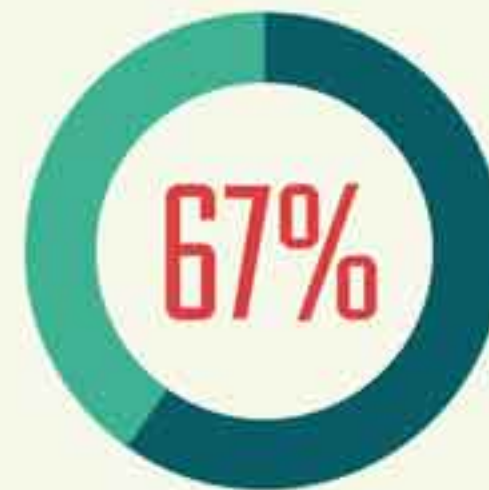


# DEFENDING DATA

Many businesses are concerned about privacy and security and view them as threats. However, these issues actually provide opportunities for businesses to earn consumer trust.



The majority of consumers **do not** believe that businesses have their interests at heart.

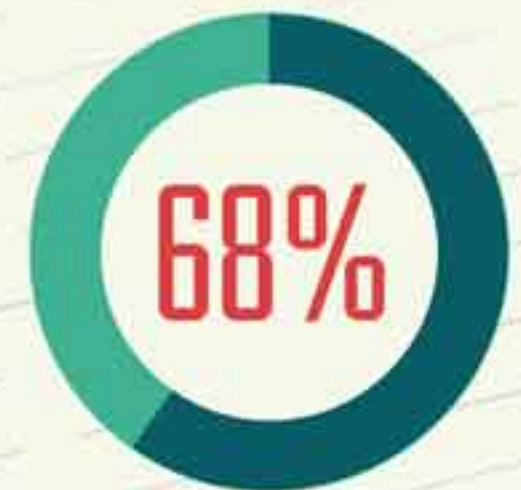


If the opportunity arises, most businesses will take advantage of the public if they feel they are not likely to be found out.

When it comes to privacy and security of personal data that is shared with a business, consumers trust that businesses will do the right thing.



believe businesses will keep their information private



believe businesses will keep their information secure

## TAKEAWAY



In a world where trust is hard to earn, **ensuring privacy and security** is key to differentiating your business from competitors.