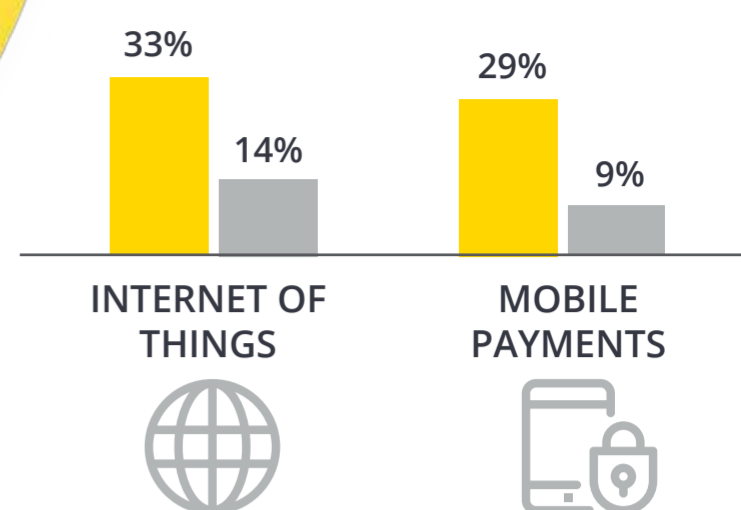
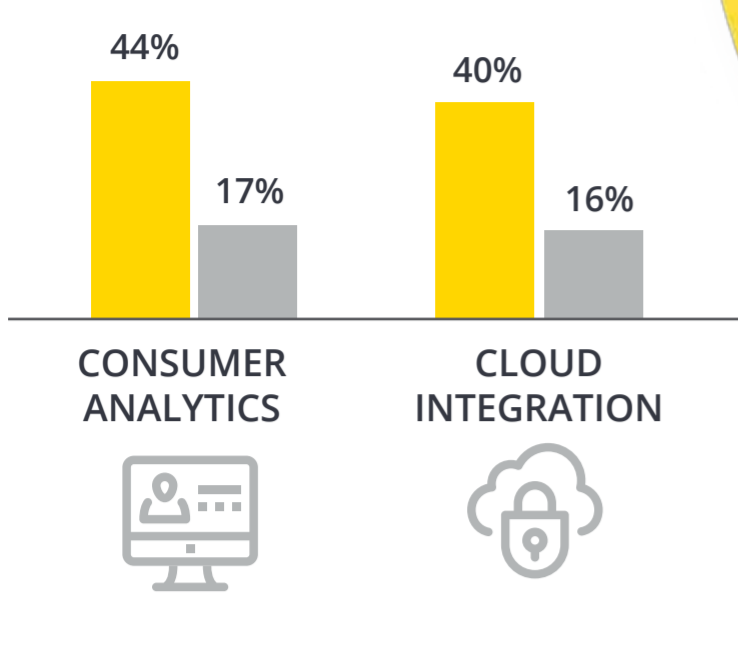


Cyber risk in consumer business

Technology adoption is outpacing cybersecurity investment, potentially fueling rising risk around cybersecurity



Emerging risks center around six key themes

29% lack clarity

on roles and responsibilities of the leadership team in the event of an actual cyber breach

EXECUTIVE-LEVEL ENGAGEMENT



32% of companies

do not believe their cyber risk management program is effective at maintaining their strategy to develop and market connected products

71% of companies

leveraging connected products cited "theft of intellectual property" as a major concern with the new technology

CONNECTED PRODUCTS



42% of food and beverage executives

are concerned with cyber criminals trying to steal proprietary product formulation information such as food recipes and product codes

Identity and access management was cited as the least mature element of businesses' cybersecurity programs

INTELLECTUAL PROPERTY



TALENT AND HUMAN CAPITAL



81% of US consumers

feel they have lost control over how their personal data are collected and used by companies



3 in 10 avoided engaging with specific brands online over the past 12 months due to data security concerns



PAYMENTS

<1/3

of executives investing in mobile payment solutions feel they have mature security controls in place around the technology

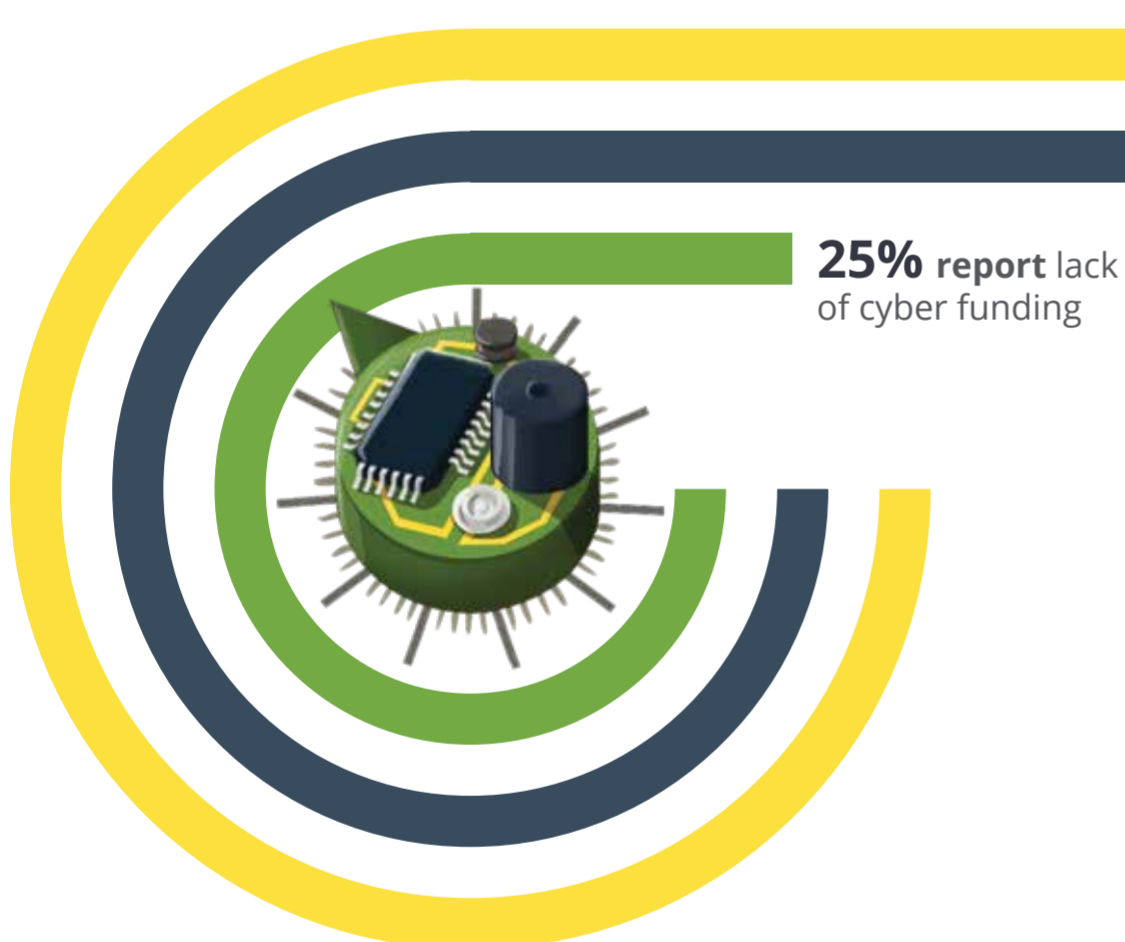
25% cite

lack of available talent and finding talent with the right skill set as challenges

25% train

executives, employees, and third-party vendors only on a quarterly basis

76% of consumer businesses feel prepared, however...



Only 46% perform war games and simulations on a quarterly or semiannual basis

82% have not documented and tested cyber response plans involving business stakeholders within the past 12 months

Cyber risk in consumer business

Over 400 chief information officers, chief information security officers, chief technology officers, and other senior executives in consumer products, retail, restaurants, and agribusiness sectors were surveyed for this publication. The results of this study are designed to help consumer businesses engage their senior leadership teams and boards in deeper conversations on how to make their businesses Secure.Vigilant.Resilient.™

To learn more about Deloitte's cyber risk services: <https://www2.deloitte.com/us/en/pages/risk/solutions/cyber-risk-services.html>

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