

EUROPEAN FIRMS RESIGN THEMSELVES TO DATA LOSS AND IGNORE THE RISK OF FINES. IS EU DATA PROTECTION LEGISLATION DOOMED TO FAIL?

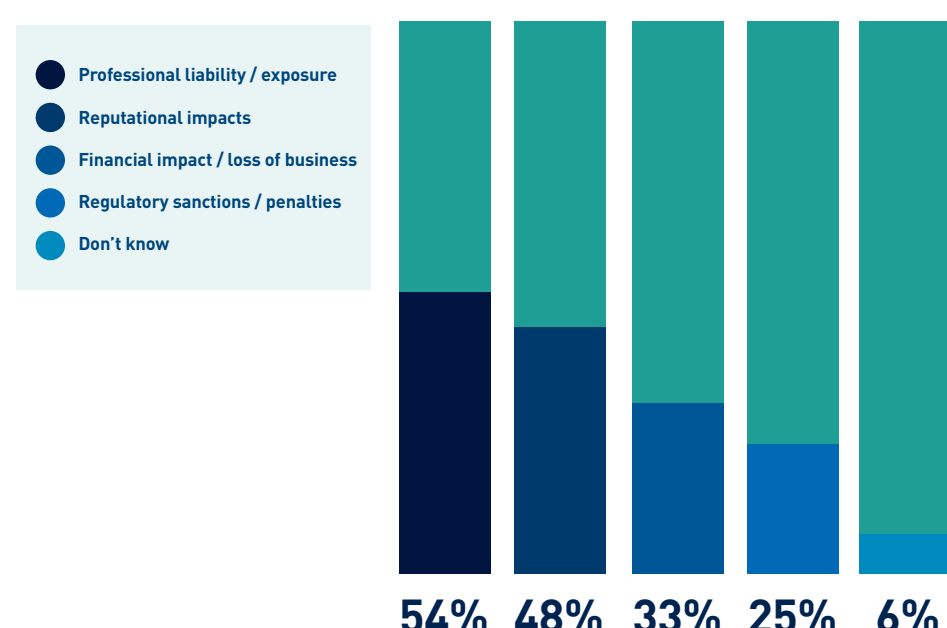
2013

Research reveals firms across Europe believe losing data is inevitable

In advance of European Privacy and Data Protection Day on 28th January, new research from Iron Mountain reveals that more than half of European businesses expect to lose data.



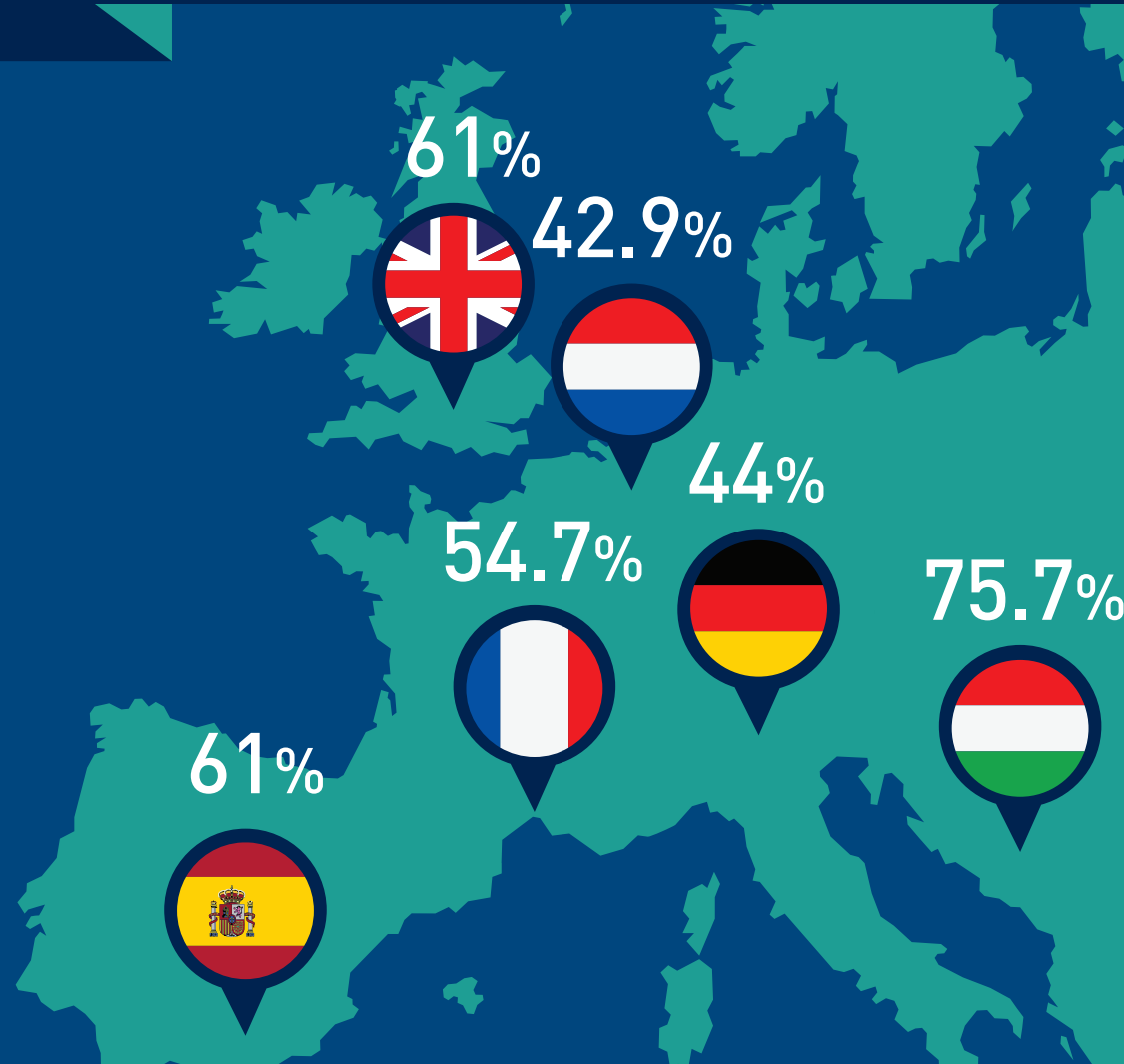
How would a data breach impact your business?



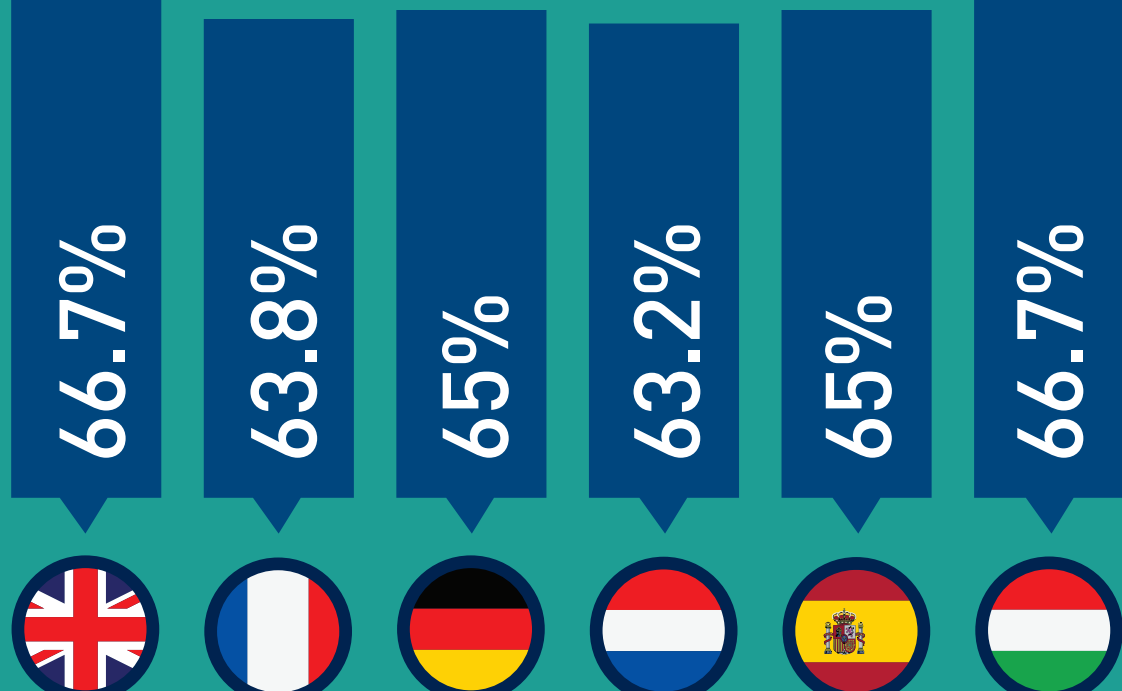
Despite the threat of higher fines for data loss, the majority of businesses remain unprepared to accept the greater responsibility that the EU wants them to assume to protect the information of European citizens.



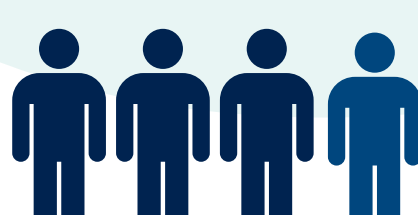
53% OF EUROPEAN BUSINESSES EXPECT TO LOSE DATA



65.1% STATE THAT FINES HAVE LITTLE IMPACT ON THEIR DATA PROTECTION POLICIES



Companies are choosing to insure against the impact of data loss rather than focus on prevention. Three in four survey respondents have already insured or are looking to insure their business against the financial impact of a data breach.



84.2% 84.4% 74.8% 60% 82% 60%



Steps and actions to help protect paper and digital information



Make information risk a boardroom issue

Ensure that information is a permanent point on the Board's agenda, that there is a senior individual on the Board responsible for it, and that it is embedded into how the Board monitors overall corporate performance.

STEP 1

Change the workplace culture

Design and deliver information security awareness programmes, have the right guidance available for every person at every level, and reward and reinforce good behaviours throughout the organisation, from the most junior to the most senior employee.

STEP 2

Put the right policies and processes in place

Ensure policies cover all information formats (electronic, paper or media). Also, define any vulnerabilities relating to manual information handling, establish whistle blowing protocols, and review and test all systems and processes on a regular basis.

STEP 3

Information Risk Maturity Index

PwC and Iron Mountain have launched an online tool to help businesses assess their exposure to information risk.

Benchmark your information risk performance against businesses across Europe and your industry sector at:

<http://ironmountain.co.uk/riskassessment>

It's time to understand your information risk

For solutions to suit your business visit: www.ironmountain.co.uk

Research by Opinion Matters on behalf of Iron Mountain, carried out between 30/11/2012 and 14/12/2012. Sample: 1275 IT Decision Makers, Finance Decision Makers, Legal Decision Makers UK, France, Hungary Germany, Netherlands and Spain in mid to large businesses (50-5000 staff).