

THE DIGITAL SECURITY GAP



Organisations' growing digital engagement with customers across web, mobile apps and social media exposes new security threats to business and users.

82%
are concerned
about cyber
vulnerabilities

57%
do not have a digital
brand protection
programme

34%
are missing a dedicated
cyber threat management
programme

Threat actors are duping customers,
partners and employees to obtain their trust
and gain access to sensitive data

90%
believe they are at risk from cyber attacks
and digital brand impersonation

82%
cite that security in digital channels
is a boardroom concern

TOP THREATS

51%
brand and
reputational damage

58%
exposure of
customer data

40%
phishing and
malware attacks

CAUSE & EFFECT

Don't monitor digital channels

25%

Feel that their organisation is at risk from cyber attacks

68%

Feel security concerns are affecting the rollout of new digital initiatives

85%

Learn more about how to manage threats
outside the firewall at RiskIQ.com

Atomik Research, Nov 2016, 250 C-suite/Sr Mgr, UK companies > 500 employees.

