



13.02.2019
PRESS RELEASE

NEARLY HALF OF CONSUMERS CONCERNED ABOUT CYBER RISKS

Paris, 13th February 2019 – Europ Assistance’s Cyber Barometer, conducted by LEXIS, exploring consumer sentiment on Cyber Security across 9 countries has found that 46% of consumers are worried about cybercrime. This number rises to 49 percent for respondents with elderly parents and 54 percent for those with children.

Nearly one third of respondents (31%) feel exposed to cyber security issues and even more so (38%) when it comes to their children’s identity. Concern is the highest in Southern Europe with Spain (47%) and Italy (39%) feeling exposed. Just over a quarter (26%) of respondents indicated that they knew someone who has been the victim of an attack against their personal data while 82 percent of respondents consider an attack against their personal data to be “very stressful,” ranking above incidents such as a car accident.

Media Relations

Jonathan Heywood
T + 33.6.12.29.78.39
jheywood@europ-assistance.com



A lack of digital protection

While concern is high, the survey has also discovered that protection is often neglected. Less than one-third of those questioned said that they frequently change their passwords and digital credentials and even more alarmingly only half of consumers have anti-virus and anti-malware protection on their smartphone or tablet – a worrisome statistic considering this accounts for half of global web traffic.

Forty-five percent of respondents said they wouldn’t know how to fix their situation if their personal data was compromised and 48 percent feel that companies and institutions are not doing enough to protect their individual information.

Awareness and willingness to purchase solutions is on the rise

Americans are more aware of identity protection solutions (65%) than Europeans (40%) but consumers are ready to take steps to protect themselves online when aware of the options. More than half of respondents (55%) indicated that they have a positive opinion of cyber and digital protection services and this number rose to 61 percent for those with children and 57 percent for those with elderly parents. Consumers are interested in Alerting Services (57%), 24/7 Assistance Services (54%), Prevention Services (47%), and Monitoring Services (48%).

Antoine Parisi, CEO of Europ Assistance: *“Consumers are now more aware of threats to their personal information and while the mounting concerns they have are valid, it is our mission to protect people from any stressful situation. With digital services playing such a key role in our daily lives, we have developed a unique service to protect the identities and personal data of our customers from any type of cybercrime.”*



ABOUT THE EUROP ASSISTANCE – LEXIS CYBER BAROMETER

The 2019 edition of the Cyber Barometer from Europ Assistance and LEXIS was conducted in 9 countries including the United States, Italy, France, Spain, Switzerland, Austria, Hungary, Czech Republic, and Romania. In each country, 800 consumers from ages 25-75 took part in the fifteen-minute online questionnaire tailored to each country. The survey was conducted between November and December 2018 and investigated four key topics; online activities and personal protection strategies, worries regarding web and digital activities, their valuation of a cyber and digital protection service, and their intentions to buy such a service.

To view the Cyber Barometer Infographic, please visit: <https://www.europ-assistance.com/en/media/publications>

To learn more about Europ Assistance's cyber protection offering, please visit: <https://www.europ-assistance.com/en/what-we-do/cyber-protection>

ABOUT EUROP ASSISTANCE GROUP

Founded in 1963, Europ Assistance, the inventor of assistance, supports over 300 million customers in 208 countries thanks to our network of 750.000 approved providers and 35 assistance centres. Our mission is to bring people or corporates from distress to relief – anytime, anywhere. We provide roadside assistance, travel assistance and insurance, as well as personal assistance services such as the protection of the elderly, the protection of digital identity, telemedicine and the Conciergerie. The vision of our 7.530 employees is to be the most reliable care company in the world.

Europ Assistance is part of the Generali Group, one of the world's leading insurers.

