



Consumer Attitudes Toward Data Breach Notifications and Loss of Personal Information

Lillian Ablon, Paul Heaton, Diana Catherine Lavery, Sasha Romanosky

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Although spending on cybersecurity continues to grow, companies, government agencies, and nonprofit organizations are still being breached, and sensitive personal, financial, and health information is still being compromised. This report sets out the results of a study of consumer attitudes toward data breaches, notifications that a breach has occurred, and company responses to such events.

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