## The Millennial View on Data Security



Savvy millennials present a unique data challenge to businesses. They understand the value of their data and often find out about security breaches before the breached company does. But they also value convenience, and balancing convenience with security is delicate work. To find out more about millennials' attitudes towards security, Radware surveyed 500 UK adults aged between 18 and 34.





45% **NEVER SHARE DATA** WITH COMPANIES



14% **ONLY SHARE WITH** TRUSTED BRANDS



**USE FALSE** 

**INFORMATION** 

**Soften When Sharing** Information with Friends

**But Their Attitudes** 



31%

ADMIT SHARING THEIR NETFLIX, AMAZON PRIME OR OTHER ENTERTAINMENT ACCOUNT LOGINS WITH OTHERS

Millennials Are Quick to Use New Tools to Find Out if Their Data Has Been Compromised **SEARCH THE DARK WEB** 

**USE DATA BREACH SEARCH WEBSITES LIKE** HAVEIBEENPWNED.COM However, Many Still **Suffer Losses** 



ONLY FOUND OUT THEIR DATA HAD BEEN STOLEN WHEN UNUSUAL BILLS BEGAN TO TURN UP

And They Are Just as Likely to Blame Company Security for a Data Breach as a Hacker



18%

SAY THAT FINING COMPANIES THAT ARE BREACHED WOULD IMPROVE DATA SECURITY



16%

SAY THAT MORE **INVESTMENT IN IDENTIFYING** HACKERS IS NEEDED



Millennials Posting Without Caution **Are Facing the Consequences** 

> 20% SAY THAT THEIR SOCIAL MEDIA HAD STOPPED THEM FROM GETTING A JOB

7% SAY THAT SOMETHING THEY POSTED STOPPED THEM FROM GETTING INTO A **COLLEGE OR UNIVERSITY** 

## Taking Multiple Steps to Help Secure Data Online



32% STOPPED CONNECTING WITH STRANGERS



30% **DELETE THEIR** HISTORY OR COOKIES REGULARLY



29% **CHANGED THEIR PRIVACY SETTINGS** 



27% **REVIEWED AND DELETED OLD POSTS** 



NO LONGER SHARE PHOTOS OR LOCATION DATA ONLINE

**25**%



## **CONCLUSION** Millennials in the UK have high expectations

of companies that they trust with their personal own information, most are wary of handing over data to untrusted brands and will take action if they feel that their data is at risk.

For businesses, ensuring a secure service in today's digitally driven world is paramount.

With such large quantities of personal data

at risk, no industry is safe, and no business

can expect to not be a target.

and security should be seen as a selling point data. Despite how relaxed some are with their and a tool to improve customer loyalty, which can be damaged irreparably by data breaches and loss or reduction in service availability. Business leaders that deploy new technology and prioritise cybersecurity will be the ones to win the trust and loyalty of the millennial.

This cultural change must be embraced,

## **METHODOLOGY**

aged between 18 and 34.

The survey was completed by Radware via a Google survey conducted in August 2018 among a sample of 500 UK adults



