

# One in ten Brits have been victims of cyber fraud

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London – 11th May, 2017: Research of over 10,000 consumers has revealed that one in ten people have been a victim of cyber fraud whilst not protected by paid-for cybersecurity software (<https://www.bullguard.com/products/bullguard-internet-security.aspx>).

The survey carried out by consumer security company BullGuard (<http://www.bullguard.com/>) also revealed that 66% of BullGuard customers have used a free antivirus solution in the past and of those who switched from free AV to a paid-for cybersecurity solution, 65% said it was because they wanted better protection and 61% said they felt safer.

Paul Lipman, CEO at consumer security firm BullGuard said: “These findings illustrate just how important good cybersecurity protection is. They also undermine some voices in the security industry that claim paid-for cybersecurity software is no longer viable and that free antivirus is just as effective. Clearly, end users feel different and would much rather have the deeper levels of protection and service and support that paid-for cybersecurity provides.”

When asked what their biggest online safety concerns are, respondents cited a wide range of attacks from phishing emails to identity theft to card details being cloned, computers crashing, malware infected ads, PayPal accounts being hacked and also becoming victims of ransomware.

Protecting against the theft of personal information was cited by 87% as their biggest online security concern. 69% of respondents also flagged up concerns about phishing emails pretending to be from reputable companies as a significant worry.

Free antivirus programmes typically offer only a basic level of protection. More comprehensive paid-for cybersecurity solutions are required to defend against to the most sophisticated and dangerous threats.

The loss of banking information concerned 72% of respondents while a further 67% flagged up ransomware as of particular concern. Unsurprisingly though, a large 84% simply don't want their computers infected by viruses when they go online.

The survey findings demonstrate that users not only feel much safer using paid-for protection but many people have been victims of cyber fraud when not fully protected.

The BullGuard survey polled over 10,000 BullGuard users in April, 2017.

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## About BullGuard

Consumers deserve more when it comes to security. At BullGuard, we make it simple to protect everything in your digital life—from your data, to your identity, to your Smart Home. As the only security company whose sole focus is on the consumer, BullGuard combines technical expertise with a genuine understanding of your needs to deliver complete protection across all your connected devices. We're your own private

bodyguard—tracking and tackling security threats so you can connect confidently, control easily, and travel freely throughout your digital world.

As part of our ongoing promise to be champion of today's digital consumer, we've added Dojo by BullGuard to our multi-award winning product portfolio. It's the best custom-built solution to protect Wi-Fi enabled devices in the home. Dojo gives customers the freedom to add as many Smart Home devices as they want without compromising privacy or security. Dojo by BullGuard is the cornerstone of a Smart Home, ensuring a connected world where every consumer, in every home, is smart, safe and protected.

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