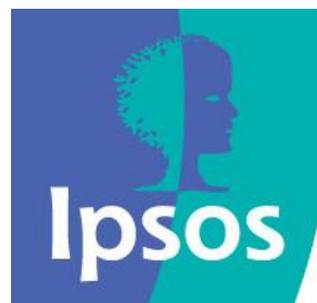


Most (73%) Global Citizens Say They've Never Been Informed of a Breach of their Personal Data

*Half (47%) of Those Who Had Data Compromised Suffered No Financial
Losses*



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Most (73%) Global Citizens Say They've Never Been Informed of a Breach of their Personal Data

*Nearly Half (47%) of Those Who Had Data Compromised Suffered No
Financial Losses*

Toronto, ON – Despite the frequency of news stories about the breach of personal information and other sensitive data, most (73%) global citizens say they've never been notified that their personal data was comprised in a data breach, according to an Ipsos poll conducted on behalf of the Centre for International Governance Innovation.

The poll entitled the *2016 CIGI-Ipsos Global Survey on Internet Security and Trust*, was carried out across 24 countries, and explored attitudes towards data breaches and the degree to which they have or could impact online consumers and their wallets.

Just 4% of internet users in Pakistan have ever been notified of a data breach, making them the least likely to ever have been notified of a breach. More residents of Sweden (9%), France (15%), Turkey (16%), Australia (17%), Canada (18%), Brazil (18%), Japan (19%), Italy (19%), Great Britain (19%), Poland (19%), Germany (21%), Hong Kong (23%), Egypt (26%), Mexico (27%), South Africa (28%), Indonesia (33%), Tunisia (36%), India (39%), China (39%), the United States (40%), Kenya (43%), Nigeria (48%) and South Korea (48%) have been notified that their personal data was compromised.

Among those who have been notified of a data breach, for most the financial impact has been minimal. Nearly half (47%) say they didn't experience any personal financial loss due to the theft of their personal information, while another 44% lost less than \$1000 USD.



The poll also reveals that, among the 57% of global citizens who are more concerned about their online privacy compared to one year ago, cyber criminals (79%) and internet companies (72%) are most often cited as contributing to consumers' increase of concern.

These are some of the findings of an Ipsos poll for CIGI in field between November 20 and January 7, 2016. The survey was conducted in 24 regions —Australia, Brazil, Canada, China, Egypt, France, Germany, Great Britain, Hong Kong, India, Indonesia, Italy, Japan, Kenya, Mexico, Nigeria, Pakistan, Poland, South Africa, South Korea, Sweden, Tunisia, Turkey and the United States—and involved 24,143 Internet users. Twenty of the countries utilized the Ipsos Internet panel system while the other four (Kenya, Nigeria, Pakistan and Tunisia) were conducted by Ipsos Computer-aided Telephone Interviewing (CATI) facilities in each of those countries. In the US and Canada respondents were aged 18-64, and 16-64 in all other countries. Approximately 1000+ individuals were surveyed in each country and are weighted to match the online population in each country surveyed. The precision of Ipsos online polls is calculated using a credibility interval. In this case, a poll of 1,000 is accurate to +/- 3.5 percentage points. For those surveys conducted by CATI, the margin of error accuracy is +/- 3.1. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

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