

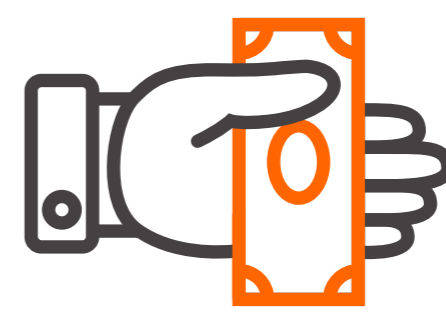
Ransomware

Paying hackers is a losing game.



71%

of consumers believe that hacked companies should stand up to cybercriminals and refuse to pay ransoms.



65%

of consumers demand compensation from the company if they can't restore their data.



\$1,167

per affected person is the average ransom consumers believe companies should pay to retrieve their data.



44%

of consumers would stop using the company's services no matter what it decided.

Demanding sanctions against CEOs.



40%

of consumers blame CEOs personally if their companies are breached by ransomware.

34%

want the CEO to pay a fine.

29%

demand a prison sentence.

29%

demand the CEO be banned from running a company in the future.

27%

demand the CEO resign.

25%

want the CEO to take a pay cut or be demoted.

24%

ask for a public apology.

Back up, don't pay up.



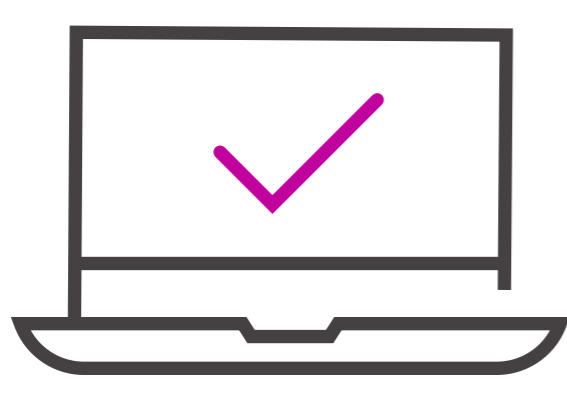
79%

of consumers expect companies to implement security software to protect their data.



62%

of consumers expect companies to have tried-and-tested backup copies of their data.



These steps allow companies to ward off ransomware attacks or at least restore data after an attack without paying a ransom.

For more information about data protection visit www.veritas.com/protection/ransomware-protection