

Unisys Security Insights: Germany

A Consumer Viewpoint - 2015



How consumers in Germany feel about:

- Personal data security, ranked by industry
- Experiences concerning security of personal data

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Executive Summary

Unisys plays a prominent role in efforts to combat risk through the technology products and services it provides to its customers in Germany. Unisys' commitment to public and financial safety and security are the reasons for our research in these areas.

The Unisys Security Insights survey is a snapshot of the nation's views on security in certain focus areas that provides a statistical measure of consumer concerns to enable organisations to make more informed security decisions. The research is conducted by leading market research company Lieberman Research Group.

For the 2015 survey, consumers in Germany were asked about their perceptions regarding

- Personal data security, ranked by industry
- Experiences concerning security of personal data

The survey asked consumers about the likelihood that their personal data – held by organisations including airlines & transportation, banking & finance, government, healthcare, retail, telecoms and utilities – would be accessed by an unauthorised person within the next year.

The perceived threat to personal data security is highest for telecommunication providers, with 78 percent of those surveyed expecting a data breach within the next 12 months. Airlines and transportation companies were perceived to be the least at risk with just 45 percent of respondents expecting consumer data to be compromised in some way.

Privacy related concerns are widespread among the German public, with 77 percent of the respondents citing concerns relating to criminals finding a way to steal their personal data.

These findings serve as a reminder for businesses and institutions in Germany to review and deploy advanced security measures, to protect consumers from cyber as well as physical threats. A proactive outlook to security is at the heart of an organisation's ability to effectively mitigate risk environment. The Unisys approach to security goes beyond bits and bytes, recognising that the most effective solutions are going to be those formed through collaboration across interests. See also www.unisys.com/securityinsights

For more information on Unisys security offerings, visit: www.unisys.com/security

Unisys Outlook

The German public lack confidence in telecom companies and banks when it comes to protecting personal data

The results of Unisys' Security Insights 2015 indicates that consumers in Germany lack confidence in telecoms companies and banks when it comes to protecting personal data, with 78 and 63 percent of respondents expecting a data breach in these sectors in the next 12 months. At the other end of the scale, the perceived threat of a data breach is lowest for airline companies and retailers (45 and 47 percent respectively).

The results indicate that consumers have relatively low expectations of organisations holding personal data on them and that they lack trust in security controls. Organisations should aim to safeguard consumer data by deploying solutions that not only enhance enterprise security, but also inspire consumer confidence.

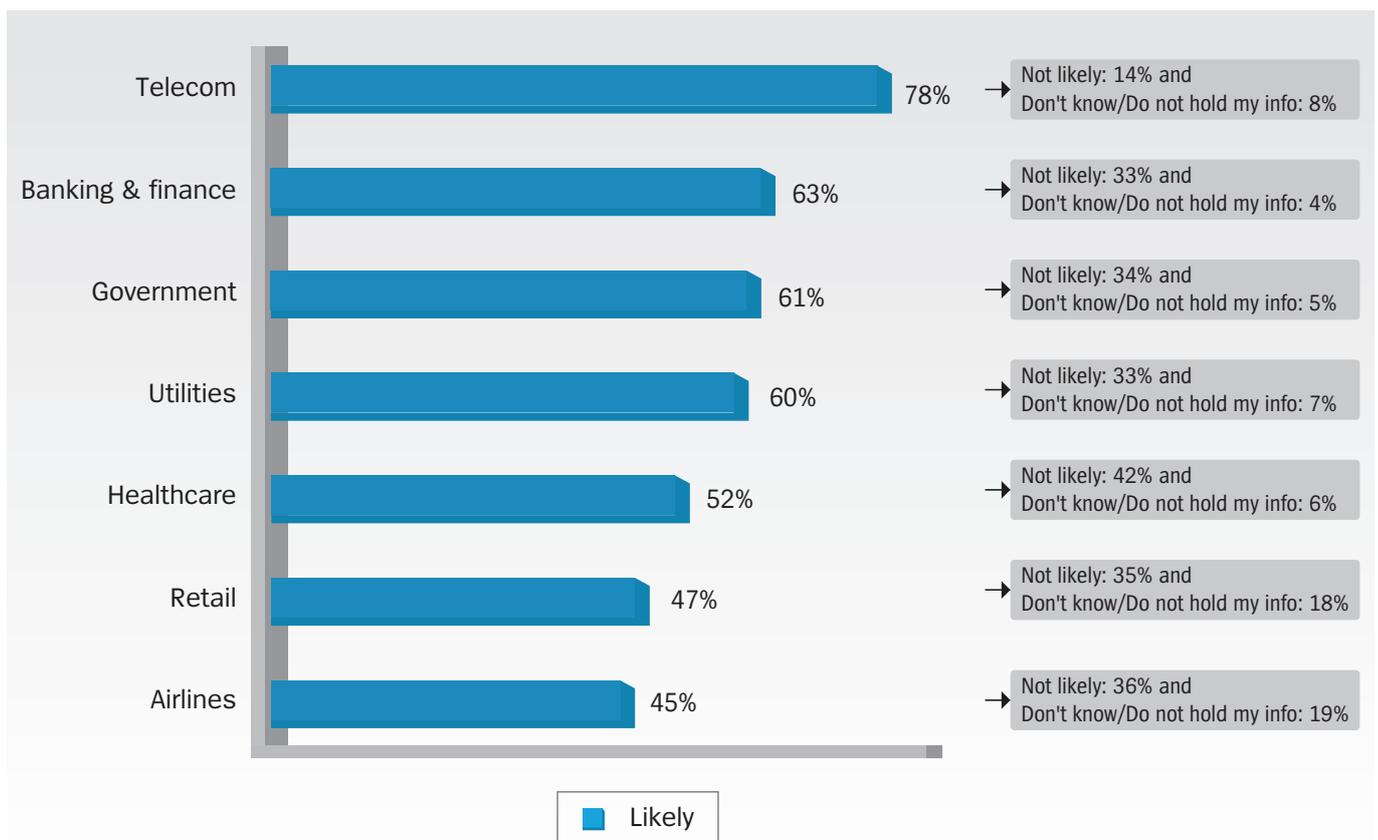
Data security threats are of serious concern among Germans

As part of the Unisys Security Insights research, consumers were also asked about their concerns in relation to the security of personal data. The research revealed that the vast majority (77 percent) of consumers surveyed have privacy concerns relating to the criminal theft of personal data and a good proportion (45 percent) believe that organisations storing personal data should get certified by independent agencies like TUV, Dekra or ISO.

In the networked world, consumers are concerned about identity theft and want assurances that their personal information is safe. As concerns about privacy are high, organisations should look to deploy advanced security solutions to mitigate privacy concerns and gain trust.

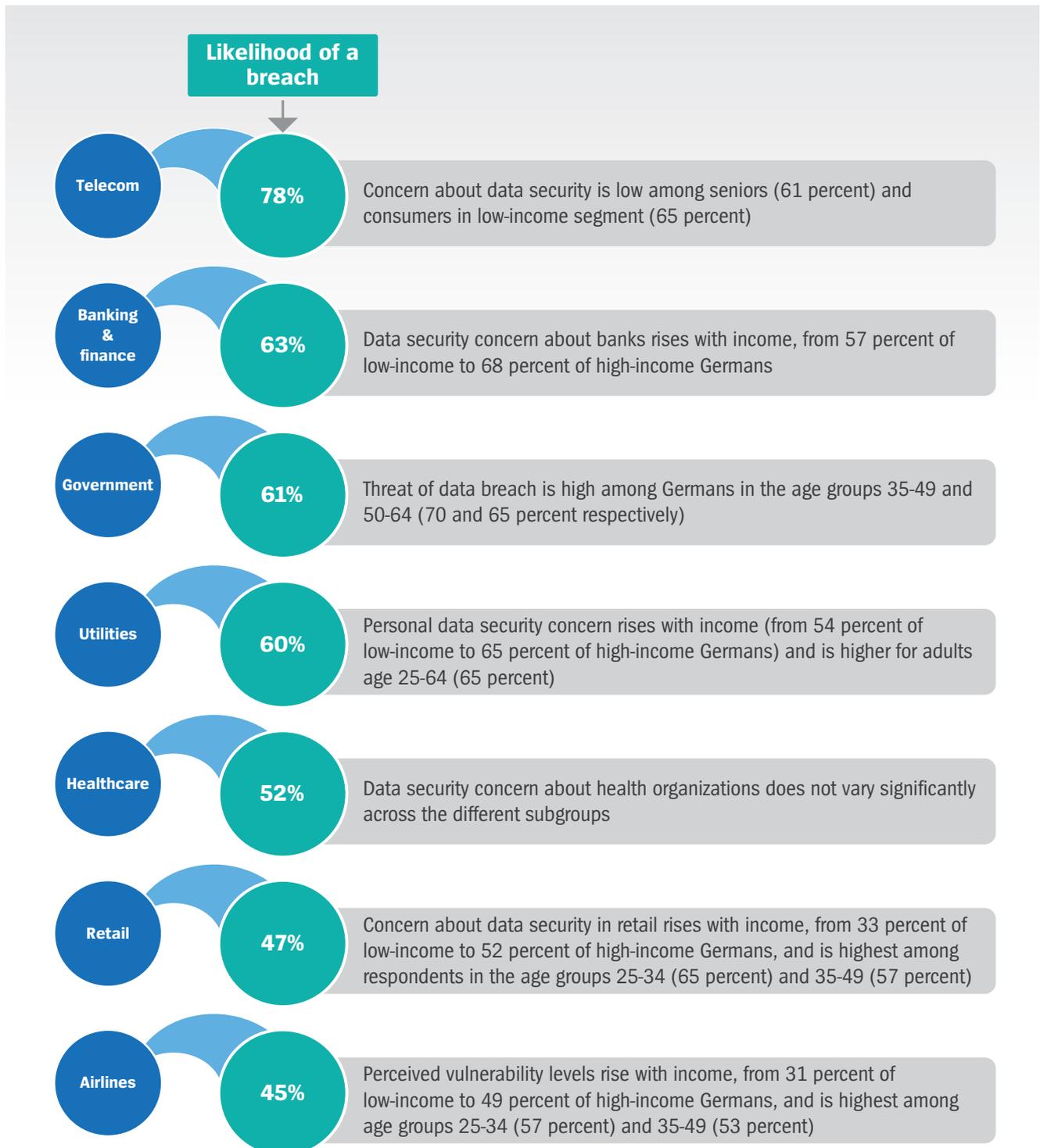
Detailed Findings: (1) For each of the following types of organizations that collect your personal information, how likely do you think it is that your personal information will be accessed by an unauthorized person either accidentally or deliberately within the next 12 months?

The perceived vulnerability in telecommunications companies is considerably high among Germans, as more than three quarters (78 percent) of German adults expect a data breach in the next 12 months.



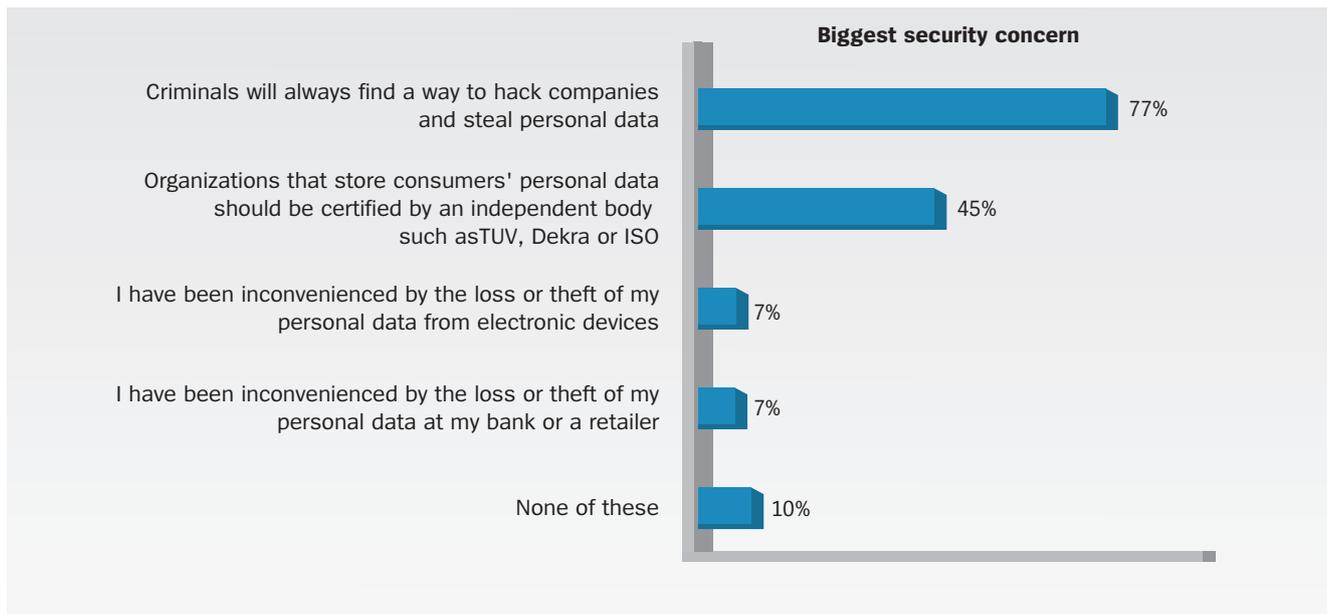
Key Demographic Differences by Industry

Consumer responses were analyzed based on demographic segments gender, age and income. Age categories are 18-34, 35-49, 50-64 and 65+ and income groups are segmented as high, medium and low.



Detailed Findings: (2) Which of the following statements describes your experience concerning the security of your personal data?

Germans take data security threats seriously. Three quarters (77 percent) believe criminal theft of personal data is inevitable, and almost half (45 percent) agree with the need to certify the data security protections of organizations that store consumers' personal data.



7 percent say they have experienced the loss or theft of personal data from electronic devices, and a similar proportion has experienced the theft of personal data from their bank or a retailer.

Key Demographic Differences

Hackers will inevitably steal personal data	Belief in the inevitability of data thefts drops with age, from 85 percent of Germans 18-34 to 65 percent of seniors, and is also low among low-income adults (66 percent)
Organizations storing personal data should be certified	Enthusiasm about certification rises with income, from 35 percent of low-income to 52 percent of high-income group
Personal data on electronic device was lost or stolen	Germans age 25-34 are most likely to have experienced theft of personal data from an electronic device (14 percent)
Personal data at bank or retailer was lost or stolen	Men (9 percent) and high-income Germans (12 percent) are more likely to have been victims of a bank / retailer data breach

Unisys Perspective on Security

The survey suggests that consumers are evidently concerned about their personal data held by organizations. Consumers confidence and trust were generally low for telecom companies, government agencies and banks, as these organizations have not succeeded in their confidence-building measures to win back trust. With an ever increasing hyper-connectivity of consumers across various digital platforms, the traditional mechanisms to protect sensitive personal data against advanced attacks are proving to be insufficient. For organizations to regain trust in the face of such an uncertain security environment, they should follow:

- **Converged physical and logical security approach** – As logical and physical security measures are converging, leading enterprises across the world should seek ways to solve critical challenges at the point of convergence. Such measures help integrate sensors, consolidate data, provide central or dispersed command and control, utilize the identity information and support real time as well as offline analytics. Converged security provides seamless monitoring from the Door to the Desk and to the Data.
- **Biometrics for superior authentication** – A robust security strategy incorporates multi-factor authentication methods that provide assurance. The authentication can be provided via various biometric techniques like face recognition, DNA matching, fingerprints, voice recognition and vein structure in hands.

Like Organizations, mobile devices too allow for advanced authentication techniques to prevent intrusions and information theft. The opportunity for organizations is to grow in tandem with consumer preferences while ensuring highest levels of protection.

- **Isolation and compartmentalization for data protection** – Protecting sensitive information from unauthorized access is the core objective for any security strategy. This typically involves two key activities of identifying the scope of data protection task, and isolating the people, processes and technologies that interact with the sensitive data. Data isolation is achieved by using access controls and encryption to ensure only authorized systems and users can access sensitive information. In addition, compartmentalization of user groups also result in minimizing the threat.
- **Comprehensive Security Strategy** – Maintaining superior security monitoring, awareness and reporting capabilities within a holistic cybersecurity framework helps protect data and networks from internal and external threats. An all-encompassing security strategy would encompass predictive, preventive, detective and retrospective capabilities.

For information on Unisys security offerings, visit: www.unisys.com/security

Polling Methodology

The Unisys Security Insights research in Germany is based on telephone surveys carried out over April 24-28, 2015. The survey has been conducted as follows:

- 974 completed interviews among nationally representative adults, 18+.
- The survey was conducted in German
- The data from this survey are weighted to ensure projectability of the data to German adults.

Percentages are based on the full sample of 974. Subgroup differences are noted if they are statistically significant at a 95 percent level of confidence.

About Lieberman Research Group

Lieberman Research Group is a top-ranked and nationally recognized market research organization serving the business-to-business and consumer markets. Founded in 1966, it is now a \$30 million custom research company. Interviewing facilities in Manhattan and Brooklyn have the capability to conduct interviews in 20+ languages.

Lieberman Research is the only U.S. member of The Global Research Alliance – an international consortium of independent market research firms in over 20 countries that provides access to interviewing facilities internationally as well as local knowledge and input critical to successful international studies.

Through its research in the U.S. and worldwide, Lieberman Research provides custom research and information analysis to its clients on a wide range of issues including customer and employee satisfaction, loyalty, multicultural and ethnic marketing, new product development, public policy, advertising, public relations and many others.

Lieberman Research Group is a proud member of the Council of American Survey Research Organizations (CASRO). As one of over 150 CASRO member companies nationwide, we subscribe to the CASRO Code of Standards for Survey Research.

This code, intended to foster the highest standards of ethical conduct in the practice of survey research, protects our clients and helps ensure an environment in which the public, our source of information in most surveys, respects and cooperates with the opinion research process.

While non-members also may subscribe to the same high standards as CASRO members, membership in CASRO is an indication that our company takes seriously its obligation to conduct its business in accordance with the highest ethical standards.



www.casro.org

About Unisys

Unisys is a global information technology company that solves organizations' most pressing IT and business challenges. With more than 20,000 employees serving clients around the world, our offerings include cloud and infrastructure services, application services, business process outsourcing services, and high-end server technology.

We deliver solutions for 10 of top 15 global banks, 15 of top 25 global airlines and more than 200 airlines worldwide. 10 million user incidents are handled in 26 different languages every year and 130 million health and human services transactions are processed each year by Unisys systems. Our processes are end-to-end ITIL v3 compliant and Global ISO 20000, 27001 and 9001 certified. Unisys holds over 1,500 U.S. and non-U.S. patents.

Unisys security offerings are trusted by government and commercial clients around the world to deliver advanced security to counter advanced threats. As logical and physical security threats converge, the world's most important enterprises seek a partner that can bring new ways to solve critical challenges at the point where they converge. Our award-winning, time-tested portfolio of professional services, products, and managed services delivers mission-critical security at scale, helping clients mitigate risk while reducing complexity and cost, and navigating regulatory compliance requirements.

For more information visit www.unisys.com

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