



Recent Study on data breach notifications shows customer loyalty and trust are at serious risk

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The results of a *Consumer Study on Data Breach Notification* was recently released by Ponemon Institute and Experian Data Breach Resolution. The purpose of the study was to gain a better understanding of consumers' opinions relative to the importance and value of receiving notification when their personal information (PI) has been compromised. Here are some key findings from the study:

- 62% said breach notification decreased trust and confidence in the organization
- 15% would terminate their relationship with the notifying company (39% would consider terminating)
- 94% believe reporting organization is solely to blame for breach
- 72% thought organizations do a poor job communicating and handling a data breach.

To access the full *Consumer Study on Data Breach Notification* report, visit www.experian.com/notificationstudy.



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