

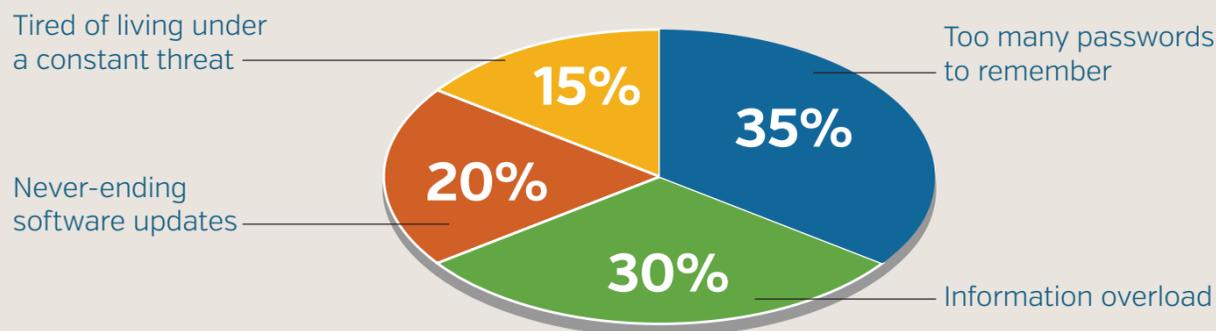
Shaking off cyber fatigue can be tough

Amid a constant need to be alert, to follow complicated safety rules, and to understand frequently changing defense measures, cybersecurity fatigue is a growing problem for consumers. A steady stream of breach/hack news has left many people numb and overwhelmed.



Living under a cloud

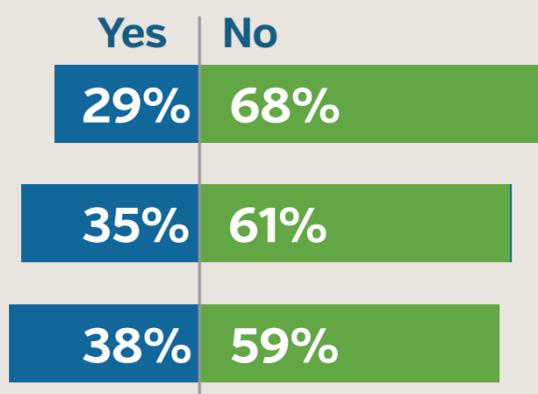
Consumers know they could be doing more to protect their data, but let such steps slide because:



Lack of confidence

Some consumers feel confused, discouraged or impatient when deciding when and how to share personal information with companies. Almost half aren't confident that they understand what a company does with the data they collect. Consumers say they feel:

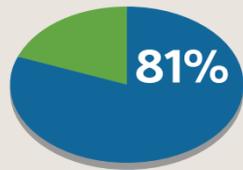
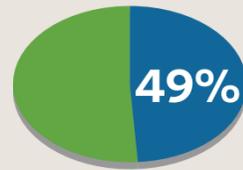
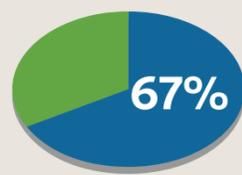
- **Impatient:** They wanted to learn more, but needed to make a decision right away.
- **Discouraged:** It takes too much effort to understand what would be done with data.
- **Confused:** Privacy policy information is too hard to understand.



Too much trouble to change

A breach has to be of significant size and risk, affecting them personally, to get some consumers to change vendors or service providers.

- If their bank disclosed a cyber breach, 67% of consumers say the time and effort needed to switch providers would affect their willingness to stay.
- If a mobile carrier were revealed to be sharing encryption technologies with the government, about 49% of its customers would not switch companies.
- If personal information was compromised in a hack at a big-box retailer, 81% of customers would continue to shop there if the company addressed the problem quickly.



Password passivity a problem

Almost 70 percent of adults don't worry about how secure their online passwords are. Even if they've personally experienced a major data breach, they're no more likely than average to take additional security measures.

- **22:** Average number of passwords consumers have.
- **91 percent:** Consumers who use the same passwords across multiple sites.

Doing your part

Methods to ease cybersecurity fatigue and maintain good digital habits and behavior might include:

- Freezing your credit rating so identity thieves can't take out loans or credit cards
- Installing a website grader on your browser to block malware
- Enrolling in ID theft coverage with your bank, insurer or employer
- Using a password vault
- Educating yourself about common cyber scams
- Adding a verbal password to your bank account
- Designing a consistent decision-making methodology.

Sources: RSA 2017 Consumer Cybersecurity Confidence Index; National Institute of Standards and Technology Security Fatigue Study; KPMG Study, How to Bounce Back From Cyber Fatigue; Pew Research Center State of Privacy in America Study; Pew Research Center Americans and Cybersecurity Study; GetUSecure Blog; Next Advisor Blog; PR Web; MediaPost;