

Businesses Can't Ignore Consumers' High Data Protection Expectations

Consumers are more likely to purchase from a company that takes data and information protection seriously; **91%** confirmed this in a recent Shred-it® survey. But only **20%** trust that companies will protect their personal data. Despite this, only **33%** of businesses say they're 'extremely proactive' about data protection. The say-do gap in data protection practices will only further erode consumers' trust.

Consumer Demand and the Challenge of Data and Information Protection Necessitates a Call for Help

77%

OF CONSUMERS

believe that companies should compensate them if their information is compromised

86%

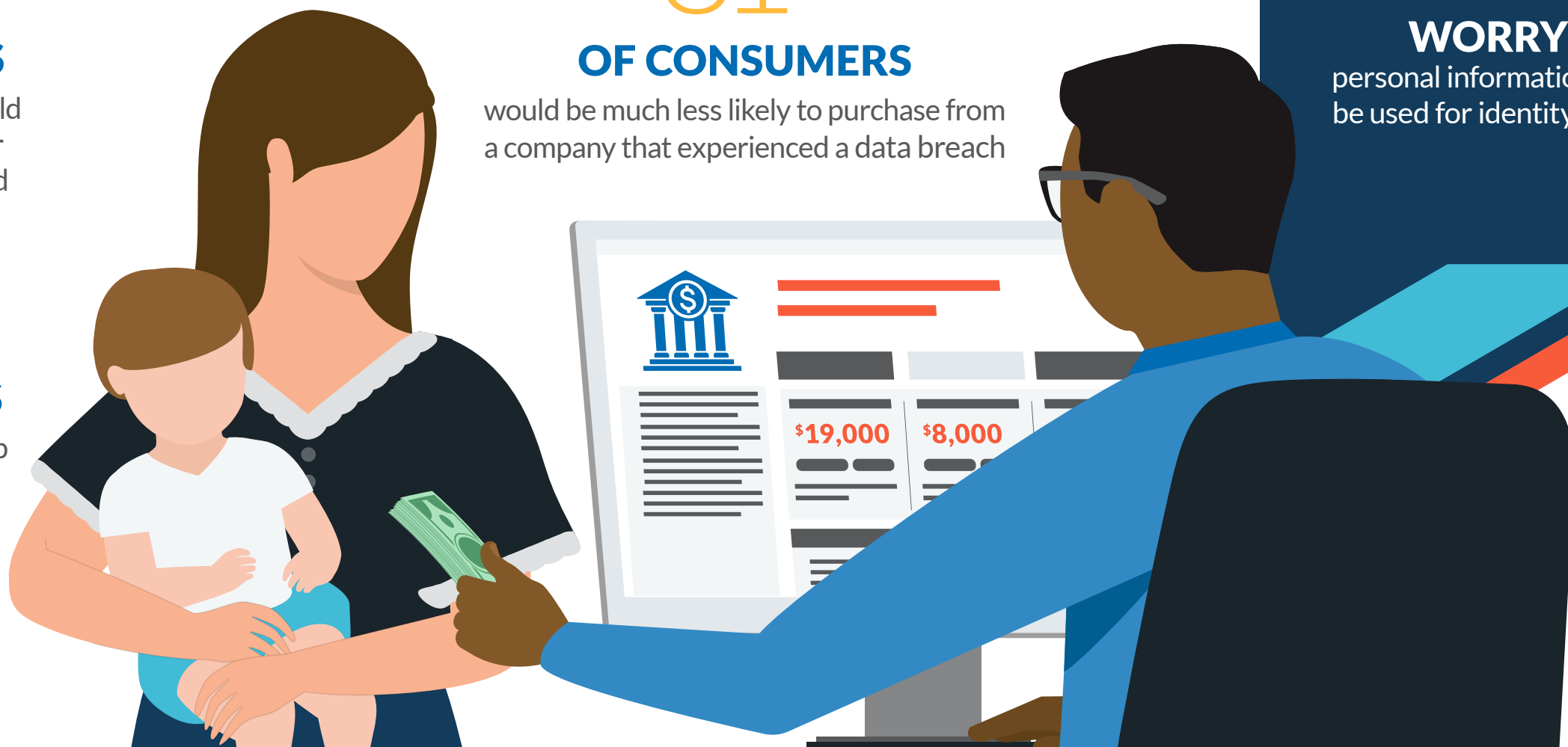
OF BUSINESSES

say data protection is a top priority, but most aren't applying proactive approaches

81%

OF CONSUMERS

would be much less likely to purchase from a company that experienced a data breach



Consumers' Biggest Personal Information Concerns

56%

WORRY

hackers will compromise sensitive information collected by businesses



51%

WORRY

personal information can be used for identity theft



Learn more about how Shred-it® can help you protect your customers' data.

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Source: Stericycle, Shred-it Data Protection Report, 2024.

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