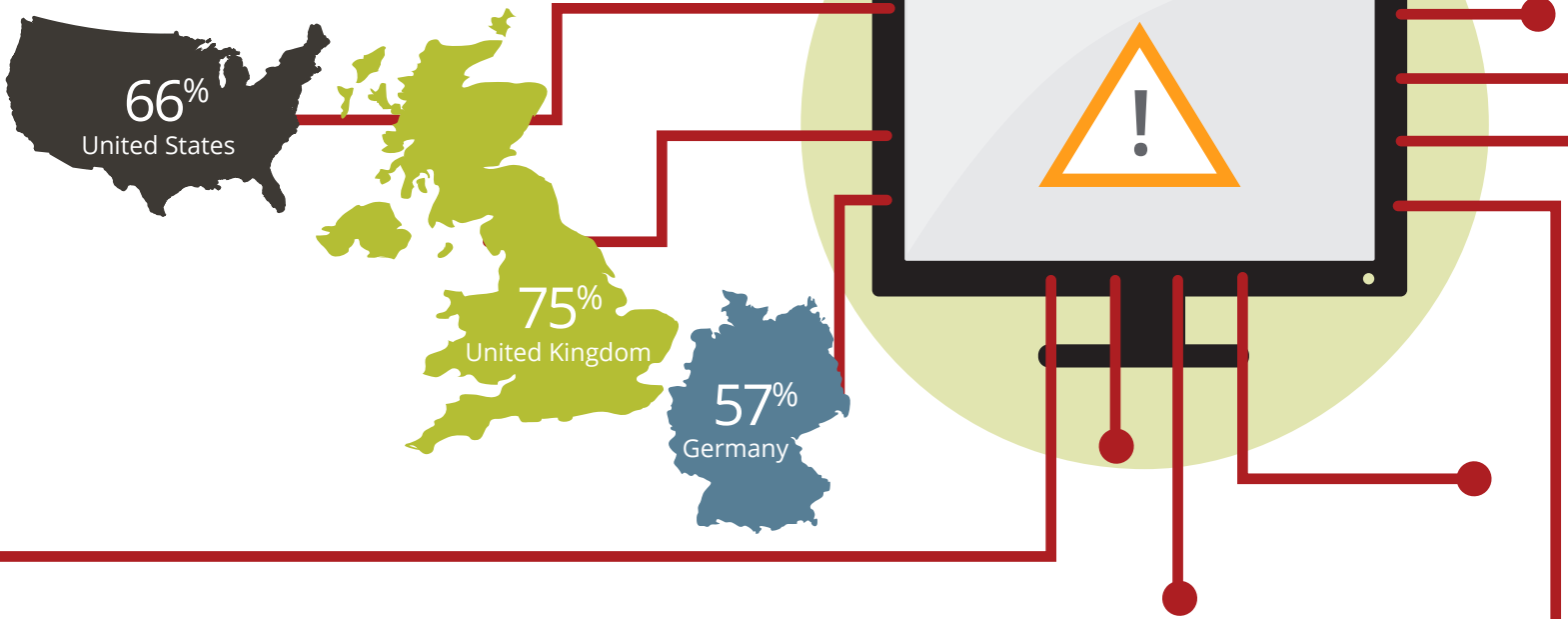


Businesses are Getting Taken to Task for Cyberattacks in 2016

CONSUMERS CUT TIES TO COMPANIES AFTER A DATA BREACH

Consumers will penalize your business.

According to a new online study by Centrifly, consumers are likely to stop doing business with a hacked organization.



Consumers blame you for the hack.

Two-thirds of consumers, rate corporations as a

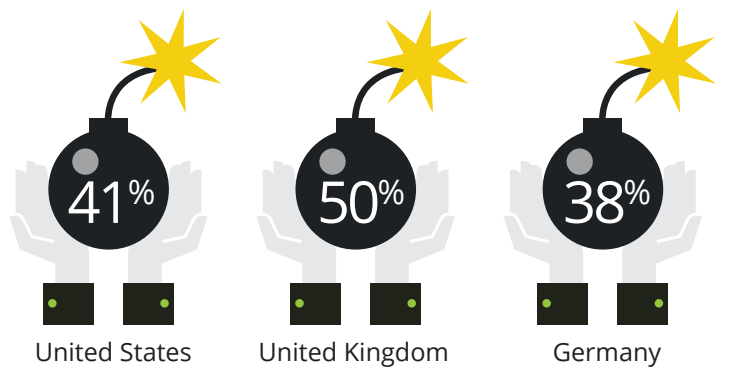
1 2 3 4 5 6 7 8 **9** OR **10**

on a 10-point scale in terms of **how responsible they should be** for preventing hacks and securing the personal information.

The burden of responsibility rests squarely on your shoulders.

Consumers think you're not doing enough.

Many people believe corporations are not taking enough responsibility when they do get hacked.



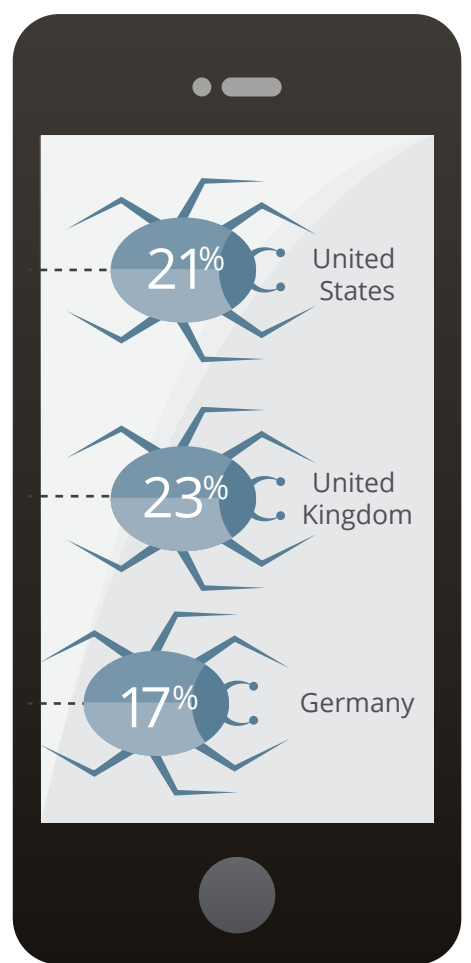
Financial Institutions Leading the Way.

The survey found that financial institutions have the best reputation when it comes to dealing with hacks relative to seven other industries.



Hacking is Inevitable. But that doesn't mean you're off the hook.

Yes, most consumers accept hacking as inevitable, with about three-quarters saying it is probably normal and expected for businesses to be hacked.



Consumers that say they would stop transacting with a business that has been hacked.



When companies put customer data at risk, they are putting the entire business at risk.

Centrifly's state-of-the-art technology will secure your business and protect you from devastating cyberbreaches.

To learn more, visit www.centrifly.com