

## They Can Handle the Truth: 84 Percent of Americans Want to be Notified Immediately of a Data Breach

*New ZixCorp study dives into America's views on data breaches and how companies can regain consumer trust*

**DALLAS — June 25, 2015 — [Zix Corporation](#)** (ZixCorp), (NASDAQ: ZIXI), a leader in email data protection, today released the results of a commissioned research study focused on American consumers' views on data breaches. The Qualtrics-conducted study — which surveyed more than 500 individuals between the ages of 18-75 — revealed how Americans view data breaches, how much they understand about them and if they are changing their shopping habits as a result.

As a whole, the results show that Americans have strong feelings about data breach notification, with 84 percent of those surveyed stating that the best way a company can regain their trust after a breach occurs is to notify them right away and provide a high level of contact. Additionally, 92 percent of respondents think a company should be required to report a data breach to their entire customer base, regardless of breach size.

While the majority of respondents agree on notification, they are divided on what steps should be taken to protect themselves and placing trust in retailers. Specifically, 49 percent of respondents said they have not changed their shopping habits in light of the massive retail breaches over the past two years, and 60 percent trust retailers to protect their credit and debit card information.

“As wide-scale data breaches have become more common over the past few years, it's increasingly critical that companies implement proper protection, like email encryption, and set up crisis plans for when a breach does occur,” said [Rick Spurr](#), CEO of ZixCorp. “As the survey confirms, acknowledgement and opening a clear and honest line of communication can go a long way in rebuilding consumer trust.”

Additional findings from the survey include:

- 70 percent of respondents claim they keep up-to-date with news about data breaches, while only 51 percent consider themselves knowledgeable on the topic of data breaches and cyber security
- Of those respondents whose information was not breached, 37 percent have changed shopping habits due to news of breaches



- 48 percent of respondents continue to shop at stores that have experienced a breach because they believe all businesses are vulnerable to data breaches
- 48 percent of respondents believe that outside of the attacker, an organization's IT team/developers should be held responsible for a data breach

For additional survey results and breakdowns, please visit <http://blog.zixcorp.com/2015/06/youve-suffered-a-data-breach-now-what>. To learn more about Zix® email data protection, visit [www.zixcorp.com](http://www.zixcorp.com).

### **About Zix Corporation**

ZixCorp is a leader in email data protection. ZixCorp offers industry-leading email encryption, a unique email DLP solution and an innovative email BYOD solution to meet your company's data protection and compliance needs. ZixCorp is trusted by the nation's most influential institutions in healthcare, finance and government for easy-to-use secure email solutions. ZixCorp is publicly traded on the Nasdaq Global Market under the symbol ZIXI, and its headquarters are in Dallas, Texas. For more information, visit [www.zixcorp.com](http://www.zixcorp.com).

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