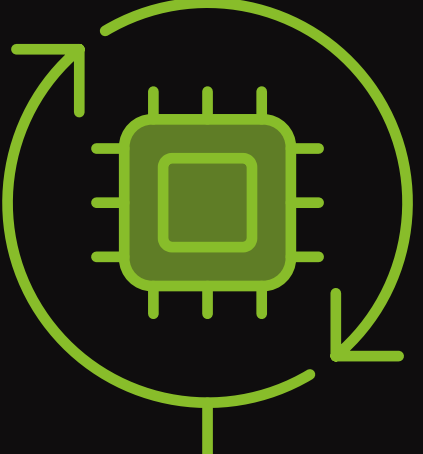
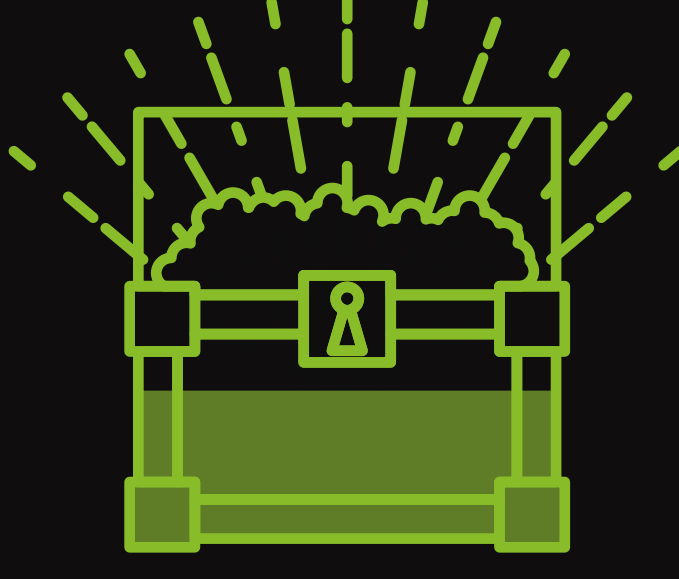


Risky business

As consumers become more dependent on technology in their everyday lives, what are the risks businesses are exposed to?

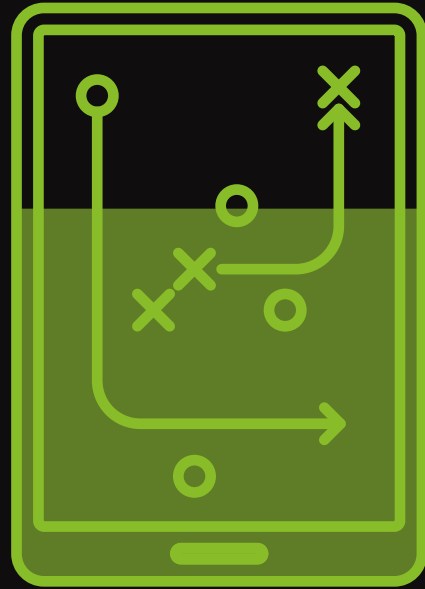


Digital transformation creates major opportunities for consumer businesses, but this investment opens them up to new risks



36% of organisations have **already invested over £10 million in digital tech** with 49% to invest that amount by 2020

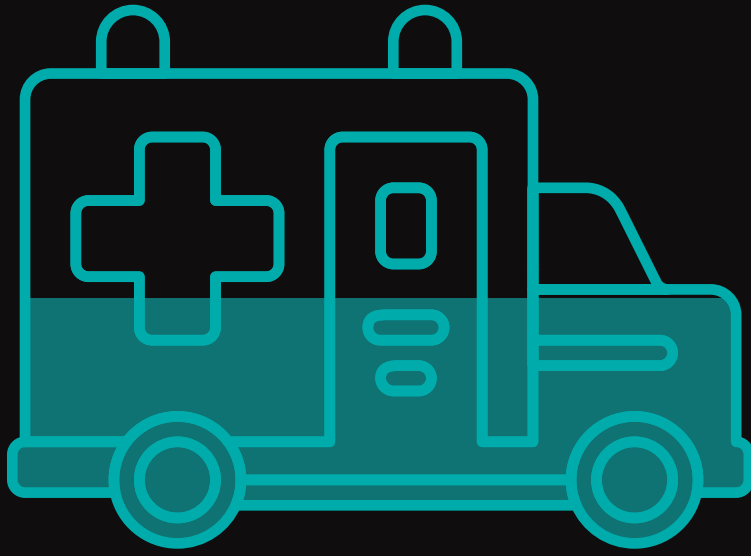
Three-quarters of organisations agreed that it's **difficult to attract people with appropriate digital skills and experience**



65% of organisations **do not believe their current talent pool has the sufficient knowledge and capabilities** to execute their digital strategy



Cybercrime is on the rise as consumers become more dependent on tech and criminals more savvy



In the past two years, **46%** of businesses **mobilised their crisis management teams** to deal with a cyber-incident

81% of consumers expect companies to **provide them with necessary tools to protect their data online**

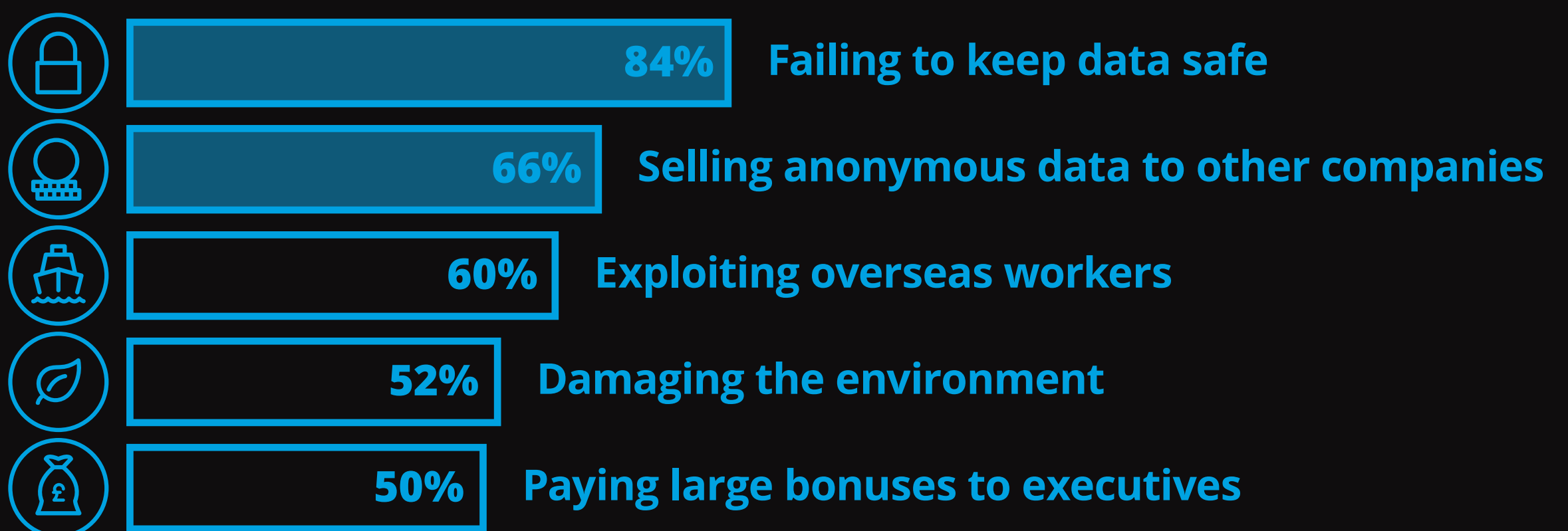


Four-fifths of organisations claim to have **already invested in cyber-security** with 9% expected to invest by the end of 2018

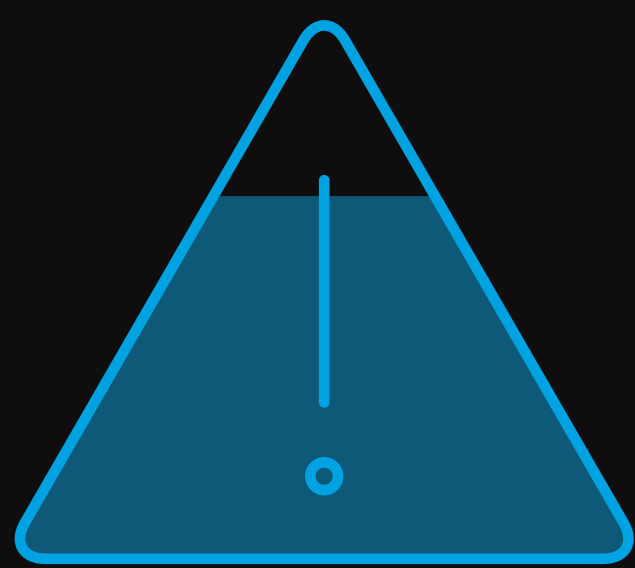
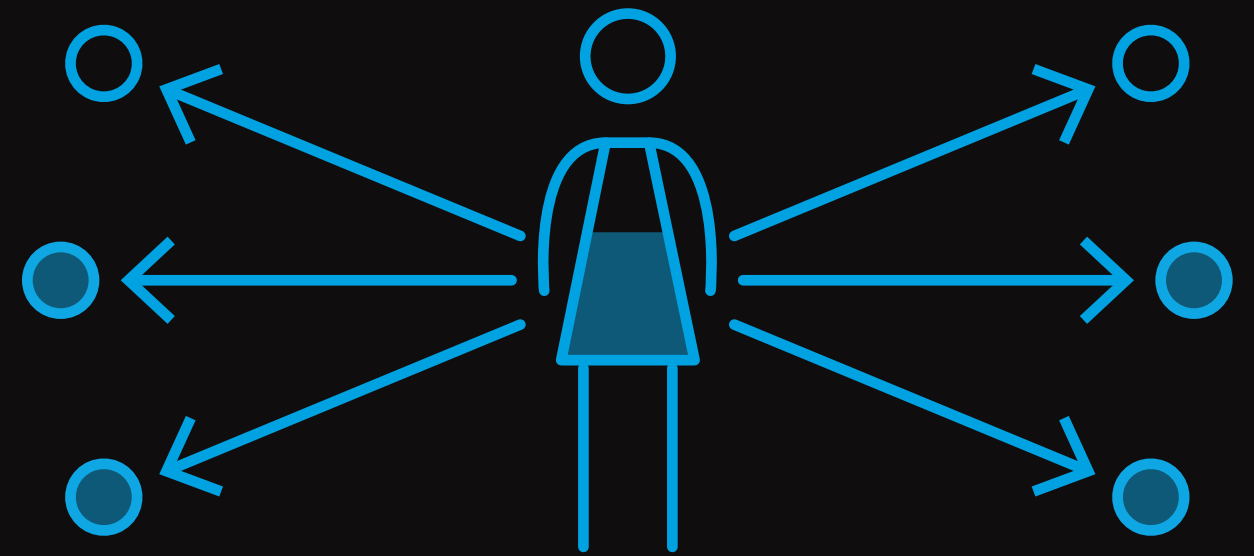


Privacy & GDPR are not to be ignored as consumers' data footprints get bigger

84% of consumers agree that **failing to keep data safe** and **selling anonymous data to other companies** are more important reasons to stop using a company than **exploiting overseas workers, damaging the environment** and **paying large bonuses to executives**



59% of consumers said **GDPR has made them more aware of the data they share** with businesses



68% of consumers will be more careful about who they share their data with in the future

Read the full Deloitte Consumer Review by visiting www.deloitte.co.uk/consumerreview