

MOVING BEYOND PCI COMPLIANCE

2017 PRIVACY & SECURITY AWARENESS IN RETAIL

71% of retail employees could stand to benefit from enhanced awareness of privacy and security risks.

Despite the increased focus on payment card industry (PCI) compliance in recent years, the retail industry remains an attractive target for cybercriminals. The results of this survey strongly suggest retailers need to rethink cybersecurity and data privacy as matters of risk management, not just check-the-box compliance.

KEY FINDINGS FROM THE SURVEY

847 retail employees were surveyed on their privacy and security know-how across eight different risk scenarios.



71% were profiled as **risks** or **novices**, leaving their organizations susceptible to a data leak.

RISK

19%



NOVICE

52%



HERO

29%



The average score of a risk-aware employee is > **93.5%**.
These were the average scores in each surveyed risk area:

AVERAGE SCORE	84%
INCIDENT REPORTING	80%
ACCESS CONTROLS	86%
MALWARE WARNING SIGNS	87%
CLOUD COMPUTING	83%
IDENTIFYING PERSONAL INFORMATION	82%
PREVENTING PHISHING	90%
WORKING REMOTELY	82%
ACCEPTABLE USE OF SOCIAL MEDIA	84%
RISK-AWARE EMPLOYEE	93.5% ¹

RETAIL AT-A-GLANCE

Retail organizations handle huge amounts of sensitive customer and card data, making them high-priority targets for cybercriminals.

Retailers face an average of **8** cyberattacks per year.²

The average cost of a data breach is **\$4 million**.³

\$158 is the average cost of per lost or stolen record.³

43% of retail organizations suffered a phishing attack in the last six months of 2016.⁴

And for the first time ever in 2016, concerns with data privacy and security breaches were cited by **100%** of retailers as a potential risk to their business in 2016.²



With this much at stake, relying solely on PCI compliance training puts your organization at risk. This means a well thought out and expertly sourced approach to employee education—including education on cybersecurity best practices and PCI standards—is critical to your success.

88% of all employees lack the basic awareness to stop preventable privacy or security incidents.¹ Find out if you're an awareness risk, novice, or hero

SOURCES

1. 2016 State of Privacy and Security Awareness, MediaPro
2. 2016 BDO Retail RiskFactor Report
3. 2016 Ponemon Cost of a Data Breach Report
4. Phishing Activity Trends Report, 3rd Quarter 2016