

# Attitudes towards Online Security - UK - June 2018

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## This report looks at the following areas:

- Do consumers view convenience as more important than online security?
- How are smartphones impacting online security?

The vast majority of people have a wide range of online accounts, accessible through a number of devices, from smartphones to laptops. Personal data and online security have been brought more to the public's attention by cyber-attacks and data-sharing breaches in the news. New regulation in the form of the GDPR (General Data Protection Regulation) will give people more autonomy over personal data long-term, but online security remains a key issue. There is a clear trade-off between online security and convenience, with many people willing to give up some security to access accounts quickly and simply. However, when it comes to financial accounts, people are happy to take additional steps, such as two-factor authentication.



"As people use an increasing number of accounts across a range of connected devices, online security is becoming a more prominent issue.

Consumers are willing to trade-off security for convenience to some extent, except when it comes to financial accounts."

– Adrian Reynolds, Consumer Technology Analyst

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- How are smartphones impacting online security?
- The facts
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- Rising connected device use has driven security concerns
- The number of online accounts makes it hard to track security
- GDPR implementation boosts autonomy over personal data
- Two thirds of people using apps more than once a week
- Financial data being hacked is a major concern for consumers
- Smartphone manufacturers focused on biometric security
- Two-factor authentication shifting away from reliance on SMS

## MARKET DRIVERS

- Rising connected device use has driven security concerns
- The number of online accounts makes it hard to track security
- GDPR implementation boosts autonomy over personal data
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- Two thirds of people using apps more than once a week

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- **Financial data being hacked is a major concern for consumers**

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- **People feel most secure sharing data on laptops and desktop computers**
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- **Two-factor authentication is most popular for financial accounts**
- **Over half of people happy with passwords for most accounts**

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