns Tested: a,b,c,d,e - f,g - h,i,j,k - l,m

Experian Data Breach 2017

Q24_6. How concerned, if at all, are you about each of the following potential impacts of a data breach at your company?

Customers trusting the company less

Base: All respondents

			DATA BREACH RESPONSE TEAM		DATA BREACH IN PAST 2 YEARS		CUSTOMERS NOTIFIED OF DATA BREACH		SUB-BRANDS/SUBSIDIARIES		OVERSEAS CUSTOMER/EMPLOYEE DATA		CONFIDENCE TO KNOW WHAT TO DO FOLLOWING DATA BREACH		
		Total	Yes	No/Don't know	Yes – any size	Yes – more than 1000	Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	Confident	Not confident	Don't know
Significance Level: 95%			a	b	c	d	*e	*f	g	h	i	j	k	l	*m
Total		200 100%	108 100%	92 100%	185 100%	36 100%	27 100%	14 100%	95 100%	105 100%	93 100%	107 100%	163 100%	31 100%	6 100%
Very concerned	(4)	65 33%	44 41%	21 23%	59 32%	12 33%	9 33%	4 29%	30 32%	35 33%	40 43%	25 23%	57 35%	7 23%	1 17%
Fairly concerned	(3)	85 43%	43 40%	42 46%	82 44%	13 36%	11 41%	6 43%	43 45%	42 40%	39 42%	46 43%	69 42%	15 48%	1 17%
Not very concerned	(2)	37 19%	17 16%	20 22%	32 17%	10 28%	6 22%	4 29%	15 16%	22 21%	12 13%	25 23%	29 18%	6 19%	2 33%
Not at all concerned	(1)	10 5%	4 4%	6 7%	10 5%	1 3%	1 4%	- -	6 6%	4 4%	2 2%	8 7%	7 4%	2 6%	1 17%
Not applicable		3 2%	- -	3 3%	2 1%	- -	- -	- -	1 1%	2 2%	- -	3 3%	1 1%	1 3%	1 17%
NETS															
Net: Concerned		150 75%	87 81%	63 68%	141 76%	25 69%	20 74%	10 71%	73 77%	77 73%	79 85%	71 66%	126 77%	22 71%	2 33%
Net: Not concerned		47 24%	21 19%	26 28%	42 23%	11 31%	7 26%	4 29%	21 22%	26 25%	14 15%	33 31%	36 22%	8 26%	3 50%
Mean score		3.04	3.18	2.88	3.04	3.00	3.04	3.00	3.03	3.05	3.26	2.85	3.09	2.90	2.40
Standard deviation		.85	.83	.85	.85	.86	.85	.78	.86	.84	.76	.88	.84	.84	1.14
Standard error		.06	.08	.09	.06	.14	.16	.21	.09	.08	.08	.09	.07	.15	.51

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l,m

Experian Data Breach 2017

Q24_6. How concerned, if at all, are you about each of the following potential impacts of a data breach at your company?

Customers trusting the company less

Base: All respondents

		EXTERNAL SUPPORT FOR DATA BREACH		CALL CENTRE FACILITIES		STANDARD NOTIFICATION LETTER TEMPLATES		SPEED OF CUSTOMER NOTIFICATION OF DATA BREACH			ACCEPTABLE SPEED OF NOTIFICATION OF DATA BREACH TO CUSTOMERS			
		Total	Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	24 hours or less	72 hours or less	2 weeks or less	Acceptable	Unacceptable	Don't know
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	*k	*l
Total		200 100%	108 100%	92 100%	44 100%	156 100%	45 100%	155 100%	115 100%	163 100%	189 100%	173 100%	20 100%	7 100%
Very concerned	(4)	65 33%	42 39%	23 25%	19 43%	46 29%	21 47%	44 28%	33 29%	53 33%	62 33%	55 32%	9 45%	1 14%
Fairly concerned	(3)	85 43%	44 41%	41 45%	18 41%	67 43%	18 40%	67 43%	50 43%	70 43%	84 44%	75 43%	8 40%	2 29%
Not very concerned	(2)	37 19%	18 17%	19 21%	6 14%	31 20%	5 11%	32 21%	26 23%	32 20%	35 19%	34 20%	1 5%	2 29%
Not at all concerned	(1)	10 5%	4 4%	6 7%	1 2%	9 6%	1 2%	9 6%	6 5%	7 4%	7 4%	7 4%	2 10%	1 14%
Not applicable		3 2%	- -	3 3%	- -	3 2%	- -	3 2%	- -	1 1%	1 1%	2 1%	- -	1 14%
NETS														
Net: Concerned		150 75%	86 80%	64 70%	37 84%	113 72%	39 87%	111 72%	83 72%	123 75%	146 77%	130 75%	17 85%	3 43%
Net: Not concerned		47 24%	22 20%	25 27%	7 16%	40 26%	6 13%	41 26%	32 28%	39 24%	42 22%	41 24%	3 15%	3 43%
Mean score		3.04	3.15	2.91	3.25	2.98	3.31 f	2.96	2.96	3.04	3.07	3.04	3.20	2.50
Standard deviation		.85	.83	.86	.78	.86	.76	.86	.85	.84	.81	.83	.95	1.05
Standard error		.06	.08	.09	.12	.07	.11	.07	.08	.07	.06	.06	.21	.43

Columns Tested: a,b - c,d - e,f - g,h,i - j,k,l

Experian Data Breach 2017

Q24_6. How concerned, if at all, are you about each of the following potential impacts of a data breach at your company?

Customers trusting the company less

Base: All respondents

			RESPONSIBILITY FOR DATA			CONSIDERED PURCHASING DB ASSISTANCE SERVICE / CURRENTLY OWN		BUSINESS SECTOR					
		Total	Customer	Equal	Organisation	Yes currently have / considered	No don't own / don't know	Manufacturing, Wholesale and Production	Retail and Sales	Recreation and Other Services	Business and Professional Services	Public Services inc. Education and Health	Information and Communication
Significance Level: 95%			a	b	c	d	e	f	*g	*h	i	*j	k
Total		200 100%	33 100%	56 100%	103 100%	117 100%	83 100%	64 100%	10 100%	16 100%	62 100%	18 100%	30 100%
Very concerned	(4)	65 33%	8 24%	14 25%	42 41% b	38 32%	27 33%	16 25%	3 30%	6 38%	25 40%	5 28%	10 33%
Fairly concerned	(3)	85 43%	16 48%	23 41%	45 44%	52 44%	33 40%	27 42%	5 50%	4 25%	24 39%	8 44%	17 57%
Not very concerned	(2)	37 19%	5 15%	15 27% c	14 14%	22 19%	15 18%	17 27% k	2 20%	4 25%	8 13%	4 22%	2 7%
Not at all concerned	(1)	10 5%	4 12% c	4 7% c	1 1%	5 4%	5 6%	4 6%	- -	1 6%	4 6%	- -	1 3%
Not applicable		3 2%	- -	- -	1 1%	- -	3 4% d	- -	- -	1 6%	1 2%	1 6%	- -
NETS													
Net: Concerned		150 75%	24 73%	37 66%	87 84% b	90 77%	60 72%	43 67%	8 80%	10 63%	49 79%	13 72%	27 90% f
Net: Not concerned		47 24%	9 27%	19 34% c	15 15%	27 23%	20 24%	21 33% k	2 20%	5 31%	12 19%	4 22%	3 10%
Mean score		3.04	2.85	2.84	3.25 ab	3.05	3.03	2.86	3.10	3.00	3.15	3.06	3.20
Standard deviation		.85	.94	.89	.73	.83	.89	.87	.74	1.00	.89	.75	.71
Standard error		.06	.16	.12	.07	.08	.10	.11	.23	.26	.11	.18	.13

Columns Tested: a,b,c - d,e - f,g,h,i,j,k

Experian Data Breach 2017

Q24_7. How concerned, if at all, are you about each of the following potential impacts of a data breach at your company?

Those affected having their online identity stolen and / or becoming a victim of fraud

Base: All respondents

			BUSINESS SIZE					JOB ROLE		RESPONSIBILITY FOR PII RECORDS				DATA BREACH RESPONSE PLAN	
		Total	Small business	Medium-small business	Medium-large business	Large business	NET: SMEs	IT Manager	Any other role	Up to 1000	1000 – 9999	10000 – 49999	50000+	Yes	No/Don't know
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m
Total		200 100%	50 100%	50 100%	50 100%	50 100%	150 100%	57 100%	143 100%	102 100%	54 100%	20 100%	18 100%	155 100%	45 100%
Very concerned	(4)	67 34%	13 26%	20 40%	15 30%	19 38%	48 32%	18 32%	49 34%	30 29%	22 41%	7 35%	6 33%	57 37%	10 22%
Fairly concerned	(3)	75 38%	16 32%	15 30%	20 40%	24 48%	51 34%	27 47%	48 34%	31 30%	25 46%	9 45%	9 50%	61 39%	14 31%
Not very concerned	(2)	39 20%	14 28%	10 20%	9 18%	6 12%	33 22%	10 18%	29 20%	28 27%	4 7%	2 10%	3 17%	25 16%	14 31%
Not at all concerned	(1)	15 8%	5 10%	4 8%	6 12%	- -	15 10%	2 4%	13 9%	11 11%	3 6%	1 5%	- -	10 6%	5 11%
Not applicable		4 2%	2 4%	1 2%	- -	1 2%	3 2%	- -	4 3%	2 2%	- -	1 5%	- -	2 1%	2 4%
NETS															
Net: Concerned		142 71%	29 58%	35 70%	35 70%	43 86% ae	99 66%	45 79%	97 68%	61 60%	47 87% h	16 80%	15 83%	118 76% m	24 53%
Net: Not concerned		54 27%	19 38% d	14 28% d	15 30% d	6 12% d	48 32% d	12 21%	42 29%	39 38% i	7 13%	3 15%	3 17%	35 23%	19 42% l
Mean score		2.99	2.77	3.04	2.88	3.27 ace	2.90	3.07	2.96	2.80	3.22 h	3.16	3.17	3.08 m	2.67
Standard deviation		.92	.97	.98	.98	.67	.98	.80	.97	.99	.82	.83	.71	.89	.97
Standard error		.07	.14	.14	.14	.10	.08	.11	.08	.10	.11	.19	.17	.07	.15

Columns Tested: a,b,c,d,e - f,g - h,i,j,k - l,m

Experian Data Breach 2017

Q24_7. How concerned, if at all, are you about each of the following potential impacts of a data breach at your company?

Those affected having their online identity stolen and / or becoming a victim of fraud

Base: All respondents

			DATA BREACH RESPONSE TEAM		DATA BREACH IN PAST 2 YEARS		CUSTOMERS NOTIFIED OF DATA BREACH		SUB-BRANDS/SUBSIDIARIES		OVERSEAS CUSTOMER/ EMPLOYEE DATA		CONFIDENCE TO KNOW WHAT TO DO FOLLOWING DATA BREACH		
		Total	Yes	No/Don't know	Yes – any size	Yes – more than 1000	Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	Confident	Not confident	Don't know
Significance Level: 95%			a	b	c	d	*e	*f	g	h	i	j	k	l	*m
Total		200 100%	108 100%	92 100%	185 100%	36 100%	27 100%	14 100%	95 100%	105 100%	93 100%	107 100%	163 100%	31 100%	6 100%
Very concerned	(4)	67 34%	45 42%	22 24%	63 34%	10 28%	10 37%	2 14%	30 32%	37 35%	32 34%	35 33%	58 36%	8 26%	1 17%
Fairly concerned	(3)	75 38%	42 39%	33 36%	68 37%	17 47%	12 44%	6 43%	41 43%	34 32%	38 41%	37 35%	65 40%	9 29%	1 17%
Not very concerned	(2)	39 20%	13 12%	26 28%	36 19%	5 14%	3 11%	3 21%	15 16%	24 23%	17 18%	22 21%	28 17%	9 29%	2 33%
Not at all concerned	(1)	15 8%	8 7%	7 8%	15 8%	4 11%	2 7%	3 21%	8 8%	7 7%	6 6%	9 8%	10 6%	4 13%	1 17%
Not applicable		4 2%	- -	4 4%	3 2%	- -	- -	- -	1 1%	3 3%	- -	4 4%	2 1%	1 3%	1 17%
NETS				a											
Net: Concerned		142 71%	87 81%	55 60%	131 71%	27 75%	22 81%	8 57%	71 75%	71 68%	70 75%	72 67%	123 75%	17 55%	2 33%
Net: Not concerned		54 27%	21 19%	33 36%	51 28%	9 25%	5 19%	6 43%	23 24%	31 30%	23 25%	31 29%	38 23%	13 42%	3 50%
Mean score		2.99	3.15 b	2.80	2.98	2.92	3.11	2.50	2.99	2.99	3.03	2.95	3.06 l	2.70	2.40
Standard deviation		.92	.90	.91	.94	.94	.89	1.02	.91	.94	.89	.95	.89	1.02	1.14
Standard error		.07	.09	.10	.07	.16	.17	.27	.09	.09	.09	.09	.07	.19	.51

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l,m

Experian Data Breach 2017

Q24_7. How concerned, if at all, are you about each of the following potential impacts of a data breach at your company?

Those affected having their online identity stolen and / or becoming a victim of fraud

Base: All respondents

		EXTERNAL SUPPORT FOR DATA BREACH		CALL CENTRE FACILITIES		STANDARD NOTIFICATION LETTER TEMPLATES		SPEED OF CUSTOMER NOTIFICATION OF DATA BREACH			ACCEPTABLE SPEED OF NOTIFICATION OF DATA BREACH TO CUSTOMERS			
		Total	Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	24 hours or less	72 hours or less	2 weeks or less	Acceptable	Unacceptable	Don't know
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	*k	*l
Total		200 100%	108 100%	92 100%	44 100%	156 100%	45 100%	155 100%	115 100%	163 100%	189 100%	173 100%	20 100%	7 100%
Very concerned	(4)	67 34%	48 44% b	19 21%	18 41%	49 31%	16 36%	51 33%	38 33%	55 34%	65 34%	56 32%	9 45%	2 29%
Fairly concerned	(3)	75 38%	38 35%	37 40%	18 41%	57 37%	20 44%	55 35%	44 38%	63 39%	73 39%	71 41%	3 15%	1 14%
Not very concerned	(2)	39 20%	14 13%	25 27% a	5 11%	34 22%	7 16%	32 21%	23 20%	33 20%	37 20%	32 18%	5 25%	2 29%
Not at all concerned	(1)	15 8%	8 7%	7 8%	3 7%	12 8%	2 4%	13 8%	10 9%	11 7%	12 6%	12 7%	2 10%	1 14%
Not applicable		4 2%	- - a	4 4%	- - a	4 3%	- - a	4 3%	- - a	1 1%	2 1%	2 1%	1 5%	1 14%
NETS														
Net: Concerned		142 71% b	86 80%	56 61%	36 82%	106 68%	36 80%	106 68%	82 71%	118 72%	138 73%	127 73%	12 60%	3 43%
Net: Not concerned		54 27% a	22 20%	32 35%	8 18%	46 29%	9 20%	45 29%	33 29%	44 27%	49 26%	44 25%	7 35%	3 43%
Mean score		2.99	3.17 b	2.77	3.16	2.94	3.11	2.95	2.96	3.00	3.02	3.00	3.00	2.67
Standard deviation		.92	.92	.88	.89	.93	.83	.95	.94	.91	.90	.89	1.11	1.21
Standard error		.07	.09	.09	.13	.08	.12	.08	.09	.07	.07	.07	.25	.49

Columns Tested: a,b - c,d - e,f - g,h,i - j,k,l

Experian Data Breach 2017

Q24_7. How concerned, if at all, are you about each of the following potential impacts of a data breach at your company?

Those affected having their online identity stolen and / or becoming a victim of fraud

Base: All respondents

			RESPONSIBILITY FOR DATA			CONSIDERED PURCHASING DB ASSISTANCE SERVICE / CURRENTLY OWN		BUSINESS SECTOR					
		Total	Customer	Equal	Organisation	Yes currently have / considered	No don't own / don't know	Manufacturing, Wholesale and Production	Retail and Sales	Recreation and Other Services	Business and Professional Services	Public Services inc. Education and Health	Information and Communication
Significance Level: 95%			a	b	c	d	e	f	*g	*h	i	*j	k
Total		200	33	56	103	117	83	64	10	16	62	18	30
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very concerned	(4)	67	9	14	42	43	24	18	3	4	25	8	9
		34%	27%	25%	41% b	37%	29%	28%	30%	25%	40%	44%	30%
Fairly concerned	(3)	75	13	25	36	45	30	26	4	7	19	3	16
		38%	39%	45%	35%	38%	36%	41%	40%	44%	31%	17%	53% i
Not very concerned	(2)	39	6	12	18	23	16	13	2	2	13	5	4
		20%	18%	21%	17%	20%	19%	20%	20%	13%	21%	28%	13%
Not at all concerned	(1)	15	5	5	5	6	9	7	1	2	4	-	1
		8%	15%	9%	5%	5%	11%	11%	10%	13%	6%	-	3%
Not applicable		4	-	-	2	-	4	-	-	1	1	2	-
		2%	-	-	2%	-	5% d	-	-	6%	2%	11%	-
NETS													
Net: Concerned		142	22	39	78	88	54	44	7	11	44	11	25
		71%	67%	70%	76%	75%	65%	69%	70%	69%	71%	61%	83%
Net: Not concerned		54	11	17	23	29	25	20	3	4	17	5	5
		27%	33%	30%	22%	25%	30%	31%	30%	25%	27%	28%	17%
Mean score		2.99	2.79	2.86	3.14	3.07	2.87	2.86	2.90	2.87	3.07	3.19	3.10
Standard deviation		.92	1.02	.90	.88	.88	.98	.96	.99	.99	.95	.91	.76
Standard error		.07	.18	.12	.09	.08	.11	.12	.31	.26	.12	.23	.14

Columns Tested: a,b,c - d,e - f,g,h,i,j,k

Experian Data Breach 2017

Q24_8. How concerned, if at all, are you about each of the following potential impacts of a data breach at your company?

The financial impact on the company of recovering from a breach e.g. reduced sales

Base: All respondents

			BUSINESS SIZE					JOB ROLE		RESPONSIBILITY FOR PII RECORDS				DATA BREACH RESPONSE PLAN	
		Total	Small business	Medium-small business	Medium-large business	Large business	NET: SMEs	IT Manager	Any other role	Up to 1000	1000 – 9999	10000 – 49999	50000+	Yes	No/Don't know
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m
Total		200 100%	50 100%	50 100%	50 100%	50 100%	150 100%	57 100%	143 100%	102 100%	54 100%	20 100%	18 100%	155 100%	45 100%
Very concerned	(4)	53 27%	13 26%	13 26%	13 26%	14 28%	39 26%	18 32%	35 24%	27 26%	15 28%	5 25%	4 22%	44 28%	9 20%
Fairly concerned	(3)	74 37%	16 32%	16 32%	21 42%	21 42%	53 35%	27 47%	47 33%	35 34%	19 35%	10 50%	10 56%	62 40%	12 27%
Not very concerned	(2)	53 27%	14 28%	16 32%	10 20%	13 26%	40 27%	9 16%	44 31% f	28 27%	16 30%	4 20%	2 11%	36 23%	17 38%
Not at all concerned	(1)	12 6%	3 6%	2 4%	6 12%	1 2%	11 7%	1 2%	11 8%	8 8%	2 4%	1 5%	1 6%	8 5%	4 9%
Not applicable		8 4%	4 8%	3 6%	- -	1 2%	7 5%	2 4%	6 4%	4 4%	2 4%	- -	1 6%	5 3%	3 7%
NETS			c												
Net: Concerned		127 64%	29 58%	29 58%	34 68%	35 70%	92 61%	45 79%	82 57% g	62 61%	34 63%	15 75%	14 78%	106 68% m	21 47%
Net: Not concerned		65 33%	17 34%	18 36%	16 32%	14 28%	51 34%	10 18%	55 38% f	36 35%	18 33%	5 25%	3 17%	44 28%	21 47% l
Mean score		2.88	2.85	2.85	2.82	2.98	2.84	3.13 g	2.77	2.83	2.90	2.95	3.00	2.95 m	2.62
Standard deviation		.89	.92	.88	.96	.80	.92	.75	.92	.93	.87	.83	.79	.87	.94
Standard error		.06	.14	.13	.14	.11	.08	.10	.08	.09	.12	.18	.19	.07	.14

Columns Tested: a,b,c,d,e - f,g - h,i,j,k - l,m

Experian Data Breach 2017

Q24_8. How concerned, if at all, are you about each of the following potential impacts of a data breach at your company?

The financial impact on the company of recovering from a breach e.g. reduced sales

Base: All respondents

			DATA BREACH RESPONSE TEAM		DATA BREACH IN PAST 2 YEARS		CUSTOMERS NOTIFIED OF DATA BREACH		SUB-BRANDS/SUBSIDIARIES		OVERSEAS CUSTOMER/EMPLOYEE DATA		CONFIDENCE TO KNOW WHAT TO DO FOLLOWING DATA BREACH		
		Total	Yes	No/Don't know	Yes – any size	Yes – more than 1000	Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	Confident	Not confident	Don't know
Significance Level: 95%			a	b	c	d	*e	*f	g	h	i	j	k	l	*m
Total		200 100%	108 100%	92 100%	185 100%	36 100%	27 100%	14 100%	95 100%	105 100%	93 100%	107 100%	163 100%	31 100%	6 100%
Very concerned	(4)	53 27%	37 34%	16 17%	51 28%	11 31%	8 30%	4 29%	27 28%	26 25%	31 33%	22 21%	44 27%	8 26%	1 17%
Fairly concerned	(3)	74 37%	41 38%	33 36%	67 36%	14 39%	12 44%	4 29%	34 36%	40 38%	39 42%	35 33%	65 40%	8 26%	1 17%
Not very concerned	(2)	53 27%	20 19%	33 36%	48 26%	8 22%	5 19%	5 36%	24 25%	29 28%	17 18%	36 34%	41 25%	10 32%	2 33%
Not at all concerned	(1)	12 6%	7 6%	5 5%	12 6%	1 3%	- -	1 7%	7 7%	5 5%	4 4%	8 7%	8 5%	3 10%	1 17%
Not applicable		8 4%	3 3%	5 5%	7 4%	2 6%	2 7%	- -	3 3%	5 5%	2 2%	6 6%	5 3%	2 6%	1 17%
NETS															
Net: Concerned		127 64%	78 72%	49 53%	118 64%	25 69%	20 74%	8 57%	61 64%	66 63%	70 75%	57 53%	109 67%	16 52%	2 33%
Net: Not concerned		65 33%	27 25%	38 41%	60 32%	9 25%	5 19%	6 43%	31 33%	34 32%	21 23%	44 41%	49 30%	13 42%	3 50%
Mean score		2.88	3.03	2.69	2.88	3.03	3.12	2.79	2.88	2.87	3.07	2.70	2.92	2.72	2.40
Standard deviation		.89	.90	.84	.90	.83	.73	.97	.92	.86	.84	.90	.86	1.00	1.14
Standard error		.06	.09	.09	.07	.14	.15	.26	.10	.09	.09	.09	.07	.19	.51

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l,m

Experian Data Breach 2017

Q24_8. How concerned, if at all, are you about each of the following potential impacts of a data breach at your company?

The financial impact on the company of recovering from a breach e.g. reduced sales

Base: All respondents

			EXTERNAL SUPPORT FOR DATA BREACH		CALL CENTRE FACILITIES		STANDARD NOTIFICATION LETTER TEMPLATES		SPEED OF CUSTOMER NOTIFICATION OF DATA BREACH			ACCEPTABLE SPEED OF NOTIFICATION OF DATA BREACH TO CUSTOMERS		
		Total	Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	24 hours or less	72 hours or less	2 weeks or less	Acceptable	Unacceptable	Don't know
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	*k	*l
Total		200 100%	108 100%	92 100%	44 100%	156 100%	45 100%	155 100%	115 100%	163 100%	189 100%	173 100%	20 100%	7 100%
Very concerned	(4)	53 27%	39 36% b	14 15%	13 30%	40 26%	11 24%	42 27%	28 24%	41 25%	50 26%	44 25%	8 40%	1 14%
Fairly concerned	(3)	74 37%	37 34%	37 40%	21 48%	53 34%	26 58% f	48 31%	43 37%	63 39%	73 39%	67 39%	5 25%	2 29%
Not very concerned	(2)	53 27%	23 21%	30 33%	5 11%	48 31% c	5 11%	48 31% e	34 30%	45 28%	51 27%	45 26%	6 30%	2 29%
Not at all concerned	(1)	12 6%	5 5%	7 8%	2 5%	10 6%	1 2%	11 7%	8 7%	9 6%	9 5%	11 6%	- -	1 14%
Not applicable		8 4%	4 4%	4 4%	3 7%	5 3%	2 4%	6 4%	2 2%	5 3%	6 3%	6 3%	1 5%	1 14%
NETS														
Net: Concerned		127 64%	76 70% b	51 55%	34 77% d	93 60%	37 82% f	90 58%	71 62%	104 64%	123 65%	111 64%	13 65%	3 43%
Net: Not concerned		65 33%	28 26%	37 40% a	7 16%	58 37% c	6 13%	59 38% e	42 37%	54 33%	60 32%	56 32%	6 30%	3 43%
Mean score		2.88	3.06 b	2.66	3.10	2.81	3.09	2.81	2.81	2.86	2.90	2.86	3.11	2.50
Standard deviation		.89	.89	.84	.80	.90	.68	.93	.90	.87	.86	.88	.88	1.05
Standard error		.06	.09	.09	.12	.07	.10	.08	.08	.07	.06	.07	.20	.43

Columns Tested: a,b - c,d - e,f - g,h,i - j,k,l

Experian Data Breach 2017

Q24_8. How concerned, if at all, are you about each of the following potential impacts of a data breach at your company?

The financial impact on the company of recovering from a breach e.g. reduced sales

Base: All respondents

			RESPONSIBILITY FOR DATA			CONSIDERED PURCHASING DB ASSISTANCE SERVICE / CURRENTLY OWN		BUSINESS SECTOR					
		Total	Customer	Equal	Organisation	Yes currently have / considered	No don't own / don't know	Manufacturing, Wholesale and Production	Retail and Sales	Recreation and Other Services	Business and Professional Services	Public Services inc. Education and Health	Information and Communication
Significance Level: 95%			a	b	c	d	e	f	*g	*h	i	*j	k
Total		200 100%	33 100%	56 100%	103 100%	117 100%	83 100%	64 100%	10 100%	16 100%	62 100%	18 100%	30 100%
Very concerned	(4)	53 27%	9 27%	10 18%	33 32%	36 31%	17 20%	13 20%	2 20%	5 31%	22 35%	2 11%	9 30%
Fairly concerned	(3)	74 37%	11 33%	25 45%	37 36%	43 37%	31 37%	23 36%	5 50%	5 31%	25 40%	1 6%	15 50%
Not very concerned	(2)	53 27%	10 30%	16 29%	23 22%	33 28%	20 24%	22 34% i	2 20%	3 19%	11 18%	10 56%	5 17%
Not at all concerned	(1)	12 6%	2 6%	4 7%	6 6%	2 2%	10 12% d	4 6%	1 10%	2 13%	2 3%	2 11%	1 3%
Not applicable		8 4%	1 3%	1 2%	4 4%	3 3%	5 6%	2 3%	- -	1 6%	2 3%	3 17%	- -
NETS													
Net: Concerned		127 64%	20 61%	35 63%	70 68%	79 68%	48 58%	36 56%	7 70%	10 63%	47 76% f	3 17%	24 80% f
Net: Not concerned		65 33%	12 36%	20 36%	29 28%	35 30%	30 36%	26 41% i	3 30%	5 31%	13 21%	12 67%	6 20%
Mean score		2.88	2.84	2.75	2.98	2.99 e	2.71	2.73	2.80	2.87	3.12 f	2.20	3.07
Standard deviation		.89	.92	.84	.90	.83	.95	.87	.92	1.06	.83	.86	.78
Standard error		.06	.16	.11	.09	.08	.11	.11	.29	.27	.11	.22	.14

Columns Tested: a,b,c - d,e - f,g,h,i,j,k

Experian Data Breach 2017

Q26. Thinking about any personal data held by your organisation, to what extent do you believe it is the responsibility of the end-user / customer, or your organisation, to protect it from online theft?

Base: All respondents

	Total	BUSINESS SIZE					JOB ROLE		RESPONSIBILITY FOR PII RECORDS				DATA BREACH RESPONSE PLAN	
		Small business	Medium-small business	Medium-large business	Large business	NET: SMEs	IT Manager	Any other role	Up to 1000	1000 – 9999	10000 – 49999	50000+	Yes	No/Don't know
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Total	200 100%	50 100%	50 100%	50 100%	50 100%	150 100%	57 100%	143 100%	102 100%	54 100%	20 100%	18 100%	155 100%	45 100%
It is solely their responsibility	19 10%	7 14%	4 8%	1 2%	7 14%	12 8%	7 12%	12 8%	11 11%	5 9%	1 5%	2 11%	17 11%	2 4%
The end user / customer has a higher level of responsibility	14 7%	3 6%	3 6%	5 10%	3 6%	11 7%	5 9%	9 6%	6 6%	5 9%	2 10%	1 6%	12 8%	2 4%
Equal responsibility	56 28%	10 20%	12 24%	20 40%	14 28%	42 28%	17 30%	39 27%	26 25%	17 31%	7 35%	4 22%	41 26%	15 33%
My organisation has a higher level of responsibility	63 32%	14 28%	18 36%	17 34%	14 28%	49 33%	20 35%	43 30%	34 33%	15 28%	8 40%	5 28%	51 33%	12 27%
It is solely my organisation's responsibility	40 20%	13 26%	9 18%	7 14%	11 22%	29 19%	7 12%	33 23%	21 21%	11 20%	2 10%	6 33%	29 19%	11 24%
Don't know	8 4%	3 6%	4 8%	- -	1 2%	7 5%	1 2%	7 5%	4 4%	1 2%	- -	- -	5 3%	3 7%
NETS														
Net: Customer	33 17%	10 20%	7 14%	6 12%	10 20%	23 15%	12 21%	21 15%	17 17%	10 19%	3 15%	3 17%	29 19%	4 9%
Net: Organisation	103 52%	27 54%	27 54%	24 48%	25 50%	78 52%	27 47%	76 53%	55 54%	26 48%	10 50%	11 61%	80 52%	23 51%

Columns Tested: a,b,c,d,e - f,g - h,i,j,k - l,m

Experian Data Breach 2017

Q26. Thinking about any personal data held by your organisation, to what extent do you believe it is the responsibility of the end-user / customer, or your organisation, to protect it from online theft?

Base: All respondents

	Total	DATA BREACH RESPONSE TEAM		DATA BREACH IN PAST 2 YEARS		CUSTOMERS NOTIFIED OF DATA BREACH		SUB-BRANDS/SUBSIDIARIES		OVERSEAS CUSTOMER/EMPLOYEE DATA		CONFIDENCE TO KNOW WHAT TO DO FOLLOWING DATA BREACH		
		Yes	No/Don't know	Yes – any size	Yes – more than 1000	Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	Confident	Not confident	Don't know
Significance Level: 95%		a	b	c	d	*e	*f	g	h	i	j	k	l	*m
Total	200 100%	108 100%	92 100%	185 100%	36 100%	27 100%	14 100%	95 100%	105 100%	93 100%	107 100%	163 100%	31 100%	6 100%
It is solely their responsibility	19 10%	15 14%	4 4%	19 10%	11 31%	8 30%	4 29%	14 15%	5 5%	13 14%	6 6%	18 11%	1 3%	- -
		b			c			h		j				
The end user / customer has a higher level of responsibility	14 7%	8 7%	6 7%	13 7%	3 8%	2 7%	1 7%	8 8%	6 6%	8 9%	6 6%	10 6%	4 13%	- -
Equal responsibility	56 28%	28 26%	28 30%	52 28%	5 14%	3 11%	2 14%	23 24%	33 31%	23 25%	33 31%	45 28%	10 32%	1 17%
My organisation has a higher level of responsibility	63 32%	34 31%	29 32%	59 32%	11 31%	7 26%	7 50%	30 32%	33 31%	31 33%	32 30%	52 32%	10 32%	1 17%
It is solely my organisation's responsibility	40 20%	22 20%	18 20%	37 20%	6 17%	7 26%	- -	18 19%	22 21%	18 19%	22 21%	34 21%	6 19%	- -
Don't know	8 4%	1 1%	7 8%	5 3%	- -	- -	- -	2 2%	6 6%	- -	8 7%	4 2%	- -	4 67%
			a								i			
NETS														
Net: Customer	33 17%	23 21%	10 11%	32 17%	14 39%	10 37%	5 36%	22 23%	11 10%	21 23%	12 11%	28 17%	5 16%	- -
		b			c			h		j				
Net: Organisation	103 52%	56 52%	47 51%	96 52%	17 47%	14 52%	7 50%	48 51%	55 52%	49 53%	54 50%	86 53%	16 52%	1 17%

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l,m

Experian Data Breach 2017

Q26. Thinking about any personal data held by your organisation, to what extent do you believe it is the responsibility of the end-user / customer, or your organisation, to protect it from online theft?

Base: All respondents

	Total	EXTERNAL SUPPORT FOR DATA BREACH		CALL CENTRE FACILITIES		STANDARD NOTIFICATION LETTER TEMPLATES		SPEED OF CUSTOMER NOTIFICATION OF DATA BREACH			ACCEPTABLE SPEED OF NOTIFICATION OF DATA BREACH TO CUSTOMERS		
		Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	24 hours or less	72 hours or less	2 weeks or less	Acceptable	Unacceptable	Don't know
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	*k	*l
Total	200 100%	108 100%	92 100%	44 100%	156 100%	45 100%	155 100%	115 100%	163 100%	189 100%	173 100%	20 100%	7 100%
It is solely their responsibility	19 10%	17 16% b	2 2%	7 16%	12 8%	5 11%	14 9%	14 12%	17 10%	19 10%	16 9%	3 15%	- -
The end user / customer has a higher level of responsibility	14 7%	6 6%	8 9%	3 7%	11 7%	1 2%	13 8%	8 7%	11 7%	12 6%	12 7%	2 10%	- -
Equal responsibility	56 28%	29 27%	27 29%	10 23%	46 29%	12 27%	44 28%	32 28%	47 29%	54 29%	53 31%	2 10%	1 14%
My organisation has a higher level of responsibility	63 32%	33 31%	30 33%	15 34%	48 31%	18 40%	45 29%	41 36%	53 33%	62 33%	55 32%	7 35%	1 14%
It is solely my organisation's responsibility	40 20%	23 21%	17 18%	9 20%	31 20%	9 20%	31 20%	18 16%	33 20%	39 21%	34 20%	6 30%	- -
Don't know	8 4%	- -	8 9% a	- -	8 5%	- -	8 5%	2 2%	2 1%	3 2%	3 2%	- -	5 71%
NETS													
Net: Customer	33 17%	23 21% b	10 11%	10 23%	23 15%	6 13%	27 17%	22 19%	28 17%	31 16%	28 16%	5 25%	- -
Net: Organisation	103 52%	56 52%	47 51%	24 55%	79 51%	27 60%	76 49%	59 51%	86 53%	101 53%	89 51%	13 65%	1 14%

Columns Tested: a,b - c,d - e,f - g,h,i - j,k,l

Experian Data Breach 2017

Q26. Thinking about any personal data held by your organisation, to what extent do you believe it is the responsibility of the end-user / customer, or your organisation, to protect it from online theft?

Base: All respondents

		RESPONSIBILITY FOR DATA			CONSIDERED PURCHASING DB ASSISTANCE SERVICE / CURRENTLY OWN		BUSINESS SECTOR					
	Total	Customer	Equal	Organisation	Yes currently have / considered	No don't own / don't know	Manufacturing, Wholesale and Production	Retail and Sales	Recreation and Other Services	Business and Professional Services	Public Services inc. Education and Health	Information and Communication
Significance Level: 95%		a	b	c	d	e	f	*g	*h	i	*j	k
Total	200 100%	33 100%	56 100%	103 100%	117 100%	83 100%	64 100%	10 100%	16 100%	62 100%	18 100%	30 100%
It is solely their responsibility	19 10%	19 58% bc	- -	- -	16 14% e	3 4%	9 14% i	- -	2 13%	2 3%	1 6%	5 17% i
The end user / customer has a higher level of responsibility	14 7%	14 42% bc	- -	- -	11 9%	3 4%	5 8%	1 10%	- -	5 8%	1 6%	2 7%
Equal responsibility	56 28%	- -	56 100% ac	- -	34 29%	22 27%	16 25%	- -	6 38%	21 34%	4 22%	9 30%
My organisation has a higher level of responsibility	63 32%	- -	- -	63 61% ab	32 27%	31 37%	20 31%	6 60%	3 19%	19 31%	7 39%	8 27%
It is solely my organisation's responsibility	40 20%	- -	- -	40 39% ab	22 19%	18 22%	11 17%	3 30%	3 19%	14 23%	3 17%	6 20%
Don't know	8 4%	- -	- -	- -	2 2%	6 7%	3 5%	- -	2 13%	1 2%	2 11%	- -
NETS												
Net: Customer	33 17%	33 100% bc	- -	- -	27 23% e	6 7%	14 22%	1 10%	2 13%	7 11%	2 11%	7 23%
Net: Organisation	103 52%	- -	- -	103 100% ab	54 46%	49 59%	31 48%	9 90%	6 38%	33 53%	10 56%	14 47%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k

Experian Data Breach 2017

Q27_SUM. How familiar or unfamiliar are you with EU, global and local data protection legislation, and your organisation's responsibilities in complying with this?

SUMMARY TABLE

Base: All respondents

	Total	Very familiar	Fairly familiar	Not very familiar	Not at all familiar	Net: Familiar	Net: Not familiar	Mean
My organisation's responsibilities in complying with this type of legislation	200	48	94	41	17	142	58	2.87
	100%	24%	47%	21%	9%	71%	29%	
EU data protection legislation in general	200	49	92	42	17	141	59	2.87
	100%	25%	46%	21%	9%	71%	30%	
EU General Data Protection Regulation, in force from May 2018	200	44	79	52	25	123	77	2.71
	100%	22%	40%	26%	13%	62%	39%	
Global Data Breach Notifications	200	44	79	58	19	123	77	2.74
	100%	22%	40%	29%	10%	62%	39%	

Experian Data Breach 2017

Q27_1. How familiar or unfamiliar are you with EU, global and local data protection legislation, and your organisation's responsibilities in complying with this?

EU data protection legislation in general

Base: All respondents

			BUSINESS SIZE					JOB ROLE		RESPONSIBILITY FOR PII RECORDS				DATA BREACH RESPONSE PLAN	
		Total	Small business	Medium-small business	Medium-large business	Large business	NET: SMEs	IT Manager	Any other role	Up to 1000	1000 – 9999	10000 – 49999	50000+	Yes	No/Don't know
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m
Total		200 100%	50 100%	50 100%	50 100%	50 100%	150 100%	57 100%	143 100%	102 100%	54 100%	20 100%	18 100%	155 100%	45 100%
Very familiar	(4)	49 25%	10 20%	12 24%	15 30%	12 24%	37 25%	21 37% g	28 20%	29 28%	11 20%	4 20%	5 28%	45 29% m	4 9%
Fairly familiar	(3)	92 46%	21 42%	23 46%	23 46%	25 50%	67 45%	29 51%	63 44%	48 47%	27 50%	8 40%	8 44%	78 50% m	14 31%
Not very familiar	(2)	42 21%	13 26%	11 22%	7 14%	11 22%	31 21%	7 12%	35 24%	17 17%	12 22%	7 35%	4 22%	26 17%	16 36% l
Not at all familiar	(1)	17 9%	6 12%	4 8%	5 10%	2 4%	15 10%	- - f	17 12%	8 8%	4 7%	1 5%	1 6%	6 4%	11 24% l
NETS															
Net: Familiar		141 71%	31 62%	35 70%	38 76%	37 74%	104 69%	50 88% g	91 64%	77 75%	38 70%	12 60%	13 72%	123 79% m	18 40%
Net: Not familiar		59 30%	19 38%	15 30%	12 24%	13 26%	46 31%	7 12% f	52 36%	25 25%	16 30%	8 40%	5 28%	32 21%	27 60% l
Mean score		2.87	2.70	2.86	2.96	2.94	2.84	3.25 g	2.71	2.96	2.83	2.75	2.94	3.05 m	2.24
Standard deviation		.88	.93	.88	.92	.79	.91	.66	.92	.88	.84	.85	.87	.78	.93
Standard error		.06	.13	.12	.13	.11	.07	.09	.08	.09	.11	.19	.21	.06	.14

Columns Tested: a,b,c,d,e - f,g - h,i,j,k - l,m

Experian Data Breach 2017

Q27_1. How familiar or unfamiliar are you with EU, global and local data protection legislation, and your organisation's responsibilities in complying with this?

EU data protection legislation in general

Base: All respondents

			DATA BREACH RESPONSE TEAM		DATA BREACH IN PAST 2 YEARS		CUSTOMERS NOTIFIED OF DATA BREACH		SUB-BRANDS/SUBSIDIARIES		OVERSEAS CUSTOMER/EMPLOYEE DATA		CONFIDENCE TO KNOW WHAT TO DO FOLLOWING DATA BREACH		
		Total	Yes	No/Don't know	Yes – any size	Yes – more than 1000	Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	Confident	Not confident	Don't know
Significance Level: 95%			a	b	c	d	*e	*f	g	h	i	j	k	l	*m
Total		200	108	92	185	36	27	14	95	105	93	107	163	31	6
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very familiar	(4)	49	39	10	46	18	13	6	32	17	34	15	44	4	1
		25%	36%	11%	25%	50%	48%	43%	34%	16%	37%	14%	27%	13%	17%
			b			c			h		j				
Fairly familiar	(3)	92	52	40	86	15	13	5	45	47	40	52	84	8	-
		46%	48%	43%	46%	42%	48%	36%	47%	45%	43%	49%	52%	26%	-
													l		
Not very familiar	(2)	42	15	27	39	3	1	2	14	28	17	25	29	11	2
		21%	14%	29%	21%	8%	4%	14%	15%	27%	18%	23%	18%	35%	33%
				a					g					k	
Not at all familiar	(1)	17	2	15	14	-	-	1	4	13	2	15	6	8	3
		9%	2%	16%	8%	-	-	7%	4%	12%	2%	14%	4%	26%	50%
				a					g			i		k	
NETS															
Net: Familiar		141	91	50	132	33	26	11	77	64	74	67	128	12	1
		71%	84%	54%	71%	92%	96%	79%	81%	61%	80%	63%	79%	39%	17%
			b			c			h		j		l		
Net: Not familiar		59	17	42	53	3	1	3	18	41	19	40	35	19	5
		30%	16%	46%	29%	8%	4%	21%	19%	39%	20%	37%	21%	61%	83%
				a	d					g		i		k	
Mean score		2.87	3.19	2.49	2.89	3.42	3.44	3.14	3.11	2.65	3.14	2.63	3.02	2.26	1.83
			b			c			h		j		l		
Standard deviation		.88	.74	.90	.87	.65	.58	.95	.81	.90	.79	.90	.77	1.00	1.17
Standard error		.06	.07	.09	.06	.11	.11	.25	.08	.09	.08	.09	.06	.18	.48

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l,m

Experian Data Breach 2017

Q27_1. How familiar or unfamiliar are you with EU, global and local data protection legislation, and your organisation's responsibilities in complying with this?

EU data protection legislation in general

Base: All respondents

		EXTERNAL SUPPORT FOR DATA BREACH		CALL CENTRE FACILITIES		STANDARD NOTIFICATION LETTER TEMPLATES		SPEED OF CUSTOMER NOTIFICATION OF DATA BREACH			ACCEPTABLE SPEED OF NOTIFICATION OF DATA BREACH TO CUSTOMERS			
		Total	Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	24 hours or less	72 hours or less	2 weeks or less	Acceptable	Unacceptable	Don't know
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	*k	*l
Total		200 100%	108 100%	92 100%	44 100%	156 100%	45 100%	155 100%	115 100%	163 100%	189 100%	173 100%	20 100%	7 100%
Very familiar	(4)	49 25%	40 37%	9 10%	18 41%	31 20%	13 29%	36 23%	38 33%	44 27%	48 25%	46 27%	3 15%	- -
			b	d										
Fairly familiar	(3)	92 46%	49 45%	43 47%	20 45%	72 46%	26 58%	66 43%	55 48%	82 50%	89 47%	83 48%	8 40%	1 14%
Not very familiar	(2)	42 21%	16 15%	26 28%	5 11%	37 24%	6 13%	36 23%	16 14%	26 16%	39 21%	34 20%	5 25%	3 43%
			a											
Not at all familiar	(1)	17 9%	3 3%	14 15%	1 2%	16 10%	- -	17 11%	6 5%	11 7%	13 7%	10 6%	4 20%	3 43%
			a				e							
NETS														
Net: Familiar		141 71%	89 82%	52 57%	38 86%	103 66%	39 87%	102 66%	93 81%	126 77%	137 72%	129 75%	11 55%	1 14%
			b		d		f							
Net: Not familiar		59 30%	19 18%	40 43%	6 14%	53 34%	6 13%	53 34%	22 19%	37 23%	52 28%	44 25%	9 45%	6 86%
			a		c		e							
Mean score		2.87	3.17	2.51	3.25	2.76	3.16	2.78	3.09	2.98	2.91	2.95	2.50	1.71
			b		d		f							
Standard deviation		.88	.78	.87	.75	.89	.64	.93	.82	.84	.86	.83	1.00	.76
Standard error		.06	.07	.09	.11	.07	.10	.07	.08	.07	.06	.06	.22	.29

Columns Tested: a,b - c,d - e,f - g,h,i - j,k,l

Experian Data Breach 2017

Q27_1. How familiar or unfamiliar are you with EU, global and local data protection legislation, and your organisation's responsibilities in complying with this?

EU data protection legislation in general

Base: All respondents

			RESPONSIBILITY FOR DATA			CONSIDERED PURCHASING DB ASSISTANCE SERVICE / CURRENTLY OWN		BUSINESS SECTOR					
		Total	Customer	Equal	Organisation	Yes currently have / considered	No don't own / don't know	Manufacturing, Wholesale and Production	Retail and Sales	Recreation and Other Services	Business and Professional Services	Public Services inc. Education and Health	Information and Communication
Significance Level: 95%			a	b	c	d	e	f	*g	*h	i	*j	k
Total		200 100%	33 100%	56 100%	103 100%	117 100%	83 100%	64 100%	10 100%	16 100%	62 100%	18 100%	30 100%
Very familiar	(4)	49 25%	16 48% bc	10 18%	22 21%	41 35% e	8 10%	22 34%	2 20%	2 13%	12 19%	2 11%	9 30%
Fairly familiar	(3)	92 46%	14 42%	27 48%	51 50%	64 55% e	28 34%	27 42%	4 40%	7 44%	28 45%	8 44%	18 60%
Not very familiar	(2)	42 21%	3 9%	16 29% a	20 19%	10 9%	32 39% d	10 16%	2 20%	5 31%	18 29% k	4 22%	3 10%
Not at all familiar	(1)	17 9%	- -	3 5%	10 10%	2 2%	15 18% d	5 8%	2 20%	2 13%	4 6%	4 22%	- -
NETS													
Net: Familiar		141 71%	30 91% bc	37 66%	73 71%	105 90% e	36 43%	49 77%	6 60%	9 56%	40 65%	10 56%	27 90% i
Net: Not familiar		59 30%	3 9%	19 34% a	30 29% a	12 10%	47 57% d	15 23%	4 40%	7 44%	22 35% k	8 44%	3 10%
Mean score		2.87	3.39 bc	2.79	2.83	3.23 e	2.35	3.03	2.60	2.56	2.77	2.44	3.20 i
Standard deviation		.88	.66	.80	.88	.67	.89	.91	1.07	.89	.84	.98	.61
Standard error		.06	.11	.11	.09	.06	.10	.11	.34	.22	.11	.23	.11

Columns Tested: a,b,c - d,e - f,g,h,i,j,k

Experian Data Breach 2017

Q27_2. How familiar or unfamiliar are you with EU, global and local data protection legislation, and your organisation's responsibilities in complying with this?

EU General Data Protection Regulation, in force from May 2018

Base: All respondents

			BUSINESS SIZE					JOB ROLE		RESPONSIBILITY FOR PII RECORDS				DATA BREACH RESPONSE PLAN	
		Total	Small business	Medium-small business	Medium-large business	Large business	NET: SMEs	IT Manager	Any other role	Up to 1000	1000 – 9999	10000 – 49999	50000+	Yes	No/Don't know
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m
Total		200 100%	50 100%	50 100%	50 100%	50 100%	150 100%	57 100%	143 100%	102 100%	54 100%	20 100%	18 100%	155 100%	45 100%
Very familiar	(4)	44	7	15	10	12	32	18	26	27	7	6	4	40	4
		22%	14%	30%	20%	24%	21%	32% g	18%	26%	13%	30%	22%	26% m	9%
Fairly familiar	(3)	79	14	19	25	21	58	25	54	42	25	6	4	70	9
		40%	28%	38%	50% a	42%	39%	44%	38%	41%	46%	30%	22%	45% m	20%
Not very familiar	(2)	52	20	11	9	12	40	12	40	20	16	6	9	35	17
		26%	40% c	22%	18%	24%	27%	21%	28%	20%	30%	30%	50%	23%	38% l
Not at all familiar	(1)	25	9	5	6	5	20	2	23	13	6	2	1	10	15
		13%	18%	10%	12%	10%	13%	4% f	16%	13%	11%	10%	6%	6%	33% l
NETS															
Net: Familiar		123	21	34	35	33	90	43	80	69	32	12	8	110	13
		62%	42%	68% a	70% a	66% a	60% a	75% g	56%	68%	59%	60%	44%	71% m	29%
Net: Not familiar		77	29	16	15	17	60	14	63	33	22	8	10	45	32
		39%	58% bcde	32%	30%	34%	40%	25% f	44%	32%	41%	40%	56%	29%	71% l
Mean score		2.71	2.38	2.88 a	2.78 a	2.80 a	2.68	3.04 g	2.58	2.81	2.61	2.80	2.61	2.90 m	2.04
Standard deviation		.95	.95	.96	.91	.93	.96	.82	.97	.97	.86	1.01	.92	.86	.95
Standard error		.07	.13	.14	.13	.13	.08	.11	.08	.10	.12	.22	.22	.07	.14

Columns Tested: a,b,c,d,e - f,g - h,i,j,k - l,m

Experian Data Breach 2017

Q27_2. How familiar or unfamiliar are you with EU, global and local data protection legislation, and your organisation's responsibilities in complying with this?

EU General Data Protection Regulation, in force from May 2018

Base: All respondents

		DATA BREACH RESPONSE TEAM			DATA BREACH IN PAST 2 YEARS		CUSTOMERS NOTIFIED OF DATA BREACH		SUB-BRANDS/SUBSIDIARIES		OVERSEAS CUSTOMER/ EMPLOYEE DATA		CONFIDENCE TO KNOW WHAT TO DO FOLLOWING DATA BREACH		
		Total	Yes	No/Don't know	Yes – any size	Yes – more than 1000	Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	Confident	Not confident	Don't know
Significance Level: 95%			a	b	c	d	*e	*f	g	h	i	j	k	l	*m
Total		200 100%	108 100%	92 100%	185 100%	36 100%	27 100%	14 100%	95 100%	105 100%	93 100%	107 100%	163 100%	31 100%	6 100%
Very familiar	(4)	44 22%	35 32%	9 10%	41 22%	13 36%	9 33%	5 36%	31 33%	13 12%	27 29%	17 16%	42 26%	2 6%	- -
Fairly familiar	(3)	79 40%	48 44%	31 34%	72 39%	16 44%	14 52%	4 29%	39 41%	40 38%	37 40%	42 39%	70 43%	9 29%	- -
Not very familiar	(2)	52 26%	21 19%	31 34%	50 27%	6 17%	4 15%	2 14%	21 22%	31 30%	24 26%	28 26%	40 25%	10 32%	2 33%
Not at all familiar	(1)	25 13%	4 4%	21 23%	22 12%	1 3%	- -	3 21%	4 4%	21 20%	5 5%	20 19%	11 7%	10 32%	4 67%
NETS				a						g		i		k	
Net: Familiar		123 62%	83 77%	40 43%	113 61%	29 81%	23 85%	9 64%	70 74%	53 50%	64 69%	59 55%	112 69%	11 35%	- -
Net: Not familiar		77 39%	25 23%	52 57%	72 39%	7 19%	4 15%	5 36%	25 26%	52 50%	29 31%	48 45%	51 31%	20 65%	6 100%
Mean score		2.71	3.06 b	2.30	2.71	3.14 c	3.19	2.79	3.02 h	2.43	2.92 j	2.52	2.88 l	2.10	1.33
Standard deviation		.95	.82	.93	.94	.80	.68	1.19	.85	.95	.88	.97	.87	.94	.52
Standard error		.07	.08	.10	.07	.13	.13	.32	.09	.09	.09	.09	.07	.17	.21

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l,m

Experian Data Breach 2017

Q27_2. How familiar or unfamiliar are you with EU, global and local data protection legislation, and your organisation's responsibilities in complying with this?

EU General Data Protection Regulation, in force from May 2018

Base: All respondents

		EXTERNAL SUPPORT FOR DATA BREACH		CALL CENTRE FACILITIES		STANDARD NOTIFICATION LETTER TEMPLATES		SPEED OF CUSTOMER NOTIFICATION OF DATA BREACH			ACCEPTABLE SPEED OF NOTIFICATION OF DATA BREACH TO CUSTOMERS			
		Total	Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	24 hours or less	72 hours or less	2 weeks or less	Acceptable	Unacceptable	Don't know
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	*k	*l
Total		200 100%	108 100%	92 100%	44 100%	156 100%	45 100%	155 100%	115 100%	163 100%	189 100%	173 100%	20 100%	7 100%
Very familiar	(4)	44 22%	32 30%	12 13%	15 34%	29 19%	13 29%	31 20%	31 27%	41 25%	43 23%	39 23%	5 25%	- -
Fairly familiar	(3)	79 40%	47 44%	32 35%	17 39%	62 40%	17 38%	62 40%	53 46%	71 44%	77 41%	76 44%	2 10%	1 14%
Not very familiar	(2)	52 26%	22 20%	30 33%	10 23%	42 27%	14 31%	38 25%	24 21%	35 21%	48 25%	42 24%	7 35%	3 43%
Not at all familiar	(1)	25 13%	7 6%	18 20%	2 5%	23 15%	1 2%	24 15%	7 6%	16 10%	21 11%	16 9%	6 30%	3 43%
NETS														
Net: Familiar		123 62%	79 73%	44 48%	32 73%	91 58%	30 67%	93 60%	84 73%	112 69%	120 63%	115 66%	7 35%	1 14%
Net: Not familiar		77 39%	29 27%	48 52%	12 27%	65 42%	15 33%	62 40%	31 27%	51 31%	69 37%	58 34%	13 65%	6 86%
Mean score		2.71	2.96	2.41	3.02	2.62	2.93	2.65	2.94	2.84	2.75	2.80	2.30	1.71
Standard deviation		.95	.87	.95	.88	.95	.84	.97	.85	.92	.93	.90	1.17	.76
Standard error		.07	.08	.10	.13	.08	.12	.08	.08	.07	.07	.07	.26	.29

Columns Tested: a,b - c,d - e,f - g,h,i - j,k,l

Experian Data Breach 2017

Q27_2. How familiar or unfamiliar are you with EU, global and local data protection legislation, and your organisation's responsibilities in complying with this?

EU General Data Protection Regulation, in force from May 2018

Base: All respondents

			RESPONSIBILITY FOR DATA			CONSIDERED PURCHASING DB ASSISTANCE SERVICE / CURRENTLY OWN		BUSINESS SECTOR					
		Total	Customer	Equal	Organisation	Yes currently have / considered	No don't own / don't know	Manufacturing, Wholesale and Production	Retail and Sales	Recreation and Other Services	Business and Professional Services	Public Services inc. Education and Health	Information and Communication
Significance Level: 95%			a	b	c	d	e	f	*g	*h	i	*j	k
Total		200 100%	33 100%	56 100%	103 100%	117 100%	83 100%	64 100%	10 100%	16 100%	62 100%	18 100%	30 100%
Very familiar	(4)	44 22%	11 33% b	7 13%	24 23%	36 31% e	8 10%	18 28%	2 20%	1 6%	10 16%	3 17%	10 33%
Fairly familiar	(3)	79 40%	15 45%	26 46%	37 36%	57 49% e	22 27%	29 45%	3 30%	7 44%	21 34%	6 33%	13 43%
Not very familiar	(2)	52 26%	5 15%	17 30%	28 27%	21 18%	31 37% d	8 13%	3 30%	6 38%	24 39% f	5 28%	6 20%
Not at all familiar	(1)	25 13%	2 6%	6 11%	14 14%	3 3%	22 27% d	9 14%	2 20%	2 13%	7 11%	4 22%	1 3%
NETS													
Net: Familiar		123 62%	26 79% c	33 59%	61 59%	93 79% e	30 36%	47 73% i	5 50%	8 50%	31 50%	9 50%	23 77% i
Net: Not familiar		77 39%	7 21%	23 41%	42 41% a	24 21%	53 64% d	17 27%	5 50%	8 50%	31 50% fk	9 50%	7 23%
Mean score		2.71	3.06 b	2.61	2.69	3.08 e	2.19	2.88	2.50	2.44	2.55	2.44	3.07 i
Standard deviation		.95	.86	.85	.98	.77	.94	.98	1.08	.81	.90	1.04	.83
Standard error		.07	.15	.11	.10	.07	.10	.12	.34	.20	.11	.25	.15

Columns Tested: a,b,c - d,e - f,g,h,i,j,k

Experian Data Breach 2017

Q27_3. How familiar or unfamiliar are you with EU, global and local data protection legislation, and your organisation's responsibilities in complying with this?

Global Data Breach Notifications

Base: All respondents

			BUSINESS SIZE					JOB ROLE		RESPONSIBILITY FOR PII RECORDS				DATA BREACH RESPONSE PLAN	
		Total	Small business	Medium-small business	Medium-large business	Large business	NET: SMEs	IT Manager	Any other role	Up to 1000	1000 – 9999	10000 – 49999	50000+	Yes	No/Don't know
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m
Total		200 100%	50 100%	50 100%	50 100%	50 100%	150 100%	57 100%	143 100%	102 100%	54 100%	20 100%	18 100%	155 100%	45 100%
Very familiar	(4)	44 22%	8 16%	12 24%	14 28%	10 20%	34 23%	16 28%	28 20%	27 26%	7 13%	6 30%	4 22%	41 26% m	3 7%
Fairly familiar	(3)	79 40%	17 34%	18 36%	22 44%	22 44%	57 38%	25 44%	54 38%	41 40%	28 52%	4 20%	5 28%	67 43% m	12 27%
Not very familiar	(2)	58 29%	18 36%	16 32%	10 20%	14 28%	44 29%	16 28%	42 29%	26 25%	16 30%	8 40%	7 39%	41 26%	17 38%
Not at all familiar	(1)	19 10%	7 14%	4 8%	4 8%	4 8%	15 10%	- -	19 13% f	8 8%	3 6%	2 10%	2 11%	6 4%	13 29% l
NETS															
Net: Familiar		123 62%	25 50%	30 60%	36 72% a	32 64%	91 61%	41 72%	82 57%	68 67%	35 65%	10 50%	9 50%	108 70% m	15 33%
Net: Not familiar		77 39%	25 50% c	20 40%	14 28%	18 36%	59 39%	16 28%	61 43%	34 33%	19 35%	10 50%	9 50%	47 30%	30 67% l
Mean score		2.74	2.52	2.76	2.92 a	2.76	2.73	3.00 g	2.64	2.85	2.72	2.70	2.61	2.92 m	2.11
Standard deviation		.91	.93	.92	.90	.87	.92	.76	.95	.91	.76	1.03	.98	.83	.91
Standard error		.06	.13	.13	.13	.12	.08	.10	.08	.09	.10	.23	.23	.07	.14

Columns Tested: a,b,c,d,e - f,g - h,i,j,k - l,m

Experian Data Breach 2017

Q27_3. How familiar or unfamiliar are you with EU, global and local data protection legislation, and your organisation's responsibilities in complying with this?

Global Data Breach Notifications

Base: All respondents

			DATA BREACH RESPONSE TEAM		DATA BREACH IN PAST 2 YEARS		CUSTOMERS NOTIFIED OF DATA BREACH		SUB-BRANDS/SUBSIDIARIES		OVERSEAS CUSTOMER/EMPLOYEE DATA		CONFIDENCE TO KNOW WHAT TO DO FOLLOWING DATA BREACH		
		Total	Yes	No/Don't know	Yes – any size	Yes – more than 1000	Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	Confident	Not confident	Don't know
Significance Level: 95%			a	b	c	d	*e	*f	g	h	i	j	k	l	*m
Total		200 100%	108 100%	92 100%	185 100%	36 100%	27 100%	14 100%	95 100%	105 100%	93 100%	107 100%	163 100%	31 100%	6 100%
Very familiar	(4)	44 22%	33 31%	11 12%	41 22%	14 39%	10 37%	6 43%	28 29%	16 15%	28 30%	16 15%	41 25%	3 10%	- -
			b		c				h		j				
Fairly familiar	(3)	79 40%	51 47%	28 30%	75 41%	14 39%	12 44%	4 29%	39 41%	40 38%	40 43%	39 36%	70 43%	8 26%	1 17%
			b												
Not very familiar	(2)	58 29%	24 22%	34 37%	54 29%	8 22%	5 19%	3 21%	23 24%	35 33%	20 22%	38 36%	44 27%	12 39%	2 33%
				a								i			
Not at all familiar	(1)	19 10%	- -	19 21%	15 8%	- -	- -	1 7%	5 5%	14 13%	5 5%	14 13%	8 5%	8 26%	3 50%
				a										k	
NETS															
Net: Familiar		123 62%	84 78%	39 42%	116 63%	28 78%	22 81%	10 71%	67 71%	56 53%	68 73%	55 51%	111 68%	11 35%	1 17%
			b							h		j		l	
Net: Not familiar		77 39%	24 22%	53 58%	69 37%	8 22%	5 19%	4 29%	28 29%	49 47%	25 27%	52 49%	52 32%	20 65%	5 83%
				a						g		i		k	
Mean score		2.74	3.08	2.34	2.77	3.17	3.19	3.07	2.95	2.55	2.98	2.53	2.88	2.19	1.67
			b			c			h		j		l		
Standard deviation		.91	.73	.94	.89	.77	.74	1.00	.87	.91	.86	.90	.84	.95	.82
Standard error		.06	.07	.10	.07	.13	.14	.27	.09	.09	.09	.09	.07	.17	.33

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l,m

Experian Data Breach 2017

Q27_3. How familiar or unfamiliar are you with EU, global and local data protection legislation, and your organisation's responsibilities in complying with this?

Global Data Breach Notifications

Base: All respondents

			EXTERNAL SUPPORT FOR DATA BREACH		CALL CENTRE FACILITIES		STANDARD NOTIFICATION LETTER TEMPLATES		SPEED OF CUSTOMER NOTIFICATION OF DATA BREACH			ACCEPTABLE SPEED OF NOTIFICATION OF DATA BREACH TO CUSTOMERS		
		Total	Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	24 hours or less	72 hours or less	2 weeks or less	Acceptable	Unacceptable	Don't know
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	*k	*l
Total		200 100%	108 100%	92 100%	44 100%	156 100%	45 100%	155 100%	115 100%	163 100%	189 100%	173 100%	20 100%	7 100%
Very familiar	(4)	44 22%	33 31% b	11 12%	12 27%	32 21%	13 29%	31 20%	30 26%	39 24%	43 23%	39 23%	5 25%	- -
Fairly familiar	(3)	79 40%	48 44%	31 34%	22 50%	57 37%	18 40%	61 39%	50 43%	72 44%	77 41%	74 43%	5 25%	- -
Not very familiar	(2)	58 29%	24 22%	34 37% a	7 16%	51 33% c	13 29%	45 29%	28 24%	41 25%	55 29%	48 28%	6 30%	4 57%
Not at all familiar	(1)	19 10%	3 3%	16 17% a	3 7%	16 10%	1 2%	18 12%	7 6%	11 7%	14 7%	12 7%	4 20%	3 43%
NETS														
Net: Familiar		123 62%	81 75% b	42 46%	34 77% d	89 57%	31 69%	92 59%	80 70%	111 68%	120 63%	113 65%	10 50%	- -
Net: Not familiar		77 39%	27 25%	50 54% a	10 23%	67 43% c	14 31%	63 41%	35 30%	52 32%	69 37%	60 35%	10 50%	7 100%
Mean score		2.74	3.03 b	2.40	2.98 d	2.67	2.96	2.68	2.90	2.85	2.79	2.81	2.55	1.57
Standard deviation		.91	.80	.91	.85	.92	.82	.93	.86	.86	.88	.87	1.10	.53
Standard error		.06	.08	.10	.13	.07	.12	.07	.08	.07	.06	.07	.25	.20

Columns Tested: a,b - c,d - e,f - g,h,i - j,k,l

Experian Data Breach 2017

Q27_3. How familiar or unfamiliar are you with EU, global and local data protection legislation, and your organisation's responsibilities in complying with this?

Global Data Breach Notifications

Base: All respondents

			RESPONSIBILITY FOR DATA			CONSIDERED PURCHASING DB ASSISTANCE SERVICE / CURRENTLY OWN		BUSINESS SECTOR					
		Total	Customer	Equal	Organisation	Yes currently have / considered	No don't own / don't know	Manufacturing, Wholesale and Production	Retail and Sales	Recreation and Other Services	Business and Professional Services	Public Services inc. Education and Health	Information and Communication
Significance Level: 95%			a	b	c	d	e	f	*g	*h	i	*j	k
Total		200 100%	33 100%	56 100%	103 100%	117 100%	83 100%	64 100%	10 100%	16 100%	62 100%	18 100%	30 100%
Very familiar	(4)	44 22%	11 33% b	6 11% b	25 24% b	36 31% e	8 10%	18 28%	2 20%	1 6%	12 19%	2 11%	9 30%
Fairly familiar	(3)	79 40%	17 52%	26 46%	36 35%	60 51% e	19 23%	24 38%	5 50%	5 31%	23 37%	6 33%	16 53%
Not very familiar	(2)	58 29%	5 15%	19 34%	32 31%	17 15%	41 49% d	16 25%	2 20%	7 44%	21 34%	7 39%	5 17%
Not at all familiar	(1)	19 10%	- -	5 9%	10 10%	4 3%	15 18% d	6 9%	1 10%	3 19%	6 10%	3 17%	- -
NETS													
Net: Familiar		123 62%	28 85% bc	32 57%	61 59%	96 82% e	27 33%	42 66%	7 70%	6 38%	35 56%	8 44%	25 83% i
Net: Not familiar		77 39%	5 15%	24 43% a	42 41% a	21 18%	56 67% d	22 34%	3 30%	10 63%	27 44% k	10 56%	5 17%
Mean score		2.74	3.18 bc	2.59	2.74	3.09 e	2.24	2.84	2.80	2.25	2.66	2.39	3.13 i
Standard deviation		.91	.68	.80	.94	.77	.86	.95	.92	.86	.90	.92	.68
Standard error		.06	.12	.11	.09	.07	.09	.12	.29	.21	.11	.22	.12

Columns Tested: a,b,c - d,e - f,g,h,i,j,k

Experian Data Breach 2017

Q27_4. How familiar or unfamiliar are you with EU, global and local data protection legislation, and your organisation's responsibilities in complying with this?

My organisation's responsibilities in complying with this type of legislation

Base: All respondents

			BUSINESS SIZE					JOB ROLE		RESPONSIBILITY FOR PII RECORDS				DATA BREACH RESPONSE PLAN	
		Total	Small business	Medium-small business	Medium-large business	Large business	NET: SMEs	IT Manager	Any other role	Up to 1000	1000 – 9999	10000 – 49999	50000+	Yes	No/Don't know
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m
Total		200 100%	50 100%	50 100%	50 100%	50 100%	150 100%	57 100%	143 100%	102 100%	54 100%	20 100%	18 100%	155 100%	45 100%
Very familiar	(4)	48	11	12	13	12	36	16	32	28	10	4	6	45	3
		24%	22%	24%	26%	24%	24%	28%	22%	27%	19%	20%	33%	29% m	7%
Fairly familiar	(3)	94	16	23	24	31	63	29	65	49	28	9	6	79	15
		47%	32%	46%	48%	62% ae	42%	51%	45%	48%	52%	45%	33%	51% m	33%
Not very familiar	(2)	41	15	11	10	5	36	9	32	16	13	6	5	23	18
		21%	30% d	22%	20%	10%	24% d	16%	22%	16%	24%	30%	28%	15%	40% l
Not at all familiar	(1)	17	8	4	3	2	15	3	14	9	3	1	1	8	9
		9%	16% d	8%	6%	4%	10%	5%	10%	9%	6%	5%	6%	5%	20% l
NETS															
Net: Familiar		142	27	35	37	43	99	45	97	77	38	13	12	124	18
		71%	54%	70%	74% a	86% ae	66%	79%	68%	75%	70%	65%	67%	80% m	40%
Net: Not familiar		58	23	15	13	7	51	12	46	25	16	7	6	31	27
		29%	46% cd	30%	26%	14%	34% d	21%	32%	25%	30%	35%	33%	20%	60% l
Mean score		2.87	2.60	2.86	2.94	3.06 a	2.80	3.02	2.80	2.94	2.83	2.80	2.94	3.04 m	2.27
Standard deviation		.88	1.01	.88	.84	.71	.92	.81	.90	.89	.80	.83	.94	.80	.86
Standard error		.06	.14	.12	.12	.10	.08	.11	.08	.09	.11	.19	.22	.06	.13

Columns Tested: a,b,c,d,e - f,g - h,i,j,k - l,m

Experian Data Breach 2017

Q27_4. How familiar or unfamiliar are you with EU, global and local data protection legislation, and your organisation's responsibilities in complying with this?

My organisation's responsibilities in complying with this type of legislation

Base: All respondents

			DATA BREACH RESPONSE TEAM		DATA BREACH IN PAST 2 YEARS		CUSTOMERS NOTIFIED OF DATA BREACH		SUB-BRANDS/SUBSIDIARIES		OVERSEAS CUSTOMER/EMPLOYEE DATA		CONFIDENCE TO KNOW WHAT TO DO FOLLOWING DATA BREACH		
		Total	Yes	No/Don't know	Yes – any size	Yes – more than 1000	Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	Confident	Not confident	Don't know
Significance Level: 95%			a	b	c	d	*e	*f	g	h	i	j	k	l	*m
Total		200 100%	108 100%	92 100%	185 100%	36 100%	27 100%	14 100%	95 100%	105 100%	93 100%	107 100%	163 100%	31 100%	6 100%
Very familiar	(4)	48 24%	38 35%	10 11%	46 25%	12 33%	8 30%	4 29%	30 32%	18 17%	28 30%	20 19%	46 28%	2 6%	- -
			b						h			l			
Fairly familiar	(3)	94 47%	54 50%	40 43%	89 48%	17 47%	14 52%	6 43%	45 47%	49 47%	43 46%	51 48%	84 52%	9 29%	1 17%
												l			
Not very familiar	(2)	41 21%	12 11%	29 32%	36 19%	4 11%	2 7%	3 21%	15 16%	26 25%	17 18%	24 22%	26 16%	13 42%	2 33%
				a										k	
Not at all familiar	(1)	17 9%	4 4%	13 14%	14 8%	3 8%	3 11%	1 7%	5 5%	12 11%	5 5%	12 11%	7 4%	7 23%	3 50%
				a										k	
NETS															
Net: Familiar		142 71%	92 85%	50 54%	135 73%	29 81%	22 81%	10 71%	75 79%	67 64%	71 76%	71 66%	130 80%	11 35%	1 17%
			b						h			l			
Net: Not familiar		58 29%	16 15%	42 46%	50 27%	7 19%	5 19%	4 29%	20 21%	38 36%	22 24%	36 34%	33 20%	20 65%	5 83%
				a					g					k	
Mean score		2.87	3.17	2.51	2.90	3.06	3.00	2.93	3.05	2.70	3.01	2.74	3.04	2.19	1.67
			b						h		j		l		
Standard deviation		.88	.77	.87	.86	.89	.92	.92	.83	.89	.84	.89	.78	.87	.82
Standard error		.06	.07	.09	.06	.15	.18	.25	.09	.09	.09	.09	.06	.16	.33

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l,m

Experian Data Breach 2017

Q27_4. How familiar or unfamiliar are you with EU, global and local data protection legislation, and your organisation's responsibilities in complying with this?

My organisation's responsibilities in complying with this type of legislation

Base: All respondents

			EXTERNAL SUPPORT FOR DATA BREACH		CALL CENTRE FACILITIES		STANDARD NOTIFICATION LETTER TEMPLATES		SPEED OF CUSTOMER NOTIFICATION OF DATA BREACH			ACCEPTABLE SPEED OF NOTIFICATION OF DATA BREACH TO CUSTOMERS		
		Total	Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	24 hours or less	72 hours or less	2 weeks or less	Acceptable	Unacceptable	Don't know
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	*k	*l
Total		200 100%	108 100%	92 100%	44 100%	156 100%	45 100%	155 100%	115 100%	163 100%	189 100%	173 100%	20 100%	7 100%
Very familiar	(4)	48 24%	39 36%	9 10%	15 34%	33 21%	14 31%	34 22%	32 28%	45 28%	47 25%	43 25%	5 25%	- -
Fairly familiar	(3)	94 47%	48 44%	46 50%	23 52%	71 46%	23 51%	71 46%	63 55%	81 50%	91 48%	88 51%	5 25%	1 14%
Not very familiar	(2)	41 21%	17 16%	24 26%	2 5%	39 25%	6 13%	35 23%	13 11%	26 16%	38 20%	30 17%	8 40%	3 43%
Not at all familiar	(1)	17 9%	4 4%	13 14%	4 9%	13 8%	2 4%	15 10%	7 6%	11 7%	13 7%	12 7%	2 10%	3 43%
NETS														
Net: Familiar		142 71%	87 81%	55 60%	38 86%	104 67%	37 82%	105 68%	95 83%	126 77%	138 73%	131 76%	10 50%	1 14%
Net: Not familiar		58 29%	21 19%	37 40%	6 14%	52 33%	8 18%	50 32%	20 17%	37 23%	51 27%	42 24%	10 50%	6 86%
Mean score		2.87	3.13	2.55	3.11	2.79	3.09	2.80	3.04	2.98	2.91	2.94	2.65	1.71
Standard deviation		.88	.81	.86	.87	.87	.79	.89	.80	.84	.85	.84	.99	.76
Standard error		.06	.08	.09	.13	.07	.12	.07	.07	.07	.06	.06	.22	.29

Columns Tested: a,b - c,d - e,f - g,h,i - j,k,l

Experian Data Breach 2017

Q27_4. How familiar or unfamiliar are you with EU, global and local data protection legislation, and your organisation's responsibilities in complying with this?

My organisation's responsibilities in complying with this type of legislation

Base: All respondents

			RESPONSIBILITY FOR DATA			CONSIDERED PURCHASING DB ASSISTANCE SERVICE / CURRENTLY OWN		BUSINESS SECTOR					
		Total	Customer	Equal	Organisation	Yes currently have / considered	No don't own / don't know	Manufacturing, Wholesale and Production	Retail and Sales	Recreation and Other Services	Business and Professional Services	Public Services inc. Education and Health	Information and Communication
Significance Level: 95%			a	b	c	d	e	f	*g	*h	i	*j	k
Total		200 100%	33 100%	56 100%	103 100%	117 100%	83 100%	64 100%	10 100%	16 100%	62 100%	18 100%	30 100%
Very familiar	(4)	48 24%	10 30%	8 14%	29 28% b	39 33% e	9 11%	18 28%	- -	2 13%	16 26%	2 11%	10 33%
Fairly familiar	(3)	94 47%	20 61%	28 50%	46 45%	59 50%	35 42%	26 41%	7 70%	8 50%	26 42%	10 56%	17 57%
Not very familiar	(2)	41 21%	- -	17 30% a	21 20% a	13 11%	28 34% d	13 20%	2 20%	5 31%	15 24%	3 17%	3 10%
Not at all familiar	(1)	17 9%	3 9%	3 5%	7 7%	6 5%	11 13% d	7 11%	1 10%	1 6%	5 8%	3 17%	- -
NETS													
Net: Familiar		142 71%	30 91% bc	36 64%	75 73%	98 84% e	44 53%	44 69%	7 70%	10 63%	42 68%	12 67%	27 90% fi
Net: Not familiar		58 29%	3 9%	20 36% a	28 27% a	19 16%	39 47% d	20 31% k	3 30%	6 38%	20 32% k	6 33%	3 10%
Mean score		2.87	3.12	2.73	2.94	3.12	2.51	2.86	2.60	2.69	2.85	2.61	3.23
Standard deviation		.88	b	.77	.87	e							i
Standard error		.06	.14	.10	.09	.80	.86	.96	.70	.79	.90	.92	.63
						.07	.09	.12	.22	.20	.11	.22	.11

Columns Tested: a,b,c - d,e - f,g,h,i,j,k

Experian Data Breach 2017

Q28. Does your organisation hold data of customers or employees who live overseas?

Base: All respondents

	Total	BUSINESS SIZE					JOB ROLE		RESPONSIBILITY FOR PII RECORDS				DATA BREACH RESPONSE PLAN	
		Small business	Medium-small business	Medium-large business	Large business	NET: SMEs	IT Manager	Any other role	Up to 1000	1000 – 9999	10000 – 49999	50000+	Yes	No/Don't know
Significance Level: 95%		a	b	c	d	e	f	g	h	i	*j	*k	l	m
Total	200 100%	50 100%	50 100%	50 100%	50 100%	150 100%	57 100%	143 100%	102 100%	54 100%	20 100%	18 100%	155 100%	45 100%
Yes	93 47%	20 40%	20 40%	27 54%	26 52%	67 45%	31 54%	62 43%	41 40%	30 56%	9 45%	12 67%	80 52% m	13 29%
No	91 46%	24 48%	28 56% d	22 44%	17 34%	74 49%	21 37%	70 49%	57 56% i	20 37%	7 35%	5 28%	63 41%	28 62% l
Don't know	16 8%	6 12%	2 4%	1 2%	7 14% c	9 6%	5 9%	11 8%	4 4%	4 7%	4 20%	1 6%	12 8%	4 9%

Columns Tested: a,b,c,d,e - f,g - h,i,j,k - l,m

Experian Data Breach 2017

Q28. Does your organisation hold data of customers or employees who live overseas?

Base: All respondents

	Total	DATA BREACH RESPONSE TEAM		DATA BREACH IN PAST 2 YEARS		CUSTOMERS NOTIFIED OF DATA BREACH		SUB-BRANDS/SUBSIDIARIES		OVERSEAS CUSTOMER/EMPLOYEE DATA		CONFIDENCE TO KNOW WHAT TO DO FOLLOWING DATA BREACH		
		Yes	No/Don't know	Yes – any size	Yes – more than 1000	Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	Confident	Not confident	Don't know
Significance Level: 95%		a	b	c	d	*e	*f	g	h	i	j	k	l	*m
Total	200 100%	108 100%	92 100%	185 100%	36 100%	27 100%	14 100%	95 100%	105 100%	93 100%	107 100%	163 100%	31 100%	6 100%
Yes	93 47%	64 59%	29 32%	87 47%	30 83%	25 93%	9 64%	58 61%	35 33%	93 100%	- -	80 49%	13 42%	- -
No	91 46%	37 34%	54 59%	87 47%	6 17%	2 7%	5 36%	31 33%	60 57%	- -	91 85%	73 45%	17 55%	1 17%
Don't know	16 8%	7 6%	9 10%	11 6%	- -	- -	- -	6 6%	10 10%	- -	16 15%	10 6%	1 3%	5 83%

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l,m

Experian Data Breach 2017

Q28. Does your organisation hold data of customers or employees who live overseas?

Base: All respondents

		EXTERNAL SUPPORT FOR DATA BREACH		CALL CENTRE FACILITIES		STANDARD NOTIFICATION LETTER TEMPLATES		SPEED OF CUSTOMER NOTIFICATION OF DATA BREACH			ACCEPTABLE SPEED OF NOTIFICATION OF DATA BREACH TO CUSTOMERS		
	Total	Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	24 hours or less	72 hours or less	2 weeks or less	Acceptable	Unacceptable	Don't know
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	*k	*l
Total	200 100%	108 100%	92 100%	44 100%	156 100%	45 100%	155 100%	115 100%	163 100%	189 100%	173 100%	20 100%	7 100%
Yes	93 47%	65 60%	28 30%	31 70%	62 40%	31 69%	62 40%	61 53%	78 48%	92 49%	84 49%	9 45%	- -
		b		d		f							
No	91 46%	40 37%	51 55%	13 30%	78 50%	12 27%	79 51%	51 44%	78 48%	87 46%	80 46%	10 50%	1 14%
			a		c		e						
Don't know	16 8%	3 3%	13 14%	- -	16 10%	2 4%	14 9%	3 3%	7 4%	10 5%	9 5%	1 5%	6 86%
			a		c								

Columns Tested: a,b - c,d - e,f - g,h,i - j,k,l

Experian Data Breach 2017

Q28. Does your organisation hold data of customers or employees who live overseas?

Base: All respondents

Significance Level: 95%		RESPONSIBILITY FOR DATA			CONSIDERED PURCHASING DB ASSISTANCE SERVICE / CURRENTLY OWN		BUSINESS SECTOR					
	Total	Customer	Equal	Organisation	Yes currently have / considered	No don't own / don't know	Manufacturing, Wholesale and Production	Retail and Sales	Recreation and Other Services	Business and Professional Services	Public Services inc. Education and Health	Information and Communication
		a	b	c	d	e	f	*g	*h	i	*j	k
Total	200 100%	33 100%	56 100%	103 100%	117 100%	83 100%	64 100%	10 100%	16 100%	62 100%	18 100%	30 100%
Yes	93 47%	21 64% b	23 41%	49 48%	66 56% e	27 33%	26 41%	5 50%	7 44%	32 52%	6 33%	17 57%
No	91 46%	10 30%	28 50%	51 50%	48 41%	43 52%	35 55% k	5 50%	7 44%	24 39%	11 61%	9 30%
Don't know	16 8%	2 6%	5 9%	3 3%	3 3%	13 16% d	3 5%	- -	2 13%	6 10%	1 6%	4 13%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k

Experian Data Breach 2017

Q29 How familiar or unfamiliar would you say your organisation is with the different laws surrounding data breach relating to your customers or employees in overseas markets?

Base: All whose organisations hold data of customers/employees who live overseas

			BUSINESS SIZE					JOB ROLE		RESPONSIBILITY FOR PII RECORDS				DATA BREACH RESPONSE PLAN	
		Total	Small business	Medium-small business	Medium-large business	Large business	NET: SMEs	IT Manager	Any other role	Up to 1000	1000 – 9999	10000 – 49999	50000+	Yes	No/Don't know
Significance Level: 95%			*a	*b	*c	*d	e	f	g	h	i	*j	*k	l	*m
Total		93 100%	20 100%	20 100%	27 100%	26 100%	67 100%	31 100%	62 100%	41 100%	30 100%	9 100%	12 100%	80 100%	13 100%
Very familiar	(4)	32 34%	7 35%	6 30%	10 37%	9 35%	23 34%	12 39%	20 32%	18 44% i	6 20%	6 67%	2 17%	31 39%	1 8%
Fairly familiar	(3)	44 47%	5 25%	12 60%	13 48%	14 54%	30 45%	14 45%	30 48%	19 46%	15 50%	3 33%	6 50%	38 48%	6 46%
Not very familiar	(2)	13 14%	4 20%	2 10%	4 15%	3 12%	10 15%	4 13%	9 15%	4 10%	7 23%	- -	2 17%	8 10%	5 38%
Not at all familiar	(1)	4 4%	4 20%	- -	- -	- -	4 6%	1 3%	3 5%	- -	2 7%	- -	2 17%	3 4%	1 8%
NETS															
Net: Familiar		76 82%	12 60%	18 90%	23 85%	23 88%	53 79%	26 84%	50 81%	37 90% i	21 70%	9 100%	8 67%	69 86%	7 54%
Net: Not familiar		17 18%	8 40%	2 10%	4 15%	3 12%	14 21%	5 16%	12 19%	4 10%	9 30% h	- -	4 33%	11 14%	6 46%
Mean score		3.12	2.75	3.20	3.22	3.23	3.07	3.19	3.08	3.34 i	2.83	3.67	2.67	3.21	2.54
Standard deviation		.81	1.16	.62	.70	.65	.86	.79	.82	.66	.83	.50	.98	.77	.78
Standard error		.08	.26	.14	.13	.13	.10	.14	.10	.10	.15	.17	.28	.09	.22

Columns Tested: a,b,c,d,e - f,g - h,i,j,k - l,m

Experian Data Breach 2017

Q29 How familiar or unfamiliar would you say your organisation is with the different laws surrounding data breach relating to your customers or employees in overseas markets?

Base: All whose organisations hold data of customers/employees who live overseas

		DATA BREACH RESPONSE TEAM			DATA BREACH IN PAST 2 YEARS		CUSTOMERS NOTIFIED OF DATA BREACH		SUB-BRANDS/SUBSIDIARIES		OVERSEAS CUSTOMER/EMPLOYEE DATA		CONFIDENCE TO KNOW WHAT TO DO FOLLOWING DATA BREACH		
		Total	Yes	No/Don't know	Yes – any size	Yes – more than 1000	Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	Confident	Not confident	Don't know
Significance Level: 95%			a	*b	c	d	*e	*f	g	h	i	*j	k	*l	*m
Total		93 100%	64 100%	29 100%	87 100%	30 100%	25 100%	9 100%	58 100%	35 100%	93 100%	- -	80 100%	13 100%	- -
Very familiar	(4)	32 34%	27 42%	5 17%	31 36%	14 47%	12 48%	3 33%	22 38%	10 29%	32 34%	- -	30 38%	2 15%	- -
Fairly familiar	(3)	44 47%	33 52%	11 38%	41 47%	15 50%	13 52%	4 44%	31 53%	13 37%	44 47%	- -	39 49%	5 38%	- -
Not very familiar	(2)	13 14%	3 5%	10 34%	11 13%	1 3%	- -	2 22%	5 9%	8 23%	13 14%	- -	8 10%	5 38%	- -
Not at all familiar	(1)	4 4%	1 2%	3 10%	4 5%	- -	- -	- -	- -	4 11% g	4 4%	- -	3 4%	1 8%	- -
NETS															
Net: Familiar		76 82%	60 94%	16 55%	72 83%	29 97%	25 100%	7 78%	53 91% h	23 66%	76 82%	- -	69 86%	7 54%	- -
Net: Not familiar		17 18%	4 6%	13 45%	15 17%	1 3%	- -	2 22%	5 9%	12 34% g	17 18%	- -	11 14%	6 46%	- -
Mean score		3.12	3.34	2.62	3.14	3.43	3.48	3.11	3.29 h	2.83	3.12	-	3.20	2.62	-
Standard deviation		.81	.65	.90	.81	.57	.51	.78	.62	.98	.81	-	.77	.87	-
Standard error		.08	.08	.17	.09	.10	.10	.26	.08	.17	.08	-	.09	.24	-

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l,m

Experian Data Breach 2017

Q29 How familiar or unfamiliar would you say your organisation is with the different laws surrounding data breach relating to your customers or employees in overseas markets?

Base: All whose organisations hold data of customers/employees who live overseas

		EXTERNAL SUPPORT FOR DATA BREACH		CALL CENTRE FACILITIES		STANDARD NOTIFICATION LETTER TEMPLATES		SPEED OF CUSTOMER NOTIFICATION OF DATA BREACH			ACCEPTABLE SPEED OF NOTIFICATION OF DATA BREACH TO CUSTOMERS			
		Total	Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	24 hours or less	72 hours or less	2 weeks or less	Acceptable	Unacceptable	Don't know
Significance Level: 95%			a	*b	c	d	e	f	g	h	i	j	*k	*l
Total		93	65	28	31	62	31	62	61	78	92	84	9	-
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-
Very familiar	(4)	32	27	5	12	20	12	20	25	29	32	28	4	-
		34%	42%	18%	39%	32%	39%	32%	41%	37%	35%	33%	44%	-
Fairly familiar	(3)	44	33	11	17	27	16	28	31	39	44	43	1	-
		47%	51%	39%	55%	44%	52%	45%	51%	50%	48%	51%	11%	-
Not very familiar	(2)	13	3	10	2	11	1	12	5	7	13	11	2	-
		14%	5%	36%	6%	18%	3%	19% e	8%	9%	14%	13%	22%	-
Not at all familiar	(1)	4	2	2	-	4	2	2	-	3	3	2	2	-
		4%	3%	7%	-	6%	6%	3%	-	4%	3%	2%	22%	-
NETS														
Net: Familiar		76	60	16	29	47	28	48	56	68	76	71	5	-
		82%	92%	57%	94% d	76%	90%	77%	92%	87%	83%	85%	56%	-
Net: Not familiar		17	5	12	2	15	3	14	5	10	16	13	4	-
		18%	8%	43%	6%	24% c	10%	23%	8%	13%	17%	15%	44%	-
Mean score		3.12	3.31	2.68	3.32	3.02	3.23	3.06	3.33	3.21	3.14	3.15	2.78	-
Standard deviation		.81	.71	.86	.60	.88	.80	.81	.63	.76	.78	.74	1.30	-
Standard error		.08	.09	.16	.11	.11	.14	.10	.08	.09	.08	.08	.43	-

Columns Tested: a,b - c,d - e,f - g,h,i - j,k,l

Experian Data Breach 2017

Q29 How familiar or unfamiliar would you say your organisation is with the different laws surrounding data breach relating to your customers or employees in overseas markets?

Base: All whose organisations hold data of customers/employees who live overseas

			RESPONSIBILITY FOR DATA			CONSIDERED PURCHASING DB ASSISTANCE SERVICE / CURRENTLY OWN		BUSINESS SECTOR					
		Total	Customer	Equal	Organisation	Yes currently have / considered	No don't own / don't know	Manufacturing, Wholesale and Production	Retail and Sales	Recreation and Other Services	Business and Professional Services	Public Services inc. Education and Health	Information and Communication
Significance Level: 95%			*a	*b	c	d	*e	*f	*g	*h	i	*j	*k
Total		93 100%	21 100%	23 100%	49 100%	66 100%	27 100%	26 100%	5 100%	7 100%	32 100%	6 100%	17 100%
Very familiar	(4)	32 34%	13 62%	4 17%	15 31%	28 42%	4 15%	12 46%	- -	1 14%	9 28%	1 17%	9 53%
Fairly familiar	(3)	44 47%	8 38%	13 57%	23 47%	35 53%	9 33%	12 46%	3 60%	5 71%	13 41%	4 67%	7 41%
Not very familiar	(2)	13 14%	- -	5 22%	8 16%	3 5%	10 37%	2 8%	- -	1 14%	8 25%	1 17%	1 6%
Not at all familiar	(1)	4 4%	- -	1 4%	3 6%	- -	4 15%	- -	2 40%	- -	2 6%	- -	- -
NETS													
Net: Familiar		76 82%	21 100%	17 74%	38 78%	63 95%	13 48%	24 92%	3 60%	6 86%	22 69%	5 83%	16 94%
Net: Not familiar		17 18%	- -	6 26%	11 22%	3 5%	14 52%	2 8%	2 40%	1 14%	10 31%	1 17%	1 6%
Mean score		3.12	3.62	2.87	3.02	3.38	2.48	3.38	2.20	3.00	2.91	3.00	3.47
Standard deviation		.81	.50	.76	.85	.58	.94	.64	1.10	.58	.89	.63	.62
Standard error		.08	.11	.16	.12	.07	.18	.12	.49	.22	.16	.26	.15

Columns Tested: a,b,c - d,e - f,g,h,i,j,k

Experian Data Breach 2017

Q30. What processes, if any, does your organisation have in place to ensure an effective response to a data breach in multiple languages, or in overseas markets?

Base: All whose organisations hold data of customers/employees who live overseas

	Total	BUSINESS SIZE					JOB ROLE		RESPONSIBILITY FOR PII RECORDS				DATA BREACH RESPONSE PLAN	
		Small business	Medium-small business	Medium-large business	Large business	NET: SMEs	IT Manager	Any other role	Up to 1000	1000 – 9999	10000 – 49999	50000+	Yes	No/Don't know
Significance Level: 95%		*a	*b	*c	*d	e	f	g	h	i	*j	*k	l	*m
Total	93 100%	20 100%	20 100%	27 100%	26 100%	67 100%	31 100%	62 100%	41 100%	30 100%	9 100%	12 100%	80 100%	13 100%
Insurance to cover the financial costs on customers	31 33%	8 40%	5 25%	7 26%	11 42%	20 30%	16 52%	15 24%	13 32%	9 30%	5 56%	3 25%	28 35%	3 23%
Legal counsel to support jurisdictional law	31 33%	4 20%	7 35%	10 37%	10 38%	21 31%	9 29%	22 35%	17 41%	9 30%	2 22%	3 25%	28 35%	3 23%
Prepared notification letters in the relevant language(s)	29 31%	5 25%	5 25%	10 37%	9 35%	20 30%	9 29%	20 32%	12 29%	10 33%	2 22%	5 42%	26 33%	3 23%
Prepared crisis communications in the relevant language(s)	26 28%	4 20%	4 20%	10 37%	8 31%	18 27%	8 26%	18 29%	9 22%	10 33%	2 22%	4 33%	25 31%	1 8%
Defined internal data breach response teams across different jurisdictional areas	25 27%	5 25%	2 10%	11 41%	7 27%	18 27%	11 35%	14 23%	13 32%	7 23%	2 22%	3 25%	24 30%	1 8%
Call centres with multilingual support teams	23 25%	7 35%	1 5%	8 30%	7 27%	16 24%	9 29%	14 23%	11 27%	4 13%	2 22%	6 50%	22 28%	1 8%
Upscale processes to increase capacity in call centres to deal with breach enquiries	19 20%	5 25%	4 20%	6 22%	4 15%	15 22%	2 6%	17 27%	9 22%	7 23%	2 22%	1 8%	18 23%	1 8%
Other processes	2 2%	1 5%	1 5%	- -	- -	2 3%	- -	2 3%	- -	1 3%	- -	1 8%	2 3%	- -

Columns Tested: a,b,c,d,e - f,g - h,i,j,k - l,m

Experian Data Breach 2017

Q30. What processes, if any, does your organisation have in place to ensure an effective response to a data breach in multiple languages, or in overseas markets?

Base: All whose organisations hold data of customers/employees who live overseas

		BUSINESS SIZE					JOB ROLE		RESPONSIBILITY FOR PII RECORDS				DATA BREACH RESPONSE PLAN	
	Total	Small business	Medium-small business	Medium-large business	Large business	NET: SMEs	IT Manager	Any other role	Up to 1000	1000 – 9999	10000 – 49999	50000+	Yes	No/Don't know
Significance Level: 95%		*a	*b	*c	*d	e	f	g	h	i	*j	*k	l	*m
Total	93 100%	20 100%	20 100%	27 100%	26 100%	67 100%	31 100%	62 100%	41 100%	30 100%	9 100%	12 100%	80 100%	13 100%
Don't know	5 5%	1 5%	- -	3 11%	1 4%	4 6%	- -	5 8%	1 2%	1 3%	1 11%	2 17%	5 6%	- -
None of the above	5 5%	2 10%	2 10%	- -	1 4%	4 6%	1 3%	4 6%	1 2%	3 10%	- -	1 8%	2 3%	3 23%

Columns Tested: a,b,c,d,e - f,g - h,i,j,k - l,m

Experian Data Breach 2017

Q30. What processes, if any, does your organisation have in place to ensure an effective response to a data breach in multiple languages, or in overseas markets?

Base: All whose organisations hold data of customers/employees who live overseas

	Total	DATA BREACH RESPONSE TEAM		DATA BREACH IN PAST 2 YEARS		CUSTOMERS NOTIFIED OF DATA BREACH		SUB-BRANDS/SUBSIDIARIES		OVERSEAS CUSTOMER/EMPLOYEE DATA		CONFIDENCE TO KNOW WHAT TO DO FOLLOWING DATA BREACH		
		Yes	No/Don't know	Yes – any size	Yes – more than 1000	Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	Confident	Not confident	Don't know
Significance Level: 95%		a	*b	c	d	*e	*f	g	h	i	*j	k	*l	*m
Total	93 100%	64 100%	29 100%	87 100%	30 100%	25 100%	9 100%	58 100%	35 100%	93 100%	- -	80 100%	13 100%	- -
Insurance to cover the financial costs on customers	31 33%	25 39%	6 21%	28 32%	13 43%	9 36%	4 44%	20 34%	11 31%	31 33%	- -	28 35%	3 23%	- -
Legal counsel to support jurisdictional law	31 33%	22 34%	9 31%	29 33%	7 23%	8 32%	2 22%	19 33%	12 34%	31 33%	- -	30 38%	1 8%	- -
Prepared notification letters in the relevant language(s)	29 31%	21 33%	8 28%	27 31%	10 33%	8 32%	2 22%	20 34%	9 26%	29 31%	- -	27 34%	2 15%	- -
Prepared crisis communications in the relevant language(s)	26 28%	23 36%	3 10%	24 28%	12 40%	13 52%	1 11%	20 34%	6 17%	26 28%	- -	24 30%	2 15%	- -
Defined internal data breach response teams across different jurisdictional areas	25 27%	18 28%	7 24%	24 28%	10 33%	8 32%	3 33%	16 28%	9 26%	25 27%	- -	23 29%	2 15%	- -
Call centres with multilingual support teams	23 25%	20 31%	3 10%	21 24%	8 27%	8 32%	1 11%	16 28%	7 20%	23 25%	- -	20 25%	3 23%	- -
Upscale processes to increase capacity in call centres to deal with breach enquiries	19 20%	17 27%	2 7%	19 22%	8 27%	8 32%	1 11%	17 29%	2 6%	19 20%	- -	19 24%	- -	- -
Other processes	2 2%	2 3%	- -	2 2%	- -	- -	- -	1 2%	1 3%	2 2%	- -	2 3%	- -	- -
Don't know	5 5%	2 3%	3 10%	4 5%	1 3%	- -	2 22%	2 3%	3 9%	5 5%	- -	5 6%	- -	- -

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l,m

Experian Data Breach 2017

Q30. What processes, if any, does your organisation have in place to ensure an effective response to a data breach in multiple languages, or in overseas markets?

Base: All whose organisations hold data of customers/employees who live overseas

		DATA BREACH RESPONSE TEAM		DATA BREACH IN PAST 2 YEARS		CUSTOMERS NOTIFIED OF DATA BREACH		SUB-BRANDS/SUBSIDIARIES		OVERSEAS CUSTOMER/ EMPLOYEE DATA		CONFIDENCE TO KNOW WHAT TO DO FOLLOWING DATA BREACH		
	Total	Yes	No/Don't know	Yes – any size	Yes – more than 1000	Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	Confident	Not confident	Don't know
Significance Level: 95%		a	*b	c	d	*e	*f	g	h	i	*j	k	*l	*m
Total	93 100%	64 100%	29 100%	87 100%	30 100%	25 100%	9 100%	58 100%	35 100%	93 100%	- -	80 100%	13 100%	- -
None of the above	5 5%	- -	5 17%	5 6%	- -	- -	- -	2 3%	3 9%	5 5%	- -	1 1%	4 31%	- -

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l,m

Experian Data Breach 2017

Q30. What processes, if any, does your organisation have in place to ensure an effective response to a data breach in multiple languages, or in overseas markets?

Base: All whose organisations hold data of customers/employees who live overseas

	Total	EXTERNAL SUPPORT FOR DATA BREACH		CALL CENTRE FACILITIES		STANDARD NOTIFICATION LETTER TEMPLATES		SPEED OF CUSTOMER NOTIFICATION OF DATA BREACH			ACCEPTABLE SPEED OF NOTIFICATION OF DATA BREACH TO CUSTOMERS		
		Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	24 hours or less	72 hours or less	2 weeks or less	Acceptable	Unacceptable	Don't know
Significance Level: 95%		a	*b	c	d	e	f	g	h	i	j	*k	*l
Total	93 100%	65 100%	28 100%	31 100%	62 100%	31 100%	62 100%	61 100%	78 100%	92 100%	84 100%	9 100%	- -
Insurance to cover the financial costs on customers	31 33%	27 42%	4 14%	10 32%	21 34%	13 42%	18 29%	24 39%	28 36%	31 34%	28 33%	3 33%	- -
Legal counsel to support jurisdictional law	31 33%	26 40%	5 18%	14 45%	17 27%	15 48%	16 26%	23 38%	28 36%	31 34%	28 33%	3 33%	- -
Prepared notification letters in the relevant language(s)	29 31%	24 37%	5 18%	11 35%	18 29%	16 52%	13 21%	20 33%	25 32%	29 32%	25 30%	4 44%	- -
Prepared crisis communications in the relevant language(s)	26 28%	23 35%	3 11%	13 42%	13 21%	11 35%	15 24%	21 34%	26 33%	26 28%	22 26%	4 44%	- -
Defined internal data breach response teams across different jurisdictional areas	25 27%	21 32%	4 14%	10 32%	15 24%	12 39%	13 21%	18 30%	23 29%	25 27%	23 27%	2 22%	- -
Call centres with multilingual support teams	23 25%	18 28%	5 18%	10 32%	13 21%	11 35%	12 19%	14 23%	21 27%	23 25%	18 21%	5 56%	- -
Upscale processes to increase capacity in call centres to deal with breach enquiries	19 20%	17 26%	2 7%	8 26%	11 18%	7 23%	12 19%	18 30%	19 24%	19 21%	17 20%	2 22%	- -
Other processes	2 2%	1 2%	1 4%	2 6%	- -	1 3%	1 2%	1 2%	2 3%	2 2%	2 2%	- -	- -

Columns Tested: a,b - c,d - e,f - g,h,i - j,k,l

Experian Data Breach 2017

Q30. What processes, if any, does your organisation have in place to ensure an effective response to a data breach in multiple languages, or in overseas markets?

Base: All whose organisations hold data of customers/employees who live overseas

	EXTERNAL SUPPORT FOR DATA BREACH			CALL CENTRE FACILITIES		STANDARD NOTIFICATION LETTER TEMPLATES		SPEED OF CUSTOMER NOTIFICATION OF DATA BREACH			ACCEPTABLE SPEED OF NOTIFICATION OF DATA BREACH TO CUSTOMERS		
	Total	Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	24 hours or less	72 hours or less	2 weeks or less	Acceptable	Unacceptable	Don't know
Significance Level: 95%		a	*b	c	d	e	f	g	h	i	j	*k	*l
Total	93	65	28	31	62	31	62	61	78	92	84	9	-
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-
Don't know	5	1	4	1	4	-	5	3	4	5	5	-	-
	5%	2%	14%	3%	6%	-	8%	5%	5%	5%	6%	-	-
None of the above	5	1	4	-	5	1	4	1	2	4	3	2	-
	5%	2%	14%	-	8%	3%	6%	2%	3%	4%	4%	22%	-

Columns Tested: a,b - c,d - e,f - g,h,i - j,k,l

Experian Data Breach 2017

Q30. What processes, if any, does your organisation have in place to ensure an effective response to a data breach in multiple languages, or in overseas markets?

Base: All whose organisations hold data of customers/employees who live overseas

		RESPONSIBILITY FOR DATA			CONSIDERED PURCHASING DB ASSISTANCE SERVICE / CURRENTLY OWN		BUSINESS SECTOR					
	Total	Customer	Equal	Organisation	Yes currently have / considered	No don't own / don't know	Manufacturing, Wholesale and Production	Retail and Sales	Recreation and Other Services	Business and Professional Services	Public Services inc. Education and Health	Information and Communication
Significance Level: 95%		*a	*b	c	d	*e	*f	*g	*h	i	*j	*k
Total	93 100%	21 100%	23 100%	49 100%	66 100%	27 100%	26 100%	5 100%	7 100%	32 100%	6 100%	17 100%
Insurance to cover the financial costs on customers	31 33%	8 38%	9 39%	14 29%	25 38%	6 22%	11 42%	- -	2 29%	10 31%	1 17%	7 41%
Legal counsel to support jurisdictional law	31 33%	6 29%	7 30%	18 37%	22 33%	9 33%	6 23%	1 20%	3 43%	11 34%	1 17%	9 53%
Prepared notification letters in the relevant language(s)	29 31%	6 29%	8 35%	15 31%	23 35%	6 22%	6 23%	- -	4 57%	13 41%	1 17%	5 29%
Prepared crisis communications in the relevant language(s)	26 28%	8 38%	6 26%	12 24%	22 33%	4 15%	8 31%	1 20%	3 43%	8 25%	1 17%	5 29%
Defined internal data breach response teams across different jurisdictional areas	25 27%	11 52%	7 30%	7 14%	21 32%	4 15%	7 27%	1 20%	2 29%	9 28%	- -	6 35%
Call centres with multilingual support teams	23 25%	9 43%	1 4%	13 27%	17 26%	6 22%	9 35%	2 40%	3 43%	4 13%	- -	5 29%
Upscale processes to increase capacity in call centres to deal with breach enquiries	19 20%	7 33%	1 4%	11 22%	16 24%	3 11%	3 12%	1 20%	1 14%	6 19%	1 17%	7 41%
Other processes	2 2%	- -	- -	2 4%	- -	2 7%	1 4%	- -	- -	1 3%	- -	- -

Columns Tested: a,b,c - d,e - f,g,h,i,j,k

Experian Data Breach 2017

Q30. What processes, if any, does your organisation have in place to ensure an effective response to a data breach in multiple languages, or in overseas markets?

Base: All whose organisations hold data of customers/employees who live overseas

Significance Level: 95%

Total

Don't know

None of the above

Columns Tested: a,b,c - d,e - f,g,h,i,j,k

	RESPONSIBILITY FOR DATA			CONSIDERED PURCHASING DB ASSISTANCE SERVICE / CURRENTLY OWN		BUSINESS SECTOR					
	Customer	Equal	Organisation	Yes currently have / considered	No don't own / don't know	Manufacturing, Wholesale and Production	Retail and Sales	Recreation and Other Services	Business and Professional Services	Public Services inc. Education and Health	Information and Communication
Total	*a	*b	c	d	*e	*f	*g	*h	i	*j	*k
93	21	23	49	66	27	26	5	7	32	6	17
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Don't know	-	1	4	-	5	-	-	1	2	2	-
5%	-	4%	8%	-	19%	-	-	14%	6%	33%	-
None of the above	-	2	3	1	4	1	1	-	3	-	-
5%	-	9%	6%	2%	15%	4%	20%	-	9%	-	-

Experian Data Breach 2017

Q31. There are various assistance services available to help businesses understand, plan for, and minimise the likelihood and impact of a data breach. These include services that evaluate the potential risks of a data breach, and others that also help businesses prepare a response in the event of a breach. Has your organisation ever considered purchasing or subscribing to a data breach assistance service?

Base: All respondents

	Total	BUSINESS SIZE					JOB ROLE		RESPONSIBILITY FOR PII RECORDS				DATA BREACH RESPONSE PLAN	
		Small business	Medium-small business	Medium-large business	Large business	NET: SMEs	IT Manager	Any other role	Up to 1000	1000 – 9999	10000 – 49999	50000+	Yes	No/Don't know
Significance Level: 95%		a	b	c	d	e	f	g	h	i	*j	*k	l	m
Total	200 100%	50 100%	50 100%	50 100%	50 100%	150 100%	57 100%	143 100%	102 100%	54 100%	20 100%	18 100%	155 100%	45 100%
Yes - we already have one	59 30%	13 26%	13 26%	12 24%	21 42%	38 25%	24 42%	35 24%	28 27%	19 35%	7 35%	5 28%	57 37%	2 4%
Yes - we have considered this but did not purchase or subscribe	58 29%	8 16%	21 42%	21 42%	8 16%	50 33%	18 32%	40 28%	39 38%	14 26%	3 15%	1 6%	50 32%	8 18%
No - we have not considered purchasing or subscribing to one	57 29%	20 40%	13 26%	14 28%	10 20%	47 31%	11 19%	46 32%	29 28%	16 30%	5 25%	5 28%	29 19%	28 62%
Don't know	26 13%	9 18%	3 6%	3 6%	11 22%	15 10%	4 7%	22 15%	6 6%	5 9%	5 25%	7 39%	19 12%	7 16%
NETS														
Net: Yes	117 59%	21 42%	34 68%	33 66%	29 58%	88 59%	42 74%	75 52%	67 66%	33 61%	10 50%	6 33%	107 69%	10 22%
Net: No/Don't know	83 42%	29 58%	16 32%	17 34%	21 42%	62 41%	15 26%	68 48%	35 34%	21 39%	10 50%	12 67%	48 31%	35 78%

Columns Tested: a,b,c,d,e - f,g - h,i,j,k - l,m

Experian Data Breach 2017

Q31. There are various assistance services available to help businesses understand, plan for, and minimise the likelihood and impact of a data breach. These include services that evaluate the potential risks of a data breach, and others that also help businesses prepare a response in the event of a breach. Has your organisation ever considered purchasing or subscribing to a data breach assistance service?

Base: All respondents

	Total	DATA BREACH RESPONSE TEAM		DATA BREACH IN PAST 2 YEARS		CUSTOMERS NOTIFIED OF DATA BREACH		SUB-BRANDS/SUBSIDIARIES		OVERSEAS CUSTOMER/EMPLOYEE DATA		CONFIDENCE TO KNOW WHAT TO DO FOLLOWING DATA BREACH		
		Yes	No/Don't know	Yes – any size	Yes – more than 1000	Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	Confident	Not confident	Don't know
Significance Level: 95%		a	b	c	d	*e	*f	g	h	i	j	k	l	*m
Total	200	108	92	185	36	27	14	95	105	93	107	163	31	6
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes - we already have one	59	48	11	57	21	17	6	42	17	41	18	57	2	-
	30%	44%	12%	31%	58%	63%	43%	44%	16%	44%	17%	35%	6%	-
		b			c			h		j		l		
Yes - we have considered this but did not purchase or subscribe	58	33	25	55	11	9	4	30	28	25	33	47	11	-
	29%	31%	27%	30%	31%	33%	29%	32%	27%	27%	31%	29%	35%	-
No - we have not considered purchasing or subscribing to one	57	16	41	55	3	1	2	17	40	19	38	40	15	2
	29%	15%	45%	30%	8%	4%	14%	18%	38%	20%	36%	25%	48%	33%
		a		d				g		i		k		
Don't know	26	11	15	18	1	-	2	6	20	8	18	19	3	4
	13%	10%	16%	10%	3%	-	14%	6%	19%	9%	17%	12%	10%	67%
								g						
NETS														
Net: Yes	117	81	36	112	32	26	10	72	45	66	51	104	13	-
	59%	75%	39%	61%	89%	96%	71%	76%	43%	71%	48%	64%	42%	-
		b			c			h		j		l		
Net: No/Don't know	83	27	56	73	4	1	4	23	60	27	56	59	18	6
	42%	25%	61%	39%	11%	4%	29%	24%	57%	29%	52%	36%	58%	100%
		a		d				g		i		k		

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l,m

Experian Data Breach 2017

Q31. There are various assistance services available to help businesses understand, plan for, and minimise the likelihood and impact of a data breach. These include services that evaluate the potential risks of a data breach, and others that also help businesses prepare a response in the event of a breach. Has your organisation ever considered purchasing or subscribing to a data breach assistance service?

Base: All respondents

	Total	EXTERNAL SUPPORT FOR DATA BREACH		CALL CENTRE FACILITIES		STANDARD NOTIFICATION LETTER TEMPLATES		SPEED OF CUSTOMER NOTIFICATION OF DATA BREACH			ACCEPTABLE SPEED OF NOTIFICATION OF DATA BREACH TO CUSTOMERS		
		Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	24 hours or less	72 hours or less	2 weeks or less	Acceptable	Unacceptable	Don't know
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	*k	*l
Total	200 100%	108 100%	92 100%	44 100%	156 100%	45 100%	155 100%	115 100%	163 100%	189 100%	173 100%	20 100%	7 100%
Yes - we already have one	59 30%	52 48%	7 8%	23 52%	36 23%	19 42%	40 26%	43 37%	55 34%	59 31%	57 33%	2 10%	- -
		b		d		f							
Yes - we have considered this but did not purchase or subscribe	58 29%	36 33%	22 24%	11 25%	47 30%	11 24%	47 30%	39 34%	51 31%	57 30%	52 30%	6 30%	- -
No - we have not considered purchasing or subscribing to one	57 29%	15 14%	42 46%	8 18%	49 31%	10 22%	47 30%	26 23%	43 26%	54 29%	48 28%	7 35%	2 29%
		a											
Don't know	26 13%	5 5%	21 23%	2 5%	24 15%	5 11%	21 14%	7 6%	14 9%	19 10%	16 9%	5 25%	5 71%
		a											
NETS													
Net: Yes	117 59%	88 81%	29 32%	34 77%	83 53%	30 67%	87 56%	82 71%	106 65%	116 61%	109 63%	8 40%	- -
		b		d									
Net: No/Don't know	83 42%	20 19%	63 68%	10 23%	73 47%	15 33%	68 44%	33 29%	57 35%	73 39%	64 37%	12 60%	7 100%
		a		c									

Columns Tested: a,b - c,d - e,f - g,h,i - j,k,l

Experian Data Breach 2017

Q31. There are various assistance services available to help businesses understand, plan for, and minimise the likelihood and impact of a data breach. These include services that evaluate the potential risks of a data breach, and others that also help businesses prepare a response in the event of a breach. Has your organisation ever considered purchasing or subscribing to a data breach assistance service?

Base: All respondents

		RESPONSIBILITY FOR DATA			CONSIDERED PURCHASING DB ASSISTANCE SERVICE / CURRENTLY OWN		BUSINESS SECTOR					
	Total	Customer	Equal	Organisation	Yes currently have / considered	No don't own / don't know	Manufacturing, Wholesale and Production	Retail and Sales	Recreation and Other Services	Business and Professional Services	Public Services inc. Education and Health	Information and Communication
Significance Level: 95%		a	b	c	d	e	f	*g	*h	i	*j	k
Total	200 100%	33 100%	56 100%	103 100%	117 100%	83 100%	64 100%	10 100%	16 100%	62 100%	18 100%	30 100%
Yes - we already have one	59 30%	16 48% c	17 30%	26 25%	59 50% e	- -	21 33%	3 30%	1 6%	15 24%	4 22%	15 50% i
Yes - we have considered this but did not purchase or subscribe	58 29%	11 33%	17 30%	28 27%	58 50% e	- -	23 36%	2 20%	4 25%	19 31%	3 17%	7 23%
No - we have not considered purchasing or subscribing to one	57 29%	5 15%	17 30%	35 34% a	- -	57 69% d	16 25%	3 30%	9 56%	19 31%	4 22%	6 20%
Don't know	26 13%	1 3%	5 9%	14 14%	- -	26 31% d	4 6%	2 20%	2 13%	9 15%	7 39%	2 7%
NETS												
Net: Yes	117 59%	27 82% bc	34 61%	54 52%	117 100% e	- -	44 69%	5 50%	5 31%	34 55%	7 39%	22 73%
Net: No/Don't know	83 42%	6 18%	22 39% a	49 48% a	- -	83 100% d	20 31%	5 50%	11 69%	28 45%	11 61%	8 27%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k

Experian Data Breach 2017

D1 Which of the following best reflects your company's annual turnover? If you are unsure, please select the band that you believe is most accurate.

Base: All respondents

	Total	BUSINESS SIZE					JOB ROLE		RESPONSIBILITY FOR PII RECORDS				DATA BREACH RESPONSE PLAN	
		Small business	Medium-small business	Medium-large business	Large business	NET: SMEs	IT Manager	Any other role	Up to 1000	1000 – 9999	10000 – 49999	50000+	Yes	No/Don't know
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	*k	l	m
Total	200 100%	50 100%	50 100%	50 100%	50 100%	150 100%	57 100%	143 100%	102 100%	54 100%	20 100%	18 100%	155 100%	45 100%
Under £500,000	22 11%	15 30%	5 10%	2 4%	- -	22 15%	4 7%	18 13%	19 19%	1 2%	- -	- -	11 7%	11 24%
		bcde	d			cd			i				l	l
£500,000 to £999,999	27 14%	11 22%	14 28%	1 2%	1 2%	26 17%	6 11%	21 15%	18 18%	6 11%	2 10%	1 6%	19 12%	8 18%
		cd	cd			cd								
£1,000,000 to £4,999,999	43 22%	14 28%	15 30%	9 18%	5 10%	38 25%	11 19%	32 22%	24 24%	17 31%	1 5%	1 6%	36 23%	7 16%
		d	d			d								
£5,000,000 to £9,999,999	36 18%	8 16%	5 10%	15 30%	8 16%	28 19%	8 14%	28 20%	14 14%	12 22%	5 25%	4 22%	31 20%	5 11%
				b										
£10,000,000 to £19,999,999	25 13%	- -	7 14%	9 18%	9 18%	16 11%	10 18%	15 10%	15 15%	5 9%	4 20%	- -	21 14%	4 9%
			a	a	a	a								
£20,000,000 to £49,999,999	13 7%	- -	3 6%	7 14%	3 6%	10 7%	3 5%	10 7%	7 7%	4 7%	1 5%	1 6%	10 6%	3 7%
				a										
£50,000,000 to £99,999,999	18 9%	2 4%	1 2%	7 14%	8 16%	10 7%	8 14%	10 7%	4 4%	3 6%	3 15%	7 39%	16 10%	2 4%
				b	abe									
£100,000,000 or more	16 8%	- -	- -	- -	16 32%	- -	7 12%	9 6%	1 1%	6 11%	4 20%	4 22%	11 7%	5 11%
					abce					h				
NETS														
Net: Less than £1,000,000	49 25%	26 52%	19 38%	3 6%	1 2%	48 32%	10 18%	39 27%	37 36%	7 13%	2 10%	1 6%	30 19%	19 42%
		cde	cd			cd			i					l

Columns Tested: a,b,c,d,e - f,g - h,i,j,k - l,m

Experian Data Breach 2017

D1 Which of the following best reflects your company's annual turnover? If you are unsure, please select the band that you believe is most accurate.

Base: All respondents

	Total	BUSINESS SIZE					JOB ROLE		RESPONSIBILITY FOR PII RECORDS				DATA BREACH RESPONSE PLAN	
		Small business	Medium-small business	Medium-large business	Large business	NET: SMEs	IT Manager	Any other role	Up to 1000	1000 – 9999	10000 – 49999	50000+	Yes	No/Don't know
Significance Level: 95%		a	b	c	d	e	f	g	h	i	*j	*k	l	m
Total	200 100%	50 100%	50 100%	50 100%	50 100%	150 100%	57 100%	143 100%	102 100%	54 100%	20 100%	18 100%	155 100%	45 100%
Net: Less than £10,000,000	128 64%	48 96%	39 78%	27 54%	14 28%	114 76%	29 51%	99 69%	75 74%	36 67%	8 40%	6 33%	97 63%	31 69%
		bcde	cd	d		cd		f						
Net: Less than £20,000,000	153 77%	48 96%	46 92%	36 72%	23 46%	130 87%	39 68%	114 80%	90 88%	41 76%	12 60%	6 33%	118 76%	35 78%
		cd	cd	d		cd			i					
Net: At least £20,000,000	47 24%	2 4%	4 8%	14 28%	27 54%	20 13%	18 32%	29 20%	12 12%	13 24%	8 40%	12 67%	37 24%	10 22%
				abe	abce					h				

Columns Tested: a,b,c,d,e - f,g - h,i,j,k - l,m

Experian Data Breach 2017

D1 Which of the following best reflects your company's annual turnover? If you are unsure, please select the band that you believe is most accurate.

Base: All respondents

	Total	DATA BREACH RESPONSE TEAM		DATA BREACH IN PAST 2 YEARS		CUSTOMERS NOTIFIED OF DATA BREACH		SUB-BRANDS/SUBSIDIARIES		OVERSEAS CUSTOMER/EMPLOYEE DATA		CONFIDENCE TO KNOW WHAT TO DO FOLLOWING DATA BREACH		
		Yes	No/Don't know	Yes – any size	Yes – more than 1000	Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	Confident	Not confident	Don't know
Significance Level: 95%		a	b	c	d	*e	*f	g	h	i	j	k	l	*m
Total	200 100%	108 100%	92 100%	185 100%	36 100%	27 100%	14 100%	95 100%	105 100%	93 100%	107 100%	163 100%	31 100%	6 100%
Under £500,000	22 11%	8 7%	14 15%	20 11%	4 11%	3 11%	1 7%	6 6%	16 15%	5 5%	17 16%	16 10%	3 10%	3 50%
£500,000 to £999,999	27 14%	15 14%	12 13%	27 15%	7 19%	6 22%	2 14%	15 16%	12 11%	11 12%	16 15%	20 12%	7 23%	- -
£1,000,000 to £4,999,999	43 22%	23 21%	20 22%	41 22%	10 28%	5 19%	5 36%	20 21%	23 22%	16 17%	27 25%	36 22%	7 23%	- -
£5,000,000 to £9,999,999	36 18%	21 19%	15 16%	32 17%	5 14%	7 26%	2 14%	19 20%	17 16%	21 23%	15 14%	31 19%	5 16%	- -
£10,000,000 to £19,999,999	25 13%	12 11%	13 14%	24 13%	3 8%	2 7%	1 7%	14 15%	11 10%	13 14%	12 11%	19 12%	5 16%	1 17%
£20,000,000 to £49,999,999	13 7%	9 8%	4 4%	12 6%	2 6%	2 7%	- -	8 8%	5 5%	7 8%	6 6%	11 7%	2 6%	- -
£50,000,000 to £99,999,999	18 9%	11 10%	7 8%	17 9%	5 14%	2 7%	3 21%	8 8%	10 10%	12 13%	6 6%	16 10%	- -	2 33%
£100,000,000 or more	16 8%	9 8%	7 8%	12 6%	- -	- -	- -	5 5%	11 10%	8 9%	8 7%	14 9%	2 6%	- -
NETS														
Net: Less than £1,000,000	49 25%	23 21%	26 28%	47 25%	11 31%	9 33%	3 21%	21 22%	28 27%	16 17%	33 31%	36 22%	10 32%	3 50%
Net: Less than £10,000,000	128 64%	67 62%	61 66%	120 65%	26 72%	21 78%	10 71%	60 63%	68 65%	53 57%	75 70%	103 63%	22 71%	3 50%
Net: Less than £20,000,000	153 77%	79 73%	74 80%	144 78%	29 81%	23 85%	11 79%	74 78%	79 75%	66 71%	87 81%	122 75%	27 87%	4 67%

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l,m

Experian Data Breach 2017

D1 Which of the following best reflects your company's annual turnover? If you are unsure, please select the band that you believe is most accurate.

Base: All respondents

		DATA BREACH RESPONSE TEAM		DATA BREACH IN PAST 2 YEARS		CUSTOMERS NOTIFIED OF DATA BREACH		SUB-BRANDS/SUBSIDIARIES		OVERSEAS CUSTOMER/ EMPLOYEE DATA		CONFIDENCE TO KNOW WHAT TO DO FOLLOWING DATA BREACH		
	Total	Yes	No/Don't know	Yes – any size	Yes – more than 1000	Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	Confident	Not confident	Don't know
Significance Level: 95%		a	b	c	d	*e	*f	g	h	i	j	k	l	*m
Total	200	108	92	185	36	27	14	95	105	93	107	163	31	6
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: At least £20,000,000	47	29	18	41	7	4	3	21	26	27	20	41	4	2
	24%	27%	20%	22%	19%	15%	21%	22%	25%	29%	19%	25%	13%	33%

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l,m

Experian Data Breach 2017

D1 Which of the following best reflects your company's annual turnover? If you are unsure, please select the band that you believe is most accurate.

Base: All respondents

	Total	EXTERNAL SUPPORT FOR DATA BREACH		CALL CENTRE FACILITIES		STANDARD NOTIFICATION LETTER TEMPLATES		SPEED OF CUSTOMER NOTIFICATION OF DATA BREACH			ACCEPTABLE SPEED OF NOTIFICATION OF DATA BREACH TO CUSTOMERS		
		Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	24 hours or less	72 hours or less	2 weeks or less	Acceptable	Unacceptable	Don't know
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	*k	*l
Total	200 100%	108 100%	92 100%	44 100%	156 100%	45 100%	155 100%	115 100%	163 100%	189 100%	173 100%	20 100%	7 100%
Under £500,000	22 11%	8 7%	14 15%	3 7%	19 12%	2 4%	20 13%	12 10%	17 10%	20 11%	18 10%	1 5%	3 43%
£500,000 to £999,999	27 14%	15 14%	12 13%	4 9%	23 15%	7 16%	20 13%	17 15%	21 13%	25 13%	23 13%	4 20%	- -
£1,000,000 to £4,999,999	43 22%	25 23%	18 20%	8 18%	35 22%	6 13%	37 24%	28 24%	38 23%	42 22%	38 22%	4 20%	1 14%
£5,000,000 to £9,999,999	36 18%	20 19%	16 17%	10 23%	26 17%	9 20%	27 17%	26 23%	32 20%	35 19%	32 18%	3 15%	1 14%
£10,000,000 to £19,999,999	25 13%	13 12%	12 13%	5 11%	20 13%	6 13%	19 12%	9 8%	16 10%	23 12%	20 12%	4 20%	1 14%
£20,000,000 to £49,999,999	13 7%	8 7%	5 5%	5 11%	8 5%	6 13%	7 5%	7 6%	13 8%	13 7%	12 7%	1 5%	- -
£50,000,000 to £99,999,999	18 9%	11 10%	7 8%	6 14%	12 8%	3 7%	15 10%	9 8%	14 9%	17 9%	15 9%	2 10%	1 14%
£100,000,000 or more	16 8%	8 7%	8 9%	3 7%	13 8%	6 13%	10 6%	7 6%	12 7%	14 7%	15 9%	1 5%	- -
NETS													
Net: Less than £1,000,000	49 25%	23 21%	26 28%	7 16%	42 27%	9 20%	40 26%	29 25%	38 23%	45 24%	41 24%	5 25%	3 43%
Net: Less than £10,000,000	128 64%	68 63%	60 65%	25 57%	103 66%	24 53%	104 67%	83 72%	108 66%	122 65%	111 64%	12 60%	5 71%
Net: Less than £20,000,000	153 77%	81 75%	72 78%	30 68%	123 79%	30 67%	123 79%	92 80%	124 76%	145 77%	131 76%	16 80%	6 86%

Columns Tested: a,b - c,d - e,f - g,h,i - j,k,l

Experian Data Breach 2017

D1 Which of the following best reflects your company's annual turnover? If you are unsure, please select the band that you believe is most accurate.

Base: All respondents

	EXTERNAL SUPPORT FOR DATA BREACH		CALL CENTRE FACILITIES		STANDARD NOTIFICATION LETTER TEMPLATES		SPEED OF CUSTOMER NOTIFICATION OF DATA BREACH			ACCEPTABLE SPEED OF NOTIFICATION OF DATA BREACH TO CUSTOMERS			
Significance Level: 95%	Total	Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	24 hours or less	72 hours or less	2 weeks or less	Acceptable	Unacceptable	Don't know
		a	b	c	d	e	f	g	h	i	j	*k	*l
Total	200	108	92	44	156	45	155	115	163	189	173	20	7
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: At least £20,000,000	47	27	20	14	33	15	32	23	39	44	42	4	1
	24%	25%	22%	32%	21%	33%	21%	20%	24%	23%	24%	20%	14%

Columns Tested: a,b - c,d - e,f - g,h,i - j,k,l

Experian Data Breach 2017

D1 Which of the following best reflects your company's annual turnover? If you are unsure, please select the band that you believe is most accurate.

Base: All respondents

		RESPONSIBILITY FOR DATA			CONSIDERED PURCHASING DB ASSISTANCE SERVICE / CURRENTLY OWN		BUSINESS SECTOR					
	Total	Customer	Equal	Organisation	Yes currently have / considered	No don't own / don't know	Manufacturing, Wholesale and Production	Retail and Sales	Recreation and Other Services	Business and Professional Services	Public Services inc. Education and Health	Information and Communication
Significance Level: 95%		a	b	c	d	e	f	*g	*h	i	*j	k
Total	200 100%	33 100%	56 100%	103 100%	117 100%	83 100%	64 100%	10 100%	16 100%	62 100%	18 100%	30 100%
Under £500,000	22 11%	4 12%	7 13%	7 7%	9 8%	13 16%	6 9%	- -	6 38%	6 10%	3 17%	1 3%
£500,000 to £999,999	27 14%	4 12%	4 7%	19 18%	16 14%	11 13%	14 22%	1 10%	- -	7 11%	1 6%	4 13%
£1,000,000 to £4,999,999	43 22%	7 21%	11 20%	24 23%	30 26%	13 16%	10 16%	3 30%	3 19%	14 23%	3 17%	10 33%
£5,000,000 to £9,999,999	36 18%	9 27%	12 21%	15 15%	21 18%	15 18%	11 17%	3 30%	4 25%	11 18%	3 17%	4 13%
£10,000,000 to £19,999,999	25 13%	3 9%	9 16%	11 11%	16 14%	9 11%	6 9%	2 20%	- -	8 13%	4 22%	5 17%
£20,000,000 to £49,999,999	13 7%	2 6%	3 5%	8 8%	8 7%	5 6%	7 11%	- -	- -	4 6%	- -	2 7%
£50,000,000 to £99,999,999	18 9%	3 9%	3 5%	11 11%	10 9%	8 10%	6 9%	1 10%	2 13%	4 6%	3 17%	2 7%
£100,000,000 or more	16 8%	1 3%	7 13%	8 8%	7 6%	9 11%	4 6%	- -	1 6%	8 13%	1 6%	2 7%
NETS												
Net: Less than £1,000,000	49 25%	8 24%	11 20%	26 25%	25 21%	24 29%	20 31%	1 10%	6 38%	13 21%	4 22%	5 17%
Net: Less than £10,000,000	128 64%	24 73%	34 61%	65 63%	76 65%	52 63%	41 64%	7 70%	13 81%	38 61%	10 56%	19 63%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k

Experian Data Breach 2017

D1 Which of the following best reflects your company's annual turnover? If you are unsure, please select the band that you believe is most accurate.

Base: All respondents

		RESPONSIBILITY FOR DATA			CONSIDERED PURCHASING DB ASSISTANCE SERVICE / CURRENTLY OWN		BUSINESS SECTOR					
	Total	Customer	Equal	Organisation	Yes currently have / considered	No don't own / don't know	Manufacturing, Wholesale and Production	Retail and Sales	Recreation and Other Services	Business and Professional Services	Public Services inc. Education and Health	Information and Communication
Significance Level: 95%		a	b	c	d	e	f	*g	*h	i	*j	k
Total	200	33	56	103	117	83	64	10	16	62	18	30
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Less than £20,000,000	153	27	43	76	92	61	47	9	13	46	14	24
	77%	82%	77%	74%	79%	73%	73%	90%	81%	74%	78%	80%
Net: At least £20,000,000	47	6	13	27	25	22	17	1	3	16	4	6
	24%	18%	23%	26%	21%	27%	27%	10%	19%	26%	22%	20%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k

Experian Data Breach 2017

D2. Has your organisation experienced a data breach involving the loss or theft of 1,000 records or more containing sensitive or confidential, customer or business information in the past 2 years?

Base: All respondents

	Total	BUSINESS SIZE					JOB ROLE		RESPONSIBILITY FOR PII RECORDS				DATA BREACH RESPONSE PLAN	
		Small business	Medium-small business	Medium-large business	Large business	NET: SMEs	IT Manager	Any other role	Up to 1000	1000 – 9999	10000 – 49999	50000+	Yes	No/Don't know
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Total	200	50	50	50	50	150	57	143	102	54	20	18	155	45
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	36	8	11	9	8	28	13	23	17	13	4	2	32	4
	18%	16%	22%	18%	16%	19%	23%	16%	17%	24%	20%	11%	21%	9%
No	149	38	39	40	32	117	40	109	83	39	13	12	114	35
	75%	76%	78%	80%	64%	78%	70%	76%	81%	72%	65%	67%	74%	78%
Don't know	15	4	-	1	10	5	4	11	2	2	3	4	9	6
	8%	8%	-	2%	20%	3%	7%	8%	2%	4%	15%	22%	6%	13%
		b			bce									

Columns Tested: a,b,c,d,e - f,g - h,i,j,k - l,m

Experian Data Breach 2017

D2. Has your organisation experienced a data breach involving the loss or theft of 1,000 records or more containing sensitive or confidential, customer or business information in the past 2 years?

Base: All respondents

	DATA BREACH RESPONSE TEAM			DATA BREACH IN PAST 2 YEARS		CUSTOMERS NOTIFIED OF DATA BREACH		SUB-BRANDS/SUBSIDIARIES		OVERSEAS CUSTOMER/EMPLOYEE DATA		CONFIDENCE TO KNOW WHAT TO DO FOLLOWING DATA BREACH		
	Total	Yes	No/Don't know	Yes – any size	Yes – more than 1000	Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	Confident	Not confident	Don't know
Significance Level: 95%		a	b	c	d	*e	*f	g	h	i	j	k	l	*m
Total	200 100%	108 100%	92 100%	185 100%	36 100%	27 100%	14 100%	95 100%	105 100%	93 100%	107 100%	163 100%	31 100%	6 100%
Yes	36 18%	30 28%	6 7%	36 19%	36 100%	24 89%	12 86%	28 29%	8 8%	30 32%	6 6%	32 20%	3 10%	1 17%
No	149 75%	71 66%	78 85%	149 81%	- -	3 11%	2 14%	58 61%	91 87%	57 61%	92 86%	119 73%	28 90%	2 33%
Don't know	15 8%	7 6%	8 9%	- -	- -	- -	- -	9 9%	6 6%	6 6%	9 8%	12 7%	- -	3 50%

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l,m

Experian Data Breach 2017

D2. Has your organisation experienced a data breach involving the loss or theft of 1,000 records or more containing sensitive or confidential, customer or business information in the past 2 years?

Base: All respondents

	Total	EXTERNAL SUPPORT FOR DATA BREACH		CALL CENTRE FACILITIES		STANDARD NOTIFICATION LETTER TEMPLATES		SPEED OF CUSTOMER NOTIFICATION OF DATA BREACH			ACCEPTABLE SPEED OF NOTIFICATION OF DATA BREACH TO CUSTOMERS		
		Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	24 hours or less	72 hours or less	2 weeks or less	Acceptable	Unacceptable	Don't know
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	*k	*l
Total	200 100%	108 100%	92 100%	44 100%	156 100%	45 100%	155 100%	115 100%	163 100%	189 100%	173 100%	20 100%	7 100%
Yes	36 18%	33 31%	3 3%	12 27%	24 15%	13 29%	23 15%	27 23%	32 20%	36 19%	33 19%	3 15%	- -
No	149 75%	72 67%	77 84%	30 68%	119 76%	29 64%	120 77%	83 72%	121 74%	141 75%	129 75%	16 80%	4 57%
Don't know	15 8%	3 3%	12 13%	2 5%	13 8%	3 7%	12 8%	5 4%	10 6%	12 6%	11 6%	1 5%	3 43%

Columns Tested: a,b - c,d - e,f - g,h,i - j,k,l

Experian Data Breach 2017

D2. Has your organisation experienced a data breach involving the loss or theft of 1,000 records or more containing sensitive or confidential, customer or business information in the past 2 years?

Base: All respondents

		RESPONSIBILITY FOR DATA			CONSIDERED PURCHASING DB ASSISTANCE SERVICE / CURRENTLY OWN		BUSINESS SECTOR					
	Total	Customer	Equal	Organisation	Yes currently have / considered	No don't own / don't know	Manufacturing, Wholesale and Production	Retail and Sales	Recreation and Other Services	Business and Professional Services	Public Services inc. Education and Health	Information and Communication
Significance Level: 95%		a	b	c	d	e	f	*g	*h	i	*j	k
Total	200 100%	33 100%	56 100%	103 100%	117 100%	83 100%	64 100%	10 100%	16 100%	62 100%	18 100%	30 100%
Yes	36 18%	14 42% bc	5 9%	17 17%	32 27% e	4 5%	15 23%	1 10%	3 19%	9 15%	- -	8 27%
No	149 75%	18 55%	47 84% a	79 77% a	80 68%	69 83% d	44 69%	8 80%	11 69%	50 81%	16 89%	20 67%
Don't know	15 8%	1 3%	4 7%	7 7%	5 4%	10 12% d	5 8%	1 10%	2 13%	3 5%	2 11%	2 7%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k

Experian Data Breach 2017

D3. Has your organisation experienced a data breach involving the loss or theft of less than 1,000 records containing sensitive or confidential, customer or business information in the past 2 years?

Base: All respondents

	Total	BUSINESS SIZE					JOB ROLE		RESPONSIBILITY FOR PII RECORDS				DATA BREACH RESPONSE PLAN	
		Small business	Medium-small business	Medium-large business	Large business	NET: SMEs	IT Manager	Any other role	Up to 1000	1000 – 9999	10000 – 49999	50000+	Yes	No/Don't know
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Total	200 100%	50 100%	50 100%	50 100%	50 100%	150 100%	57 100%	143 100%	102 100%	54 100%	20 100%	18 100%	155 100%	45 100%
Yes	27 14%	7 14%	8 16%	6 12%	6 12%	21 14%	9 16%	18 13%	13 13%	10 19%	2 10%	2 11%	24 15%	3 7%
No	158 79%	40 80%	41 82%	42 84%	35 70%	123 82%	43 75%	115 80%	85 83%	43 80%	14 70%	13 72%	121 78%	37 82%
Don't know	15 8%	3 6%	1 2%	2 4%	9 18%	6 4%	5 9%	10 7%	4 4%	1 2%	4 20%	3 17%	10 6%	5 11%

Columns Tested: a,b,c,d,e - f,g - h,i,j,k - l,m

Experian Data Breach 2017

D3. Has your organisation experienced a data breach involving the loss or theft of less than 1,000 records containing sensitive or confidential, customer or business information in the past 2 years?

Base: All respondents

	Total	DATA BREACH RESPONSE TEAM		DATA BREACH IN PAST 2 YEARS		CUSTOMERS NOTIFIED OF DATA BREACH		SUB-BRANDS/SUBSIDIARIES		OVERSEAS CUSTOMER/EMPLOYEE DATA		CONFIDENCE TO KNOW WHAT TO DO FOLLOWING DATA BREACH		
		Yes	No/Don't know	Yes – any size	Yes – more than 1000	Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	Confident	Not confident	Don't know
Significance Level: 95%		a	b	c	d	*e	*f	g	h	i	j	k	l	*m
Total	200 100%	108 100%	92 100%	185 100%	36 100%	27 100%	14 100%	95 100%	105 100%	93 100%	107 100%	163 100%	31 100%	6 100%
Yes	27 14%	22 20%	5 5%	27 15%	22 61%	21 78%	6 43%	18 19%	9 9%	24 26%	3 3%	25 15%	2 6%	- -
No	158 79%	77 71%	81 88%	155 84%	13 36%	5 19%	8 57%	68 72%	90 86%	63 68%	95 89%	126 77%	29 94%	3 50%
Don't know	15 8%	9 8%	6 7%	3 2%	1 3%	1 4%	- -	9 9%	6 6%	6 6%	9 8%	12 7%	- -	3 50%

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l,m

Experian Data Breach 2017

D3. Has your organisation experienced a data breach involving the loss or theft of less than 1,000 records containing sensitive or confidential, customer or business information in the past 2 years?

Base: All respondents

	Total	EXTERNAL SUPPORT FOR DATA BREACH		CALL CENTRE FACILITIES		STANDARD NOTIFICATION LETTER TEMPLATES		SPEED OF CUSTOMER NOTIFICATION OF DATA BREACH			ACCEPTABLE SPEED OF NOTIFICATION OF DATA BREACH TO CUSTOMERS		
		Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	24 hours or less	72 hours or less	2 weeks or less	Acceptable	Unacceptable	Don't know
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	*k	*l
Total	200 100%	108 100%	92 100%	44 100%	156 100%	45 100%	155 100%	115 100%	163 100%	189 100%	173 100%	20 100%	7 100%
Yes	27 14%	25 23%	2 2%	11 25%	16 10%	11 24%	16 10%	19 17%	25 15%	27 14%	24 14%	3 15%	- -
No	158 79%	80 74%	78 85%	31 70%	127 81%	30 67%	128 83%	89 77%	128 79%	150 79%	138 80%	16 80%	4 57%
Don't know	15 8%	3 3%	12 13%	2 5%	13 8%	4 9%	11 7%	7 6%	10 6%	12 6%	11 6%	1 5%	3 43%

Columns Tested: a,b - c,d - e,f - g,h,i - j,k,l

Experian Data Breach 2017

D3. Has your organisation experienced a data breach involving the loss or theft of less than 1,000 records containing sensitive or confidential, customer or business information in the past 2 years?

Base: All respondents

		RESPONSIBILITY FOR DATA			CONSIDERED PURCHASING DB ASSISTANCE SERVICE / CURRENTLY OWN		BUSINESS SECTOR					
	Total	Customer	Equal	Organisation	Yes currently have / considered	No don't own / don't know	Manufacturing, Wholesale and Production	Retail and Sales	Recreation and Other Services	Business and Professional Services	Public Services inc. Education and Health	Information and Communication
Significance Level: 95%		a	b	c	d	e	f	*g	*h	i	*j	k
Total	200 100%	33 100%	56 100%	103 100%	117 100%	83 100%	64 100%	10 100%	16 100%	62 100%	18 100%	30 100%
Yes	27 14%	9 27% b	4 7%	14 14%	25 21% e	2 2%	12 19%	1 10%	3 19%	6 10%	- -	5 17%
No	158 79%	23 70%	49 88% a	82 80%	86 74%	72 87% d	49 77%	7 70%	12 75%	52 84%	15 83%	23 77%
Don't know	15 8%	1 3%	3 5%	7 7%	6 5%	9 11%	3 5%	2 20%	1 6%	4 6%	3 17%	2 7%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k

Experian Data Breach 2017

D2_D3. Has your organisation experienced a data breach involving the loss or theft of records containing sensitive or confidential, customer or business information in the past 2 years?

Base: All respondents

	Total	BUSINESS SIZE					JOB ROLE		RESPONSIBILITY FOR PII RECORDS				DATA BREACH RESPONSE PLAN	
		Small business	Medium-small business	Medium-large business	Large business	NET: SMEs	IT Manager	Any other role	Up to 1000	1000 – 9999	10000 – 49999	50000+	Yes	No/Don't know
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m
Total	200 100%	50 100%	50 100%	50 100%	50 100%	150 100%	57 100%	143 100%	102 100%	54 100%	20 100%	18 100%	155 100%	45 100%
Yes	41 21%	9 18%	12 24%	11 22%	9 18%	32 21%	13 23%	28 20%	20 20%	14 26%	4 20%	3 17%	36 23%	5 11%
No	147 74%	38 76%	38 76%	38 76%	33 66%	114 76%	40 70%	107 75%	80 78%	39 72%	13 65%	12 67%	112 72%	35 78%
Don't know	12 6%	3 6%	- -	1 2%	8 16%	4 3%	4 7%	8 6%	2 2%	1 2%	3 15%	3 17%	7 5%	5 11%

Columns Tested: a,b,c,d,e - f,g - h,i,j,k - l,m

Experian Data Breach 2017

D2_D3. Has your organisation experienced a data breach involving the loss or theft of records containing sensitive or confidential, customer or business information in the past 2 years?

Base: All respondents

	Total	DATA BREACH RESPONSE TEAM		DATA BREACH IN PAST 2 YEARS		CUSTOMERS NOTIFIED OF DATA BREACH		SUB-BRANDS/SUBSIDIARIES		OVERSEAS CUSTOMER/EMPLOYEE DATA		CONFIDENCE TO KNOW WHAT TO DO FOLLOWING DATA BREACH		
		Yes	No/Don't know	Yes – any size	Yes – more than 1000	Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	Confident	Not confident	Don't know
Significance Level: 95%		a	b	c	d	*e	*f	g	h	i	j	k	l	*m
Total	200 100%	108 100%	92 100%	185 100%	36 100%	27 100%	14 100%	95 100%	105 100%	93 100%	107 100%	163 100%	31 100%	6 100%
Yes	41 21%	32 30%	9 10%	41 22%	36 100%	27 100%	14 100%	30 32%	11 10%	34 37%	7 7%	36 22%	4 13%	1 17%
No	147 74%	70 65%	77 84%	144 78%	- -	- -	- -	58 61%	89 85%	55 59%	92 86%	118 72%	27 87%	2 33%
Don't know	12 6%	6 6%	6 7%	- -	- -	- -	- -	7 7%	5 5%	4 4%	8 7%	9 6%	- -	3 50%

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l,m

Experian Data Breach 2017

D2_D3. Has your organisation experienced a data breach involving the loss or theft of records containing sensitive or confidential, customer or business information in the past 2 years?

Base: All respondents

	Total	EXTERNAL SUPPORT FOR DATA BREACH		CALL CENTRE FACILITIES		STANDARD NOTIFICATION LETTER TEMPLATES		SPEED OF CUSTOMER NOTIFICATION OF DATA BREACH			ACCEPTABLE SPEED OF NOTIFICATION OF DATA BREACH TO CUSTOMERS		
		Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	24 hours or less	72 hours or less	2 weeks or less	Acceptable	Unacceptable	Don't know
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	*k	*l
Total	200 100%	108 100%	92 100%	44 100%	156 100%	45 100%	155 100%	115 100%	163 100%	189 100%	173 100%	20 100%	7 100%
Yes	41 21%	36 33%	5 5%	13 30%	28 18%	14 31%	27 17%	30 26%	37 23%	41 22%	36 21%	5 25%	- -
No	147 74%	71 66%	76 83%	30 68%	117 75%	29 64%	118 76%	81 70%	119 73%	139 74%	129 75%	14 70%	4 57%
Don't know	12 6%	1 1%	11 12%	1 2%	11 7%	2 4%	10 6%	4 3%	7 4%	9 5%	8 5%	1 5%	3 43%

Columns Tested: a,b - c,d - e,f - g,h,i - j,k,l

Experian Data Breach 2017

D2_D3. Has your organisation experienced a data breach involving the loss or theft of records containing sensitive or confidential, customer or business information in the past 2 years?

Base: All respondents

Significance Level: 95%

	RESPONSIBILITY FOR DATA			CONSIDERED PURCHASING DB ASSISTANCE SERVICE / CURRENTLY OWN		BUSINESS SECTOR						
Total	Customer	Equal	Organisation	Yes currently have / considered	No don't own / don't know	Manufacturing, Wholesale and Production	Retail and Sales	Recreation and Other Services	Business and Professional Services	Public Services inc. Education and Health	Information and Communication	
	a	b	c	d	e	f	*g	*h	i	*j	k	
200	33	56	103	117	83	64	10	16	62	18	30	
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
41	15	5	21	36	5	18	2	3	10	-	8	
21%	45% bc	9%	20%	31% e	6%	28%	20%	19%	16%	-	27%	
147	17	49	76	78	69	43	7	12	49	16	20	
74%	52%	88% ac	74% a	67%	83% d	67%	70%	75%	79%	89%	67%	
12	1	2	6	3	9	3	1	1	3	2	2	
6%	3%	4%	6%	3%	11% d	5%	10%	6%	5%	11%	7%	

Columns Tested: a,b,c - d,e - f,g,h,i,j,k

Experian Data Breach 2017

D4. Following the breach, did you notify the customers affected?

Base: All who have experienced a data breach in the past two years

	Total	BUSINESS SIZE					JOB ROLE		RESPONSIBILITY FOR PII RECORDS				DATA BREACH RESPONSE PLAN	
		Small business	Medium-small business	Medium-large business	Large business	NET: SMEs	IT Manager	Any other role	Up to 1000	1000 – 9999	10000 – 49999	50000+	Yes	No/Don't know
Significance Level: 95%		*a	*b	*c	*d	e	*f	*g	*h	*i	*j	*k	l	*m
Total	41 100%	9 100%	12 100%	11 100%	9 100%	32 100%	13 100%	28 100%	20 100%	14 100%	4 100%	3 100%	36 100%	5 100%
Yes	27 66%	7 78%	8 67%	7 64%	5 56%	22 69%	8 62%	19 68%	12 60%	12 86%	2 50%	1 33%	25 69%	2 40%
No	12 29%	1 11%	4 33%	3 27%	4 44%	8 25%	5 38%	7 25%	8 40%	1 7%	2 50%	1 33%	9 25%	3 60%
Don't know	2 5%	1 11%	-	1 9%	-	2 6%	-	2 7%	-	1 7%	-	1 33%	2 6%	-

Columns Tested: a,b,c,d,e - f,g - h,i,j,k - l,m

Experian Data Breach 2017

D4. Following the breach, did you notify the customers affected?

Base: All who have experienced a data breach in the past two years

		DATA BREACH RESPONSE TEAM		DATA BREACH IN PAST 2 YEARS		CUSTOMERS NOTIFIED OF DATA BREACH		SUB-BRANDS/SUBSIDIARIES		OVERSEAS CUSTOMER/ EMPLOYEE DATA		CONFIDENCE TO KNOW WHAT TO DO FOLLOWING DATA BREACH		
	Total	Yes	No/Don't know	Yes – any size	Yes – more than 1000	Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	Confident	Not confident	Don't know
Significance Level: 95%		a	*b	c	d	*e	*f	g	*h	i	*j	k	*l	*m
Total	41 100%	32 100%	9 100%	41 100%	36 100%	27 100%	14 100%	30 100%	11 100%	34 100%	7 100%	36 100%	4 100%	1 100%
Yes	27 66%	24 75%	3 33%	27 66%	24 67%	27 100%	- -	21 70%	6 55%	25 74%	2 29%	25 69%	2 50%	- -
No	12 29%	8 25%	4 44%	12 29%	11 31%	- -	12 86%	8 27%	4 36%	7 21%	5 71%	9 25%	2 50%	1 100%
Don't know	2 5%	- -	2 22%	2 5%	1 3%	- -	2 14%	1 3%	1 9%	2 6%	- -	2 6%	- -	- -

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l,m

Experian Data Breach 2017

D4. Following the breach, did you notify the customers affected?

Base: All who have experienced a data breach in the past two years

		EXTERNAL SUPPORT FOR DATA BREACH		CALL CENTRE FACILITIES		STANDARD NOTIFICATION LETTER TEMPLATES		SPEED OF CUSTOMER NOTIFICATION OF DATA BREACH			ACCEPTABLE SPEED OF NOTIFICATION OF DATA BREACH TO CUSTOMERS		
	Total	Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	24 hours or less	72 hours or less	2 weeks or less	Acceptable	Unacceptable	Don't know
Significance Level: 95%		a	*b	*c	*d	*e	*f	g	h	i	j	*k	*l
Total	41 100%	36 100%	5 100%	13 100%	28 100%	14 100%	27 100%	30 100%	37 100%	41 100%	36 100%	5 100%	- -
Yes	27 66%	27 75%	- -	13 100%	14 50%	14 100%	13 48%	21 70%	25 68%	27 66%	23 64%	4 80%	- -
No	12 29%	9 25%	3 60%	- -	12 43%	- -	12 44%	8 27%	10 27%	12 29%	11 31%	1 20%	- -
Don't know	2 5%	- -	2 40%	- -	2 7%	- -	2 7%	1 3%	2 5%	2 5%	2 6%	- -	- -

Columns Tested: a,b - c,d - e,f - g,h,i - j,k,l

Experian Data Breach 2017

D4. Following the breach, did you notify the customers affected?

Base: All who have experienced a data breach in the past two years

		RESPONSIBILITY FOR DATA			CONSIDERED PURCHASING DB ASSISTANCE SERVICE / CURRENTLY OWN		BUSINESS SECTOR					
	Total	Customer	Equal	Organisation	Yes currently have / considered	No don't own / don't know	Manufacturing, Wholesale and Production	Retail and Sales	Recreation and Other Services	Business and Professional Services	Public Services inc. Education and Health	Information and Communication
		*a	*b	*c	d	*e	*f	*g	*h	*i	*j	*k
Significance Level: 95%												
Total	41 100%	15 100%	5 100%	21 100%	36 100%	5 100%	18 100%	2 100%	3 100%	10 100%	- -	8 100%
Yes	27 66%	10 67%	3 60%	14 67%	26 72%	1 20%	13 72%	2 100%	3 100%	5 50%	- -	4 50%
No	12 29%	5 33%	2 40%	5 24%	10 28%	2 40%	5 28%	- -	- -	3 30%	- -	4 50%
Don't know	2 5%	- -	- -	2 10%	- -	2 40%	- -	- -	- -	2 20%	- -	- -

Columns Tested: a,b,c - d,e - f,g,h,i,j,k

Experian Data Breach 2017

D5. And through which channels did you notify them?

Base: All who notified the customers affected following the data breach

	Total	BUSINESS SIZE					JOB ROLE		RESPONSIBILITY FOR PII RECORDS				DATA BREACH RESPONSE PLAN	
		Small business	Medium-small business	Medium-large business	Large business	NET: SMEs	IT Manager	Any other role	Up to 1000	1000 – 9999	10000 – 49999	50000+	Yes	No/Don't know
Significance Level: 95%		*a	*b	*c	*d	*e	*f	*g	*h	*i	*j	*k	*l	*m
Total	27 100%	7 100%	8 100%	7 100%	5 100%	22 100%	8 100%	19 100%	12 100%	12 100%	2 100%	1 100%	25 100%	2 100%
Email	11 41%	2 29%	1 13%	6 86%	2 40%	9 41%	1 13%	10 53%	3 25%	8 67%	- -	- -	10 40%	1 50%
Telephone	9 33%	2 29%	- -	4 57%	3 60%	6 27%	2 25%	7 37%	2 17%	6 50%	- -	1 100%	8 32%	1 50%
Newsletter / Bulletin	6 22%	2 29%	1 13%	1 14%	2 40%	4 18%	1 13%	5 26%	3 25%	2 17%	1 50%	- -	6 24%	- -
Social media e.g. Facebook, Twitter	6 22%	2 29%	1 13%	2 29%	1 20%	5 23%	1 13%	5 26%	2 17%	4 33%	- -	- -	6 24%	- -
Face-to-face	8 30%	3 43%	3 38%	1 14%	1 20%	7 32%	3 38%	5 26%	5 42%	2 17%	1 50%	- -	8 32%	- -
Letter by post	13 48%	4 57%	2 25%	5 71%	2 40%	11 50%	2 25%	11 58%	7 58%	4 33%	1 50%	1 100%	12 48%	1 50%
External media/press e.g. TV, Newspaper, online publication	8 30%	2 29%	2 25%	2 29%	2 40%	6 27%	3 38%	5 26%	3 25%	5 42%	- -	- -	7 28%	1 50%
Other service	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Columns Tested: a,b,c,d,e - f,g - h,i,j,k - l,m

Experian Data Breach 2017

D5. And through which channels did you notify them?

Base: All who notified the customers affected following the data breach

	Total	DATA BREACH RESPONSE TEAM		DATA BREACH IN PAST 2 YEARS		CUSTOMERS NOTIFIED OF DATA BREACH		SUB-BRANDS/SUBSIDIARIES		OVERSEAS CUSTOMER/EMPLOYEE DATA		CONFIDENCE TO KNOW WHAT TO DO FOLLOWING DATA BREACH		
		Yes	No/Don't know	Yes – any size	Yes – more than 1000	Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	Confident	Not confident	Don't know
Significance Level: 95%		*a	*b	*c	*d	*e	*f	*g	*h	*i	*j	*k	*l	*m
Total	27 100%	24 100%	3 100%	27 100%	24 100%	27 100%	-	21 100%	6 100%	25 100%	2 100%	25 100%	2 100%	-
Email	11 41%	9 38%	2 67%	11 41%	9 38%	11 41%	-	8 38%	3 50%	9 36%	2 100%	11 44%	-	-
Telephone	9 33%	7 29%	2 67%	9 33%	8 33%	9 33%	-	6 29%	3 50%	9 36%	-	8 32%	1 50%	-
Newsletter / Bulletin	6 22%	6 25%	-	6 22%	5 21%	6 22%	-	5 24%	1 17%	5 20%	1 50%	6 24%	-	-
Social media e.g. Facebook, Twitter	6 22%	5 21%	1 33%	6 22%	5 21%	6 22%	-	5 24%	1 17%	5 20%	1 50%	6 24%	-	-
Face-to-face	8 30%	8 33%	-	8 30%	8 33%	8 30%	-	8 38%	-	8 32%	-	8 32%	-	-
Letter by post	13 48%	12 50%	1 33%	13 48%	11 46%	13 48%	-	10 48%	3 50%	11 44%	2 100%	11 44%	2 100%	-
External media/press e.g. TV, Newspaper, online publication	8 30%	6 25%	2 67%	8 30%	6 25%	8 30%	-	5 24%	3 50%	8 32%	-	7 28%	1 50%	-
Other service	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Columns Tested: a,b - c,d - e,f - g,h - i,j - k,l,m

Experian Data Breach 2017

D5. And through which channels did you notify them?

Base: All who notified the customers affected following the data breach

	EXTERNAL SUPPORT FOR DATA BREACH			CALL CENTRE FACILITIES		STANDARD NOTIFICATION LETTER TEMPLATES		SPEED OF CUSTOMER NOTIFICATION OF DATA BREACH			ACCEPTABLE SPEED OF NOTIFICATION OF DATA BREACH TO CUSTOMERS		
	Total	Yes	No/Don't know	Yes	No/Don't know	Yes	No/Don't know	24 hours or less	72 hours or less	2 weeks or less	Acceptable	Unacceptable	Don't know
Significance Level: 95%		*a	*b	*c	*d	*e	*f	*g	*h	*i	*j	*k	*l
Total	27 100%	27 100%	- -	13 100%	14 100%	14 100%	13 100%	21 100%	25 100%	27 100%	23 100%	4 100%	- -
Email	11 41%	11 41%	- -	3 23%	8 57%	4 29%	7 54%	8 38%	11 44%	11 41%	8 35%	3 75%	- -
Telephone	9 33%	9 33%	- -	4 31%	5 36%	4 29%	5 38%	7 33%	9 36%	9 33%	7 30%	2 50%	- -
Newsletter / Bulletin	6 22%	6 22%	- -	1 8%	5 36%	2 14%	4 31%	5 24%	6 24%	6 22%	5 22%	1 25%	- -
Social media e.g. Facebook, Twitter	6 22%	6 22%	- -	2 15%	4 29%	2 14%	4 31%	5 24%	6 24%	6 22%	4 17%	2 50%	- -
Face-to-face	8 30%	8 30%	- -	5 38%	3 21%	5 36%	3 23%	6 29%	8 32%	8 30%	7 30%	1 25%	- -
Letter by post	13 48%	13 48%	- -	5 38%	8 57%	6 43%	7 54%	12 57%	13 52%	13 48%	11 48%	2 50%	- -
External media/press e.g. TV, Newspaper, online publication	8 30%	8 30%	- -	2 15%	6 43%	3 21%	5 38%	4 19%	6 24%	8 30%	6 26%	2 50%	- -
Other service	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Columns Tested: a,b - c,d - e,f - g,h,i - j,k,l

Experian Data Breach 2017

D5. And through which channels did you notify them?

Base: All who notified the customers affected following the data breach

		RESPONSIBILITY FOR DATA			CONSIDERED PURCHASING DB ASSISTANCE SERVICE / CURRENTLY OWN		BUSINESS SECTOR					
	Total	Customer	Equal	Organisation	Yes currently have / considered	No don't own / don't know	Manufacturing, Wholesale and Production	Retail and Sales	Recreation and Other Services	Business and Professional Services	Public Services inc. Education and Health	Information and Communication
Significance Level: 95%		*a	*b	*c	*d	*e	*f	*g	*h	*i	*j	*k
Total	27 100%	10 100%	3 100%	14 100%	26 100%	1 100%	13 100%	2 100%	3 100%	5 100%	- -	4 100%
Email	11 41%	4 40%	2 67%	5 36%	10 38%	1 100%	3 23%	1 50%	3 100%	3 60%	- -	1 25%
Telephone	9 33%	4 40%	2 67%	3 21%	9 35%	- -	4 31%	- -	1 33%	3 60%	- -	1 25%
Newsletter / Bulletin	6 22%	3 30%	- -	3 21%	5 19%	1 100%	1 8%	1 50%	2 67%	- -	- -	2 50%
Social media e.g. Facebook, Twitter	6 22%	3 30%	- -	3 21%	6 23%	- -	3 23%	- -	1 33%	1 20%	- -	1 25%
Face-to-face	8 30%	4 40%	1 33%	3 21%	8 31%	- -	5 38%	- -	1 33%	2 40%	- -	- -
Letter by post	13 48%	4 40%	2 67%	7 50%	12 46%	1 100%	6 46%	2 100%	3 100%	1 20%	- -	1 25%
External media/press e.g. TV, Newspaper, online publication	8 30%	4 40%	- -	4 29%	7 27%	1 100%	3 23%	- -	2 67%	- -	- -	3 75%
Other service	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Columns Tested: a,b,c - d,e - f,g,h,i,j,k