



Consumer Loss Barometer: Malaysia

The economics of trust

www.kpmg.com.my/ConsumerLossBarometer



The economics of trust: Financial Services

I have had my personal financial accounts (checking, savings, money market, investment, credit card, etc.) compromised



Malaysia
49%



ASPAC
39%



Global
37%

I believe that my Financial Institution is fully or jointly responsible for ensuring that mobile devices used for mobile banking are secured

Malaysia



ASPAC



Global



The economics of trust: Cloud

I have limited the personal information I store on my cloud/social media accounts primarily due to security and privacy concerns

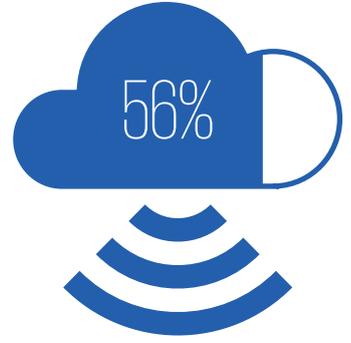
Malaysia



ASPAC



Global

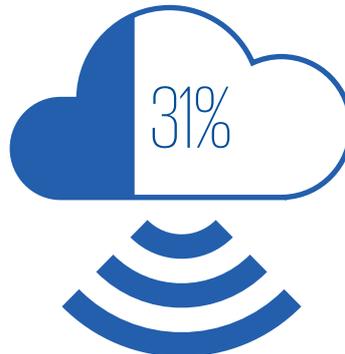


I would disable my account or switch providers if my cloud/social media account were hacked and personal information/ postings and photos exposed or stolen

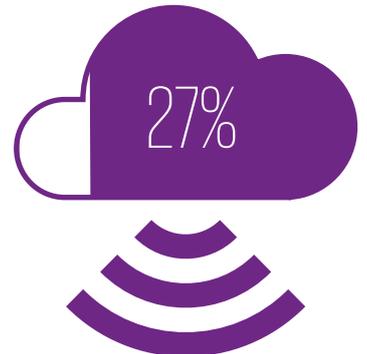
Malaysia



ASPAC

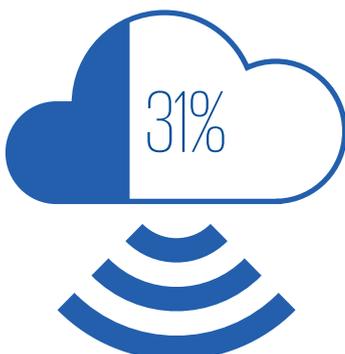


Global



I would disable my account or switch providers if my cloud/social media provider misused or improperly distributed my personal information

Malaysia



ASPAC



Global



The economics of trust: Mobile

Top of mind for mobile consumers



82%

Theft or misuse of personal information when using public Wi-Fi network



86%

Theft or misuse of personal information mobile devices collect (eg. location, health, and other activities)



95%

Theft or misuse of personal information through apps on mobile devices



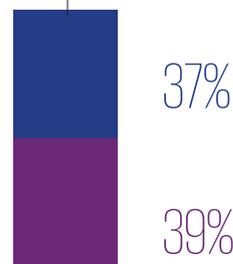
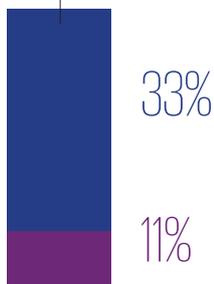
84%

Eavesdropping on conversations or theft or misuse of private messages

I would consider switching mobile service providers if they were hacked or misusing data accumulated even if I had to pay more

If your mobile service provider had been hacked and personal data, they've accumulated compromised, would you switch to another provider that promised to limit or end its collection of such data?

If your mobile service provider was misusing or selling data it had accumulated on you, would you switch to another provider that refrained from these practices?



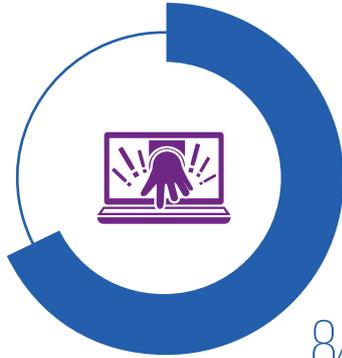
Yes, (if pricing was competitively similar or less)

Yes, (even if I had to pay more)

The economics of trust: Retailers

Major retailers I buy from may be hacked or misuse my personal information

Major retailers I buy from may be hacked, and my personal and financial information stolen



84%
Concerned

Retailers will misuse or improperly distribute my information



84%
Concerned

I expect my online retailer to keep my information private and not share it with others



Malaysia



ASPAC



Global

I am willing to provide personal information to online retailers if I receive a monetary benefit



Malaysia



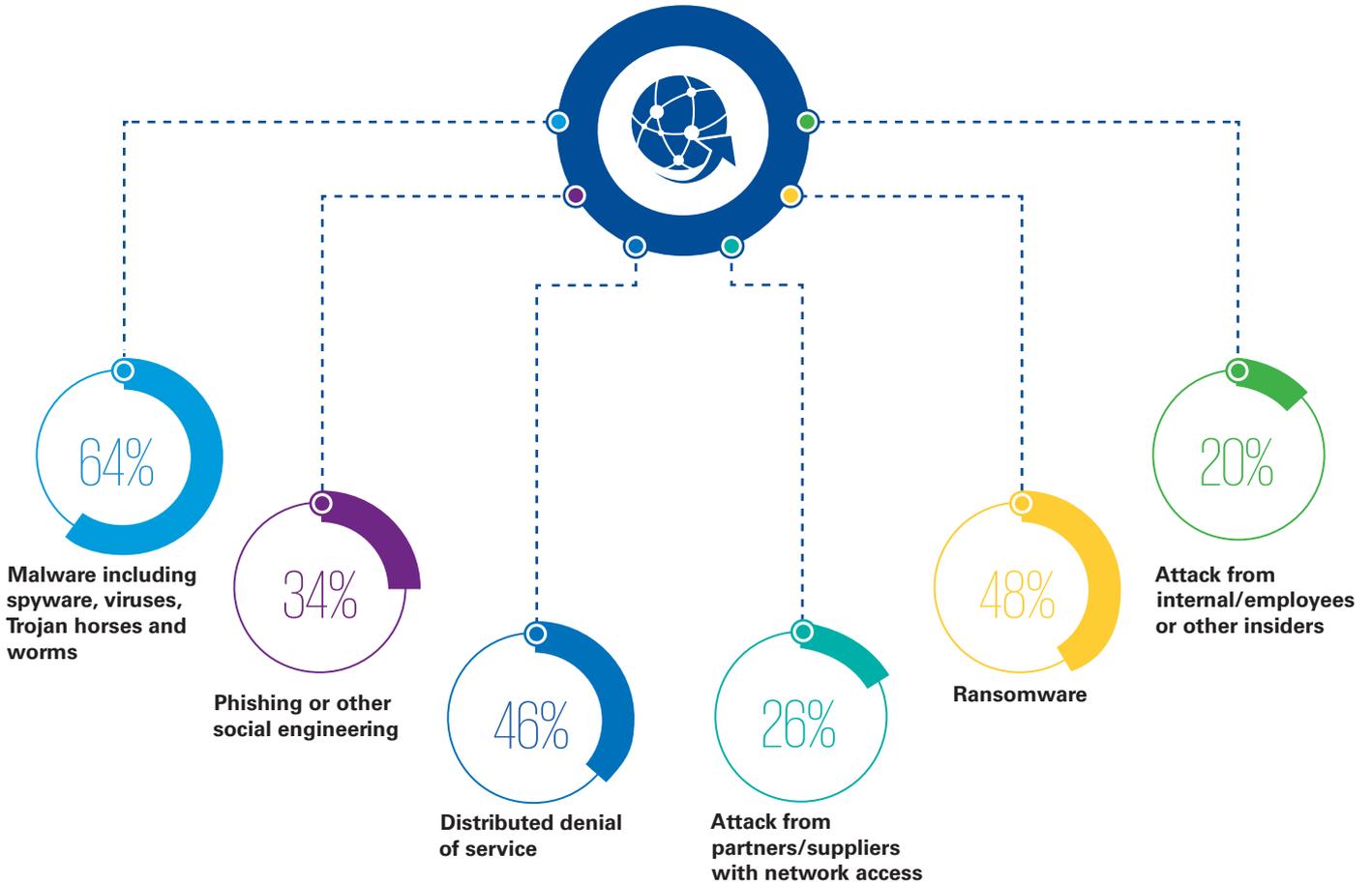
ASPAC



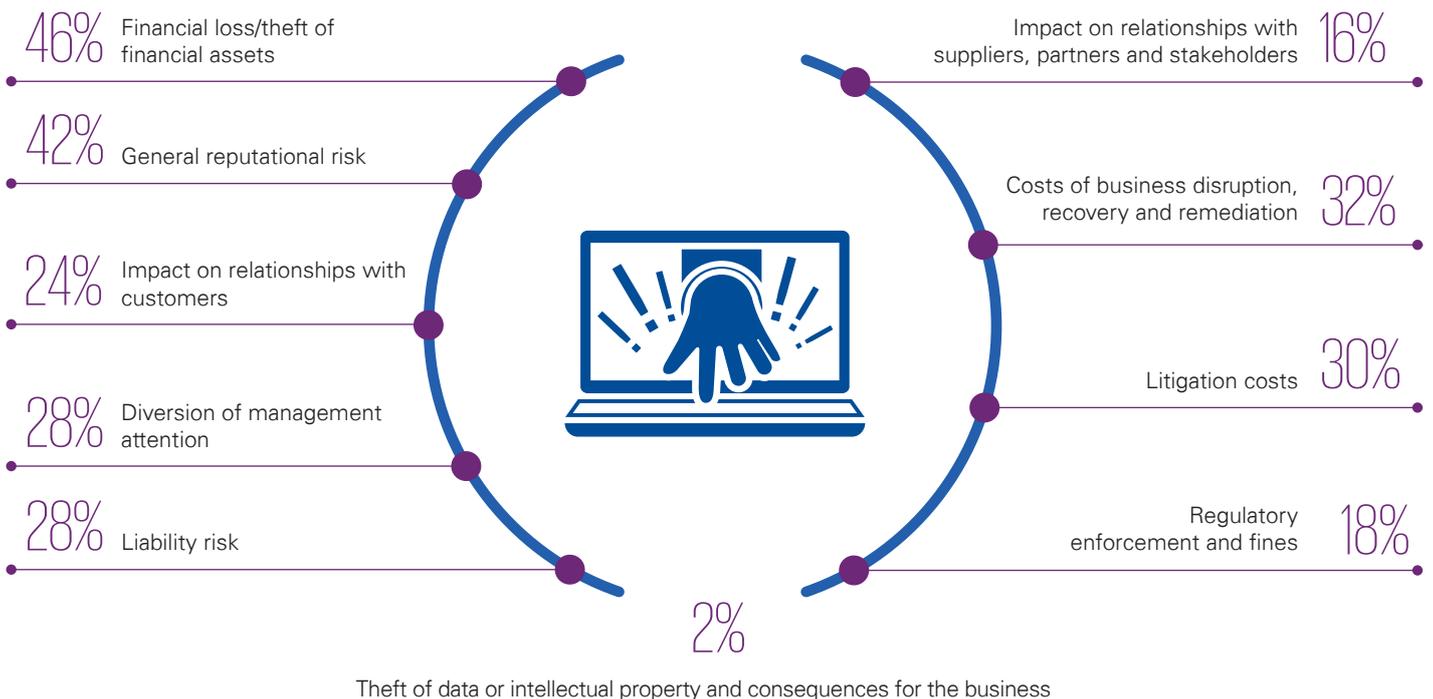
Global

Security Professionals (Separated from other data)

What is concerning security professionals



What concerns security leaders when a breach occurs



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