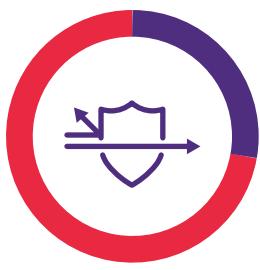# How to better manage digital risk and add value

Businesses are struggling to identify and respond to breaches...
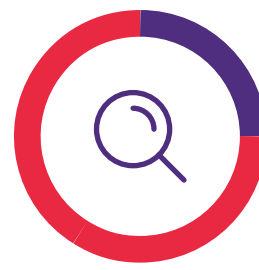
28%
of businesses are satisfied they are protected against the risk of a serious data breach

26%
of respondents believe they could identify that a breach has occurred, conduct a post-breach assessment or respond to a breach consistently across the business

25%
of businesses are satisfied that they could detect new and emerging digital related threats

and the frequency of cyber-attacks is increasing

63%
increase in cyber-attacks causing losses in excess of **$1m**

2016   2017   2018   2019
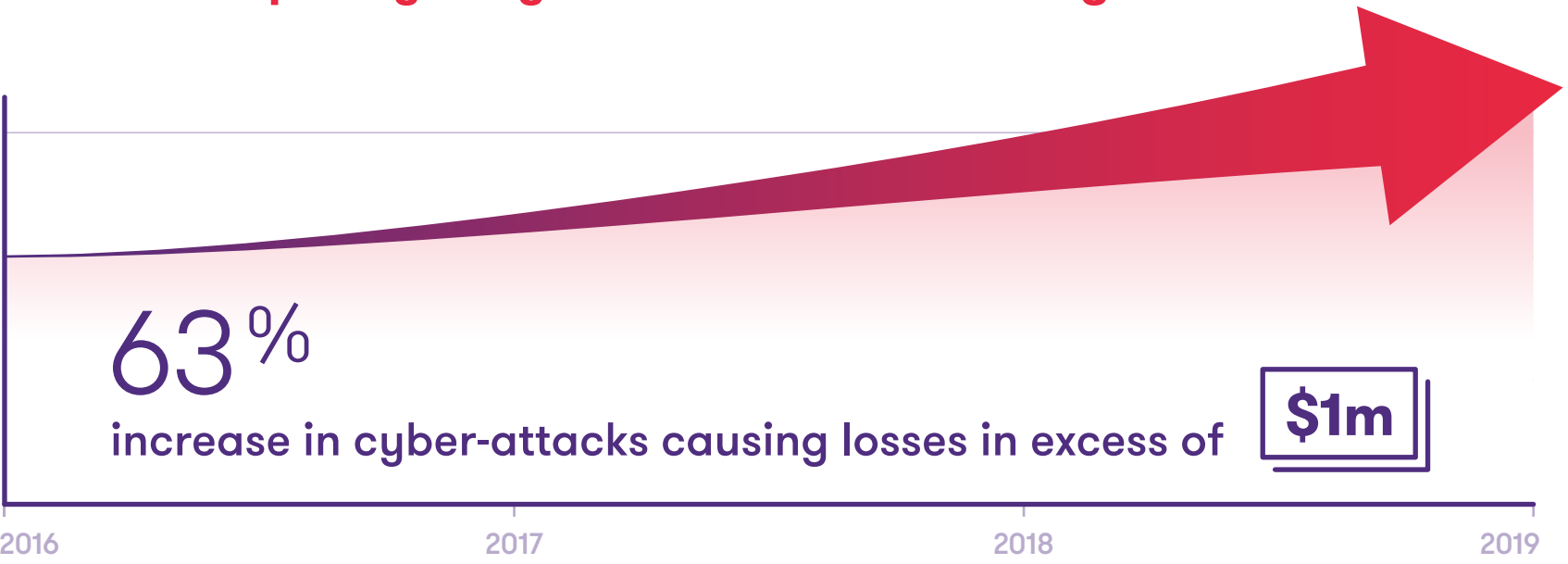
Why is this a challenge?

Businesses have had to focus on data privacy...

67%
of businesses focus more effort on **mitigating data privacy** than on cyber security risks

59%
of businesses are actively **preparing for the next wave** of privacy regulation

and as a result have identified weaknesses in managing digital risks

#1 weakness
An overreliance on **software doing all the work**

#2 weakness
Uncertainty among employees and teams about which risks they are responsible for

How can you better manage the digital risk to your business?

- ✓ **Merge cyber security and data privacy into one digital risk function**
- ✓ **Invest in non-tech solutions**
- ✓ **Bolster cyber-awareness of the entire workforce**

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