

CYBERCRIME AND CORPORATE REPUTATION:

BUSINESS, GOVERNMENT, AND PUBLIC PERSPECTIVES

Marloes Klop

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**Possibly the biggest
cybercrime hack in
history affects over
500m Yahoo users.**

**Los Angeles hospital returns to faxes and
paper charts after cyberattack**

**Cybercriminals hold
German hospitals
to ransom.**

**TalkTalk profits
halve after
cyber-attack**

**Hackers can
control Nissan
Leaf's heating
and access
driving history**

**Bank of England
governor subject of
\$6.5m text scam**

**HSBC suffers online
banking cyber-attack**



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A company's **reputation**
is at the heart of
the threat

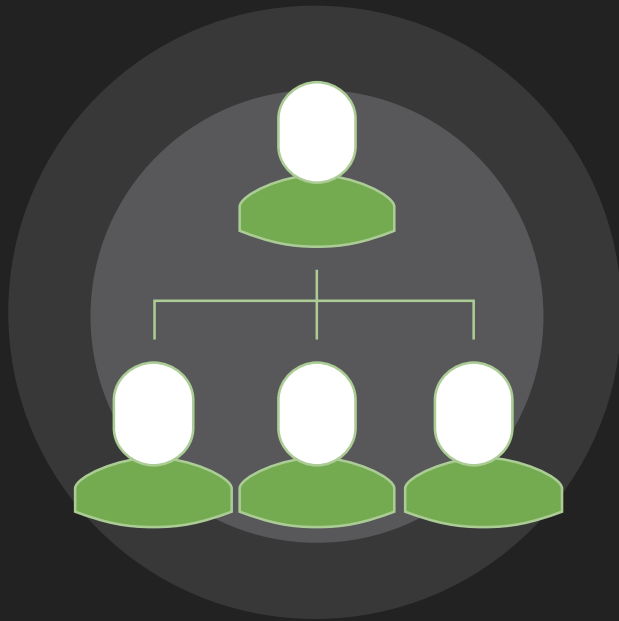
Objectives of cybercrime
often go beyond financial
gains – **reputation** is a
direct target: the aim is
often to embarrass
the victim



Over the next **10 mins** I'll show you...

Key insights from new, exclusive Ipsos MORI research

on views of cybercrime as a threat to a company's reputation among:



1 Senior corporate communicators

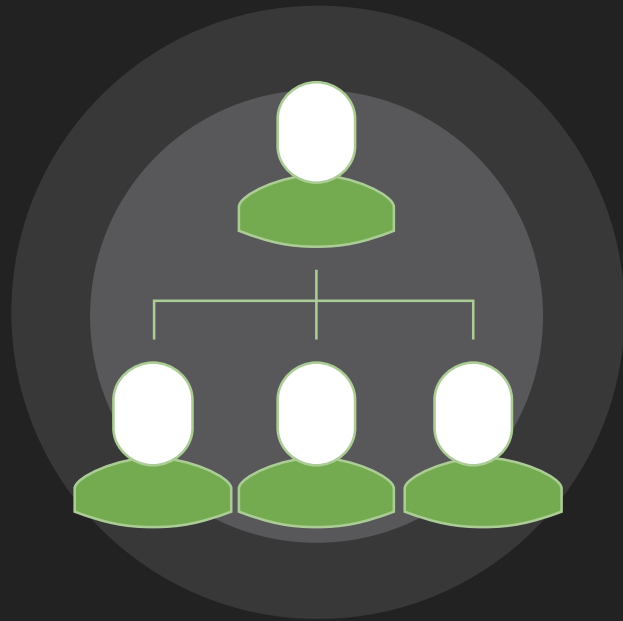


2 MPs and Business & Finance journalists



3 The public

1



HOW DO CORPORATE COMMUNICATORS PERCEIVE CYBERCRIME?

Members of Ipsos MORI's
Reputation Council

They identify it as a major **reputational threat**



Q. From the following list, please tell me which two you feel are the greatest threat to your organisation's reputation?

Base: All Reputation Council members that answered question (96)


Source: Ipsos MORI



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It keeps me up at night. Whichever industry you are in, you are absolutely not untouched by cyber criminals."



When the IT guy calls me there is a good chance he will tell me something that **I don't really understand."**

2



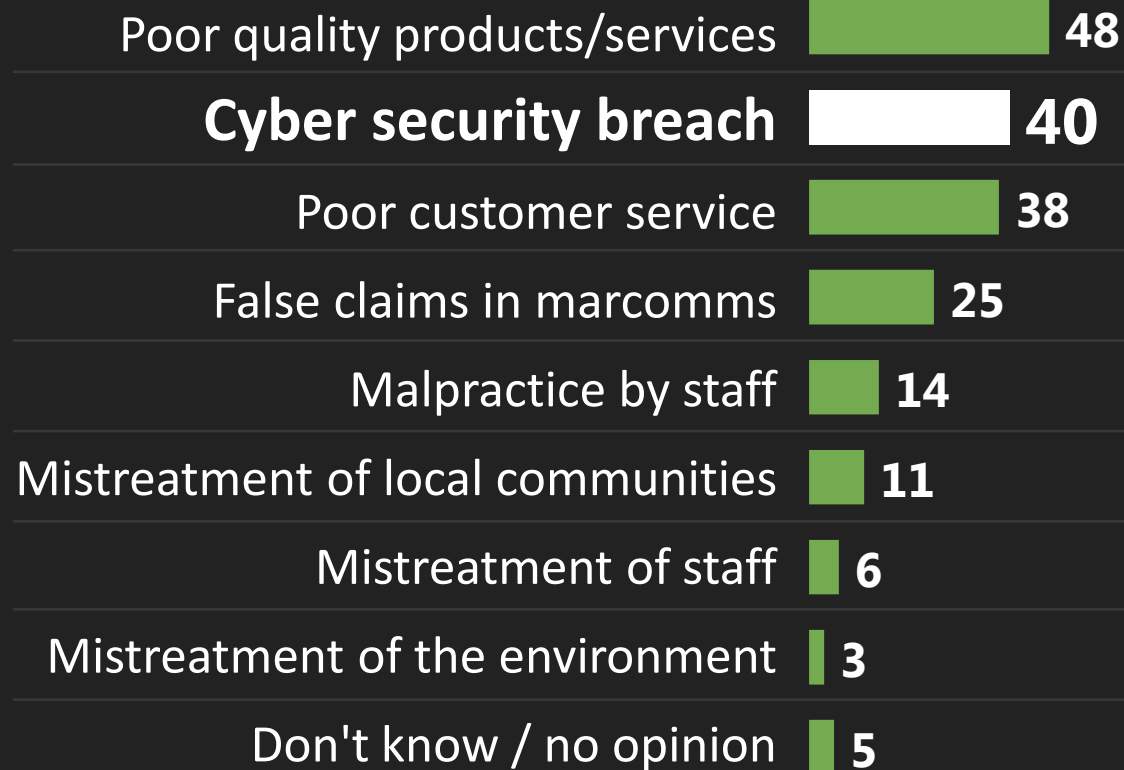
WHAT ARE THE VIEWS OF MPs AND BUSINESS & FINANCE JOURNALISTS?

As among corporates, cybercrime ranked as a top reputational threat



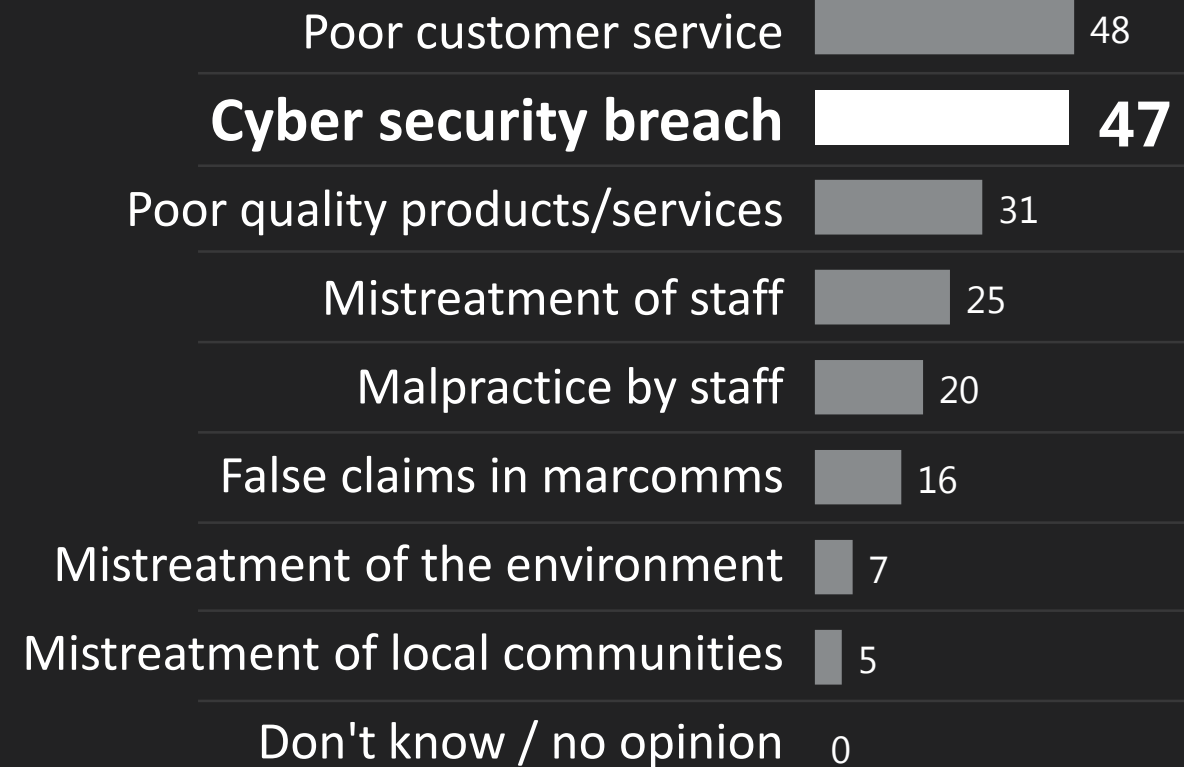
MPs

% Top mentions



Business & Finance journalists

% Top mentions



Base: All MPs (102), All Business Journalists (81) asked, Summer 2016

Source: Ipsos MORI



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If they can't secure your data **why would you trust them with anything else?"**

MP

It is something that **can affect a company overnight**. Poor service, poor products or false claims can have an effect over a period of time. If you have a cyber security breach, **your reputation can be in tatters the next day**.

MP

Plainly **they don't know how vulnerable they are** and that's why it's the worst of those threats.

Journalist

Perception that businesses take the issue seriously, **BUT...don't understand it**



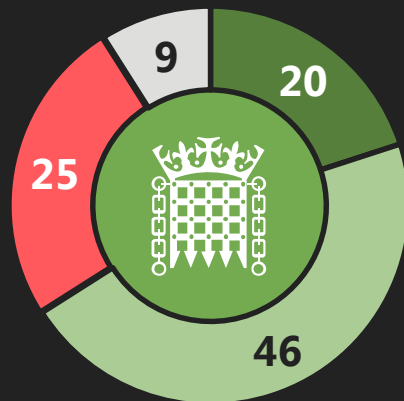
MPs



Business &
Finance journalists

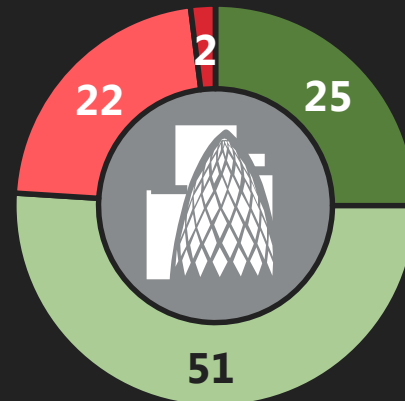
Priority of cyber security

High: **66%**



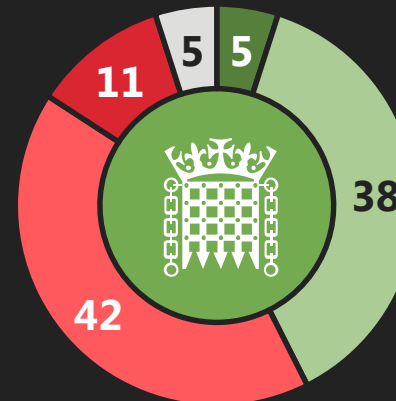
■ % Very high
■ % Fairly high
■ % Fairly low
■ % Don't know

High: **76%**



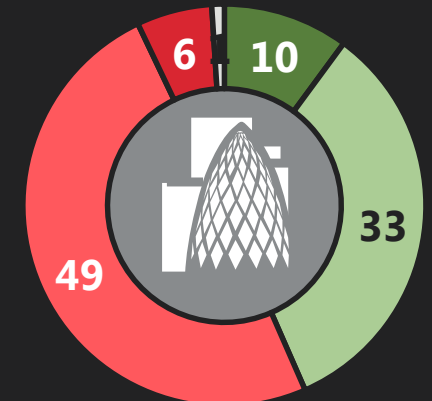
Senior management's understanding of the risks posed by cybercrime

Not good: **53%**



■ % Very well
■ % Fairly well
■ % Not very well
■ % Not at all well

Not good: **55%**



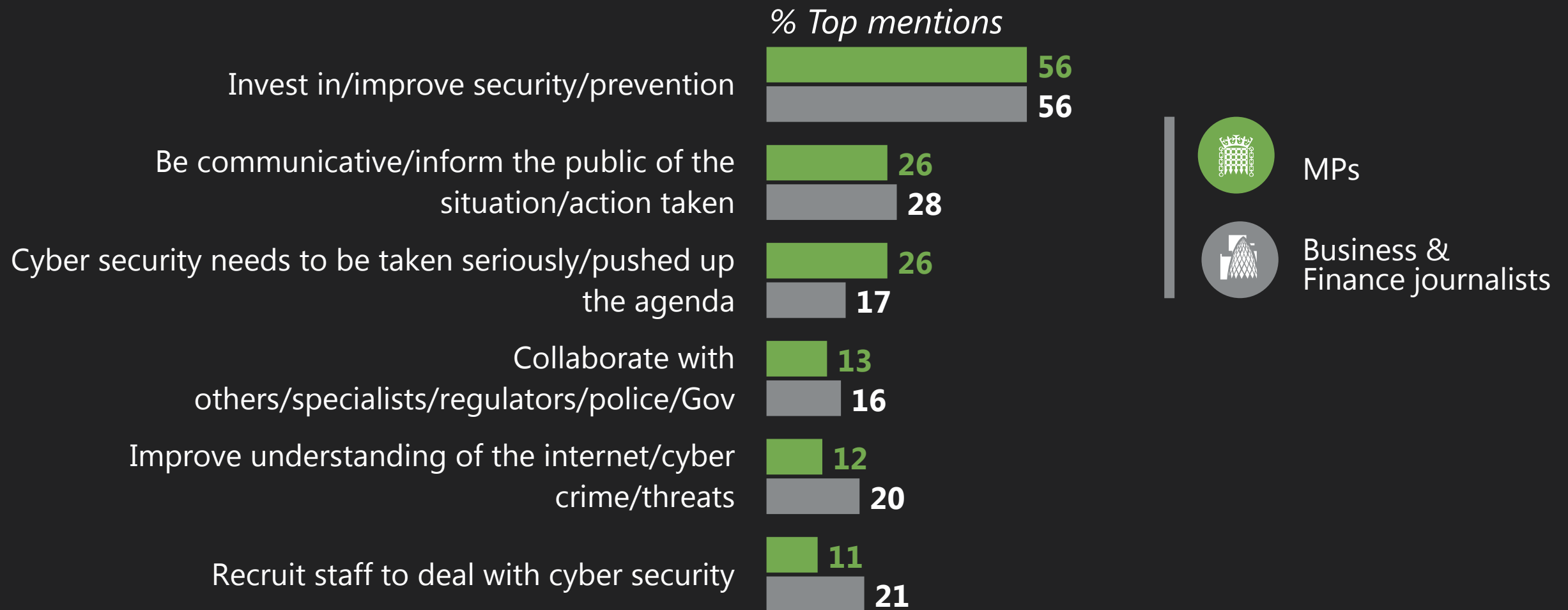
■ % Not very well




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Base: All MPs (102), All Business Journalists (81) asked, Summer 2016


How should companies **respond** to the threat?



Base: All MPs (102), All Business Journalists (81) asked, Summer 2016 – ranked by MPs



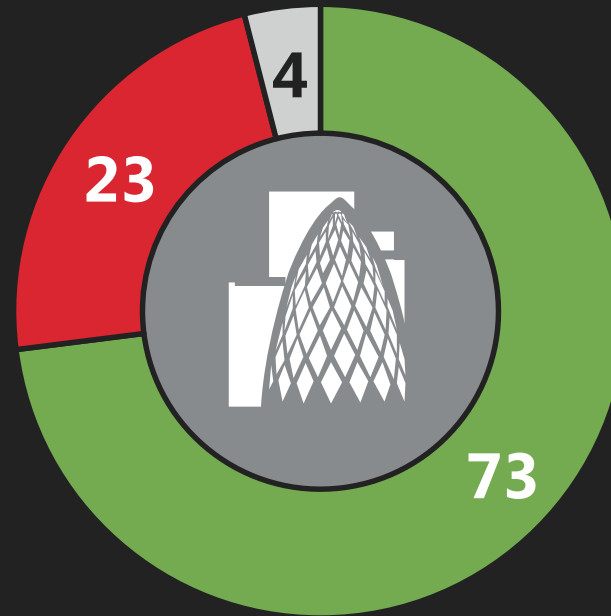
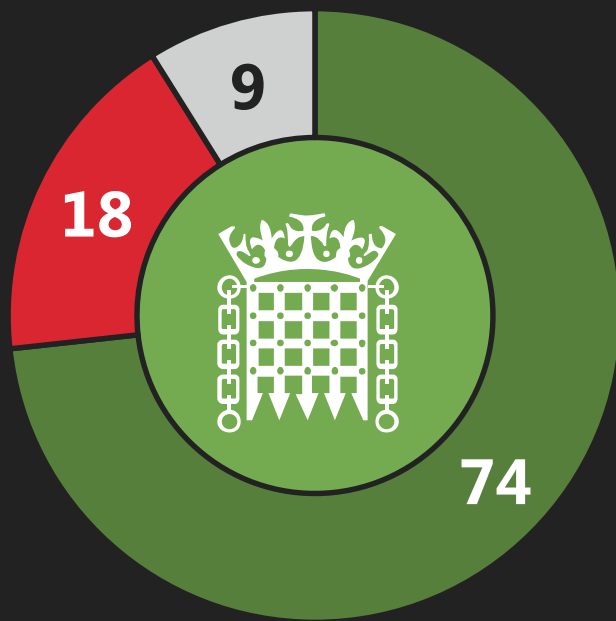
People have to gear up, it is becoming a greater threat and companies have got to get more expertise in place to tackle it.



They **need to invest and carry on investing** because it morphs all the time.

And the **government**?

Do you think the government needs to do more on this issue?



■ % Yes ■ % No ■ % Don't know



MPs



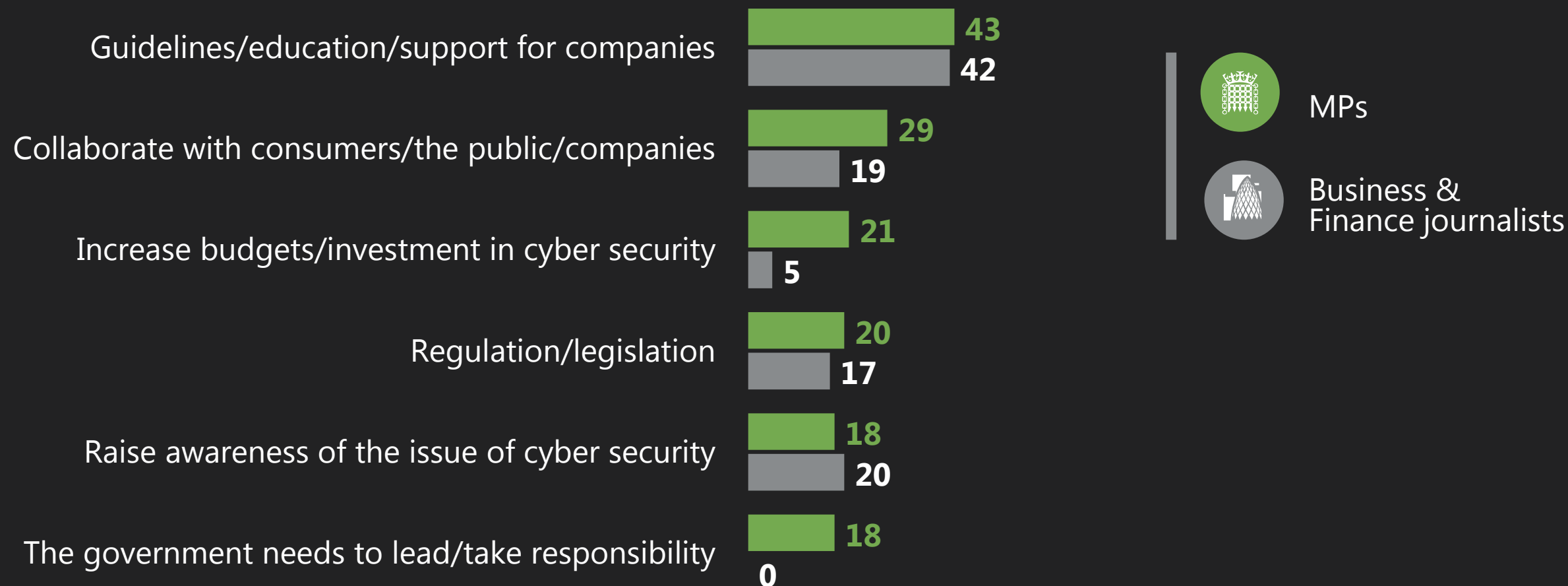
Business &
Finance journalists

Base: All MPs (102), All Business Journalists (81) asked, Summer 2016



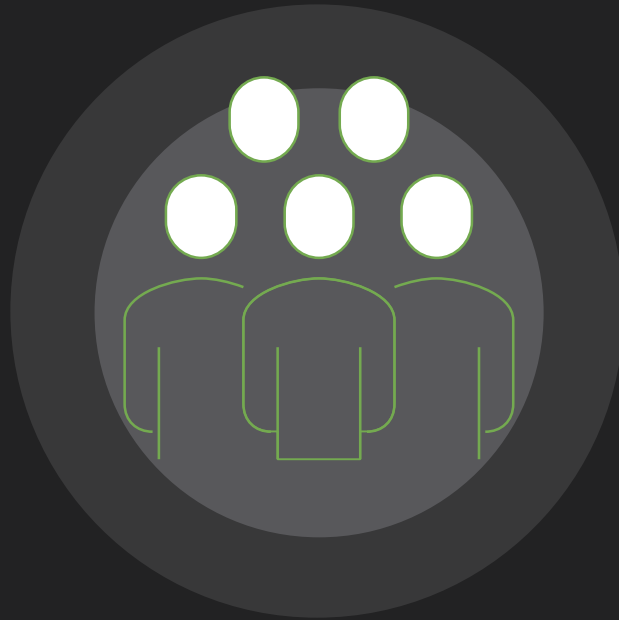
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What steps should the government take?



All MPs (75) and all Business Journalists (59) who think that the government needs to do more on cybercrime issues, Summer 2016 – ranked by MPs

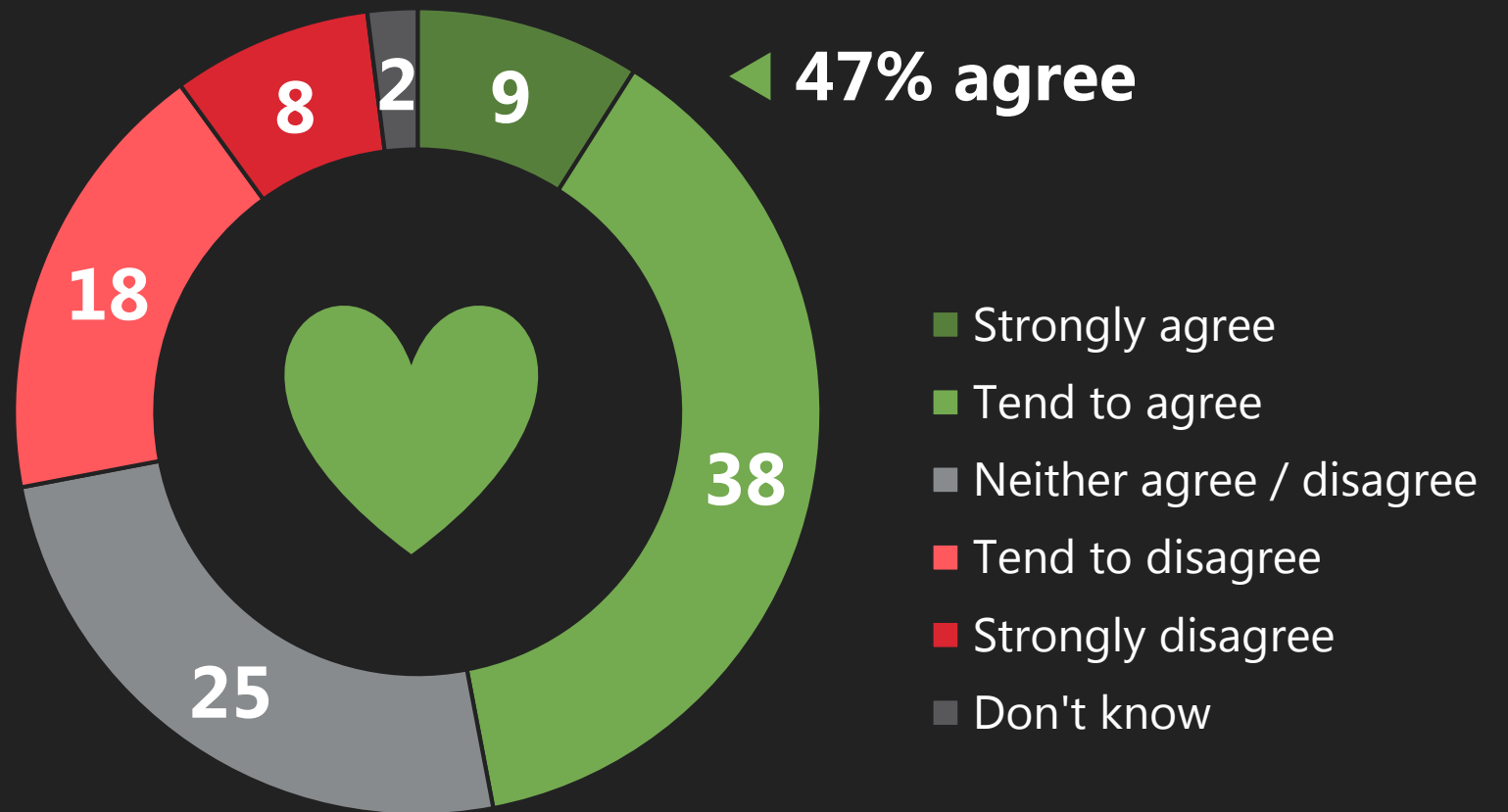
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WHAT ARE THE VIEWS OF **THE PUBLIC** ABOUT HOW COMPANIES DEAL WITH CYBERCRIME?

Trust is an issue...

**I trust most large companies
to keep their customers'
data secure**



Q. To what extent do you agree or disagree with the following statements?

Base: 2,000 GB adults 18-65, September 2016

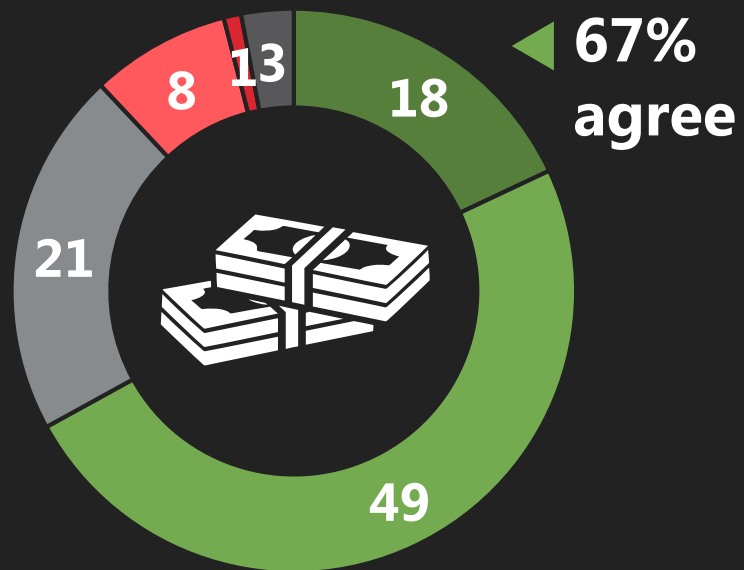
Source: Ipsos MORI



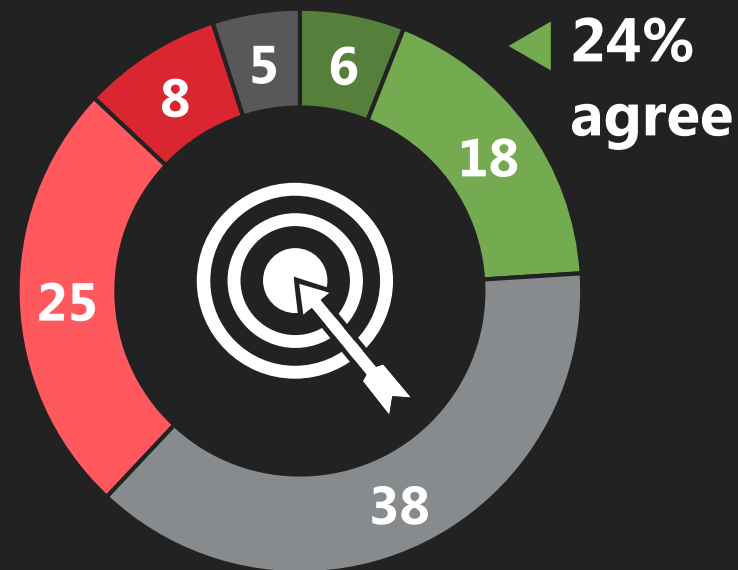
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... and concerns might materialise in a **boycott after a hack**

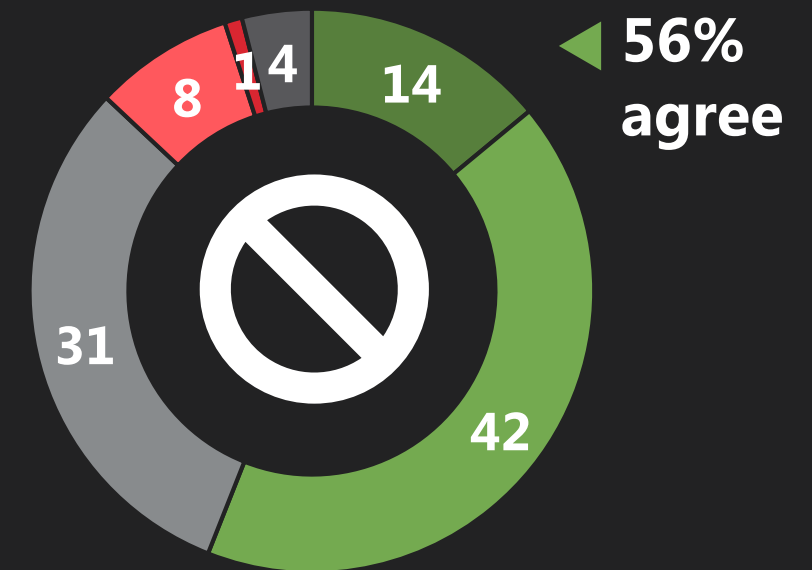
I am **concerned** that cybercrime **could affect my bank account** and other financial holdings



There **are more important things than cybercrime** for financial services companies to address



If a financial services company was a victim of cybercrime, it **would make me unlikely to use that company in the future**



■ Strongly agree ■ Tend to agree ■ Neither agree / disagree ■ Tend to disagree ■ Strongly disagree ■ Don't know

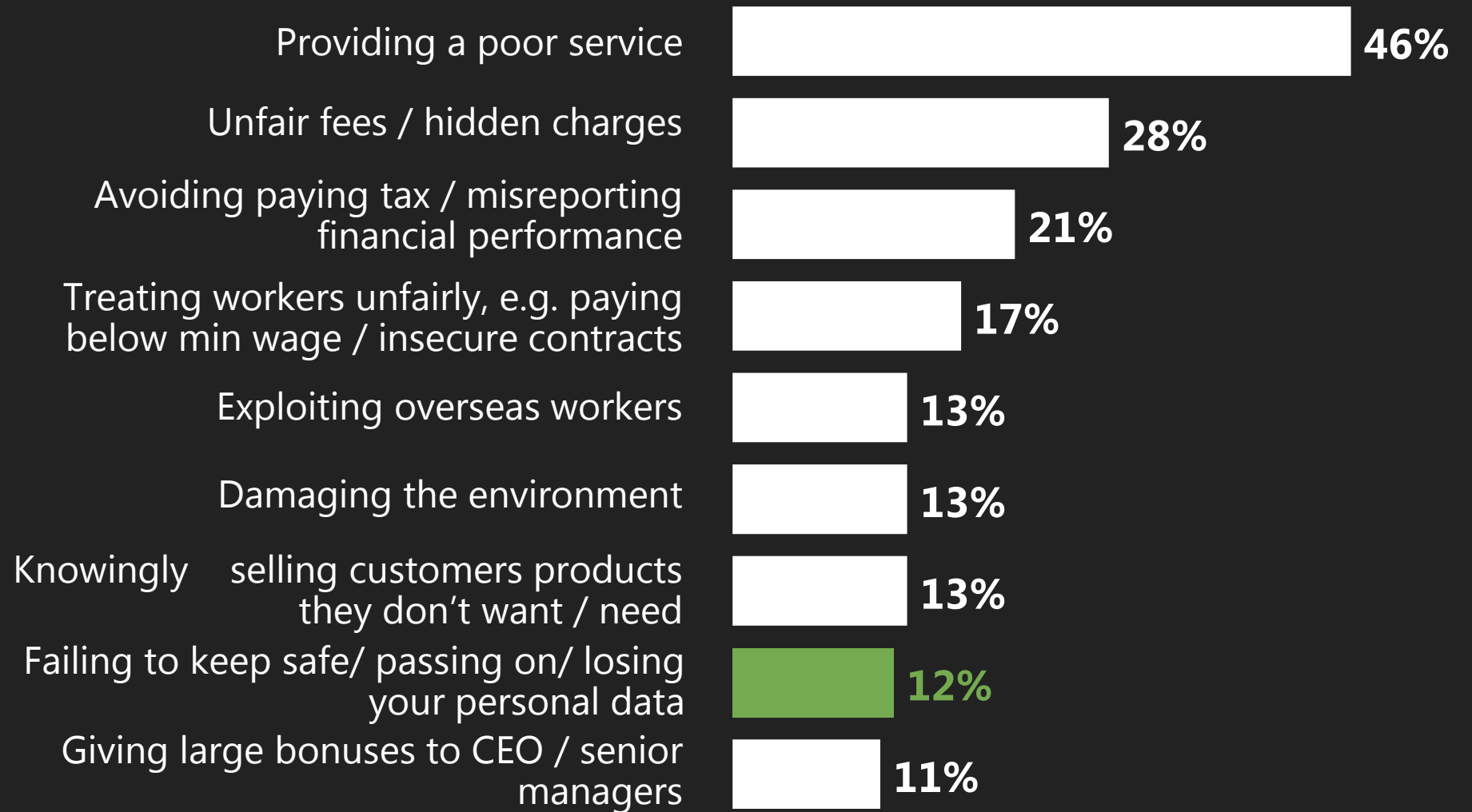
Q. To what extent do you agree or disagree with the following statements about cybercrime in the financial services sector?

Base: 1,007 GB adults 18-65, March/April 2016

Source: Ipsos MORI

...although **not many people** have actually done this yet

**Have you ever
stopped using a
company for any of
the following reasons?**



Base: 2,000 GB adults 18-65, September 2016 |



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What can companies do to handle this threat?



Top 5 recommendations for dealing with cybercrime

Reputation Council

1



Preparedness

2



Proactivity

3



Coordination

4



Education

5



Transparency



THANK

YOU

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