

POLICY PAPER ON

CURRENT CYBERSECURITY RISKS AND DAMAGES ASSOCIATED WITH SMALL AND MEDIUM ENTERPRISES

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INTRODUCTION

Personal data fuels growth but requires security to sustain consumer trust in the digital market. SMEs, due to limited resources, face challenges in implementing strong cybersecurity measures, making them vulnerable to attacks that impact consumer confidence.



OBJECTIVES



1

Identify common cybersecurity threats to SMEs, such as phishing and data breaches.



2

Understand the importance of cybersecurity practices in building consumer trust and protecting sensitive information.

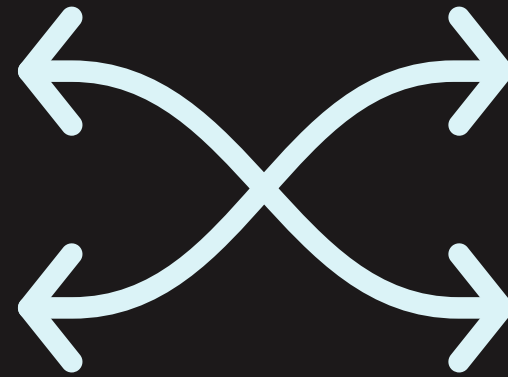


3

Recognize effective cybersecurity measures that SMEs can implement to mitigate risks and enhance security.

METHODOLOGY

MIXED-METHODS APPROACH COMBINING SURVEY DATA
AND INTERVIEWS.



RESULTS/FINDINGS

A highlight of our Quantitative Research

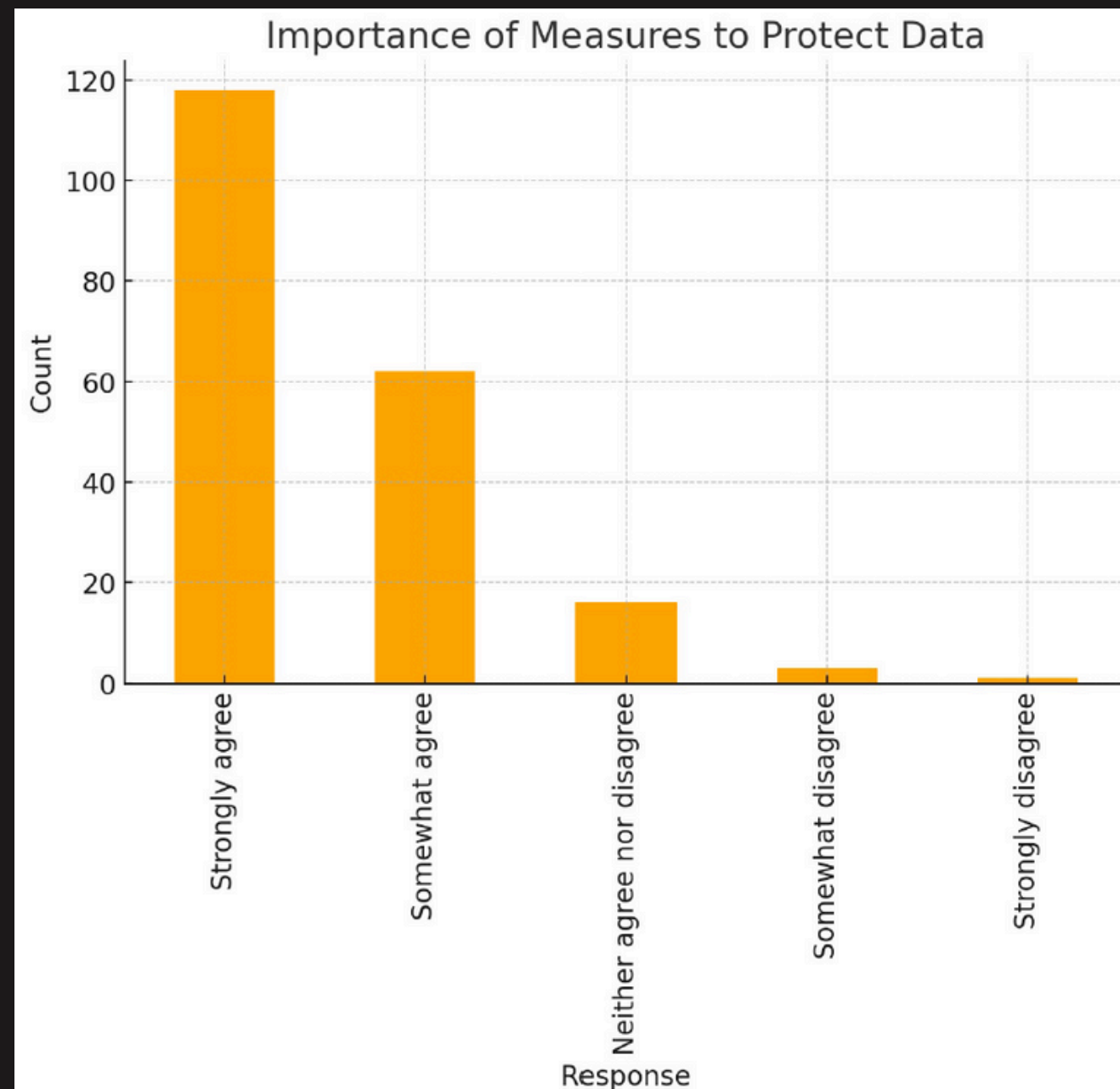


199 RESPONDENTS

CONTENTS

- 1 Stopping Business Due to Privacy/Security Concerns
- 2 Importance of Measures to Protect Data
- 3 Importance of Transparency in Privacy and Security Practices
- 4 Trust in Companies to Protect Data
- 5 Trust in Companies with a History of Bad Data Security
- 6 Security Breach Victimization vs. Comfort in Sharing Data

01 IMPORTANCE OF MEASURES TO PROTECT DATA



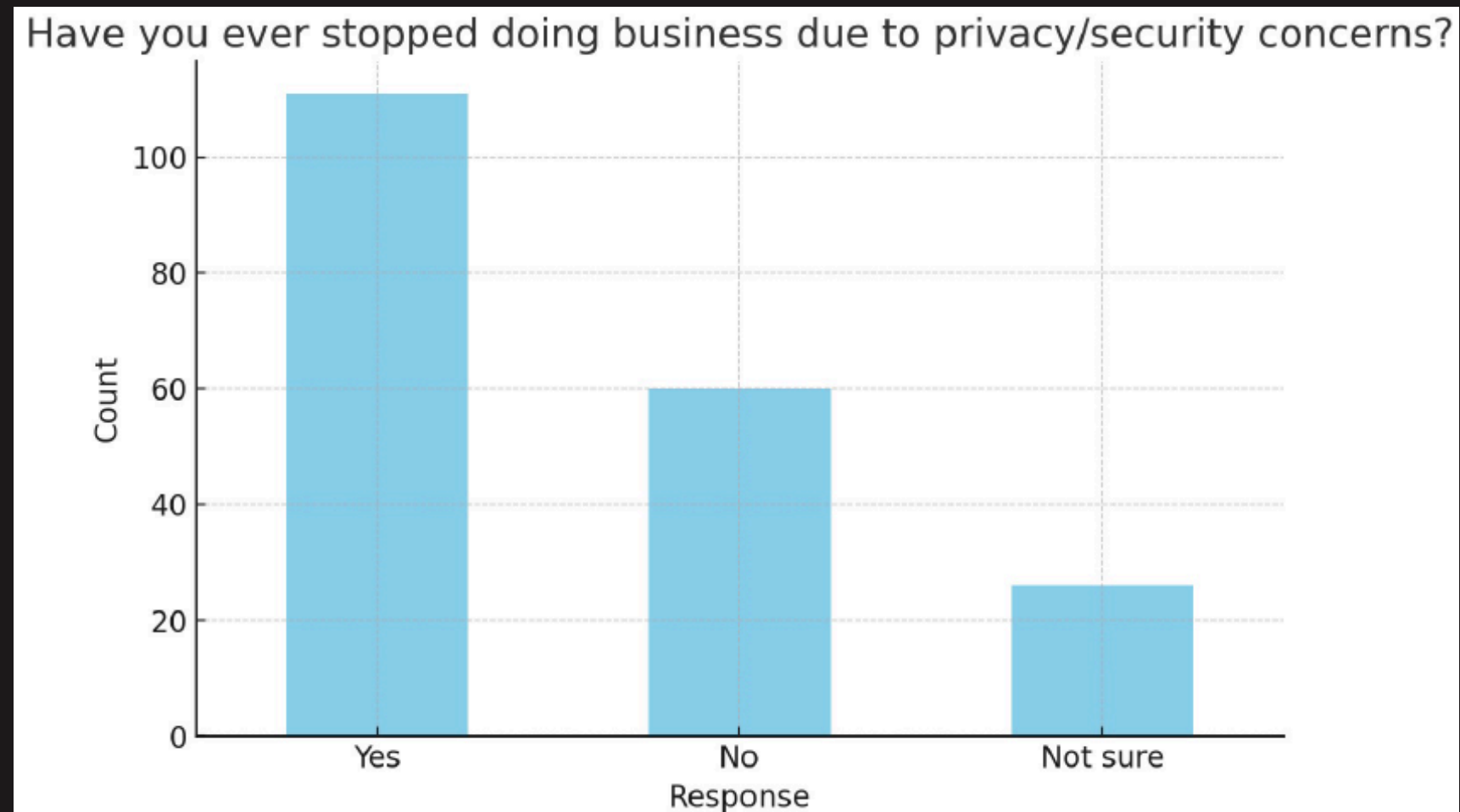
02 IMPORTANCE OF TRANSPARENCY IN PRIVACY AND SECURITY PRACTICES





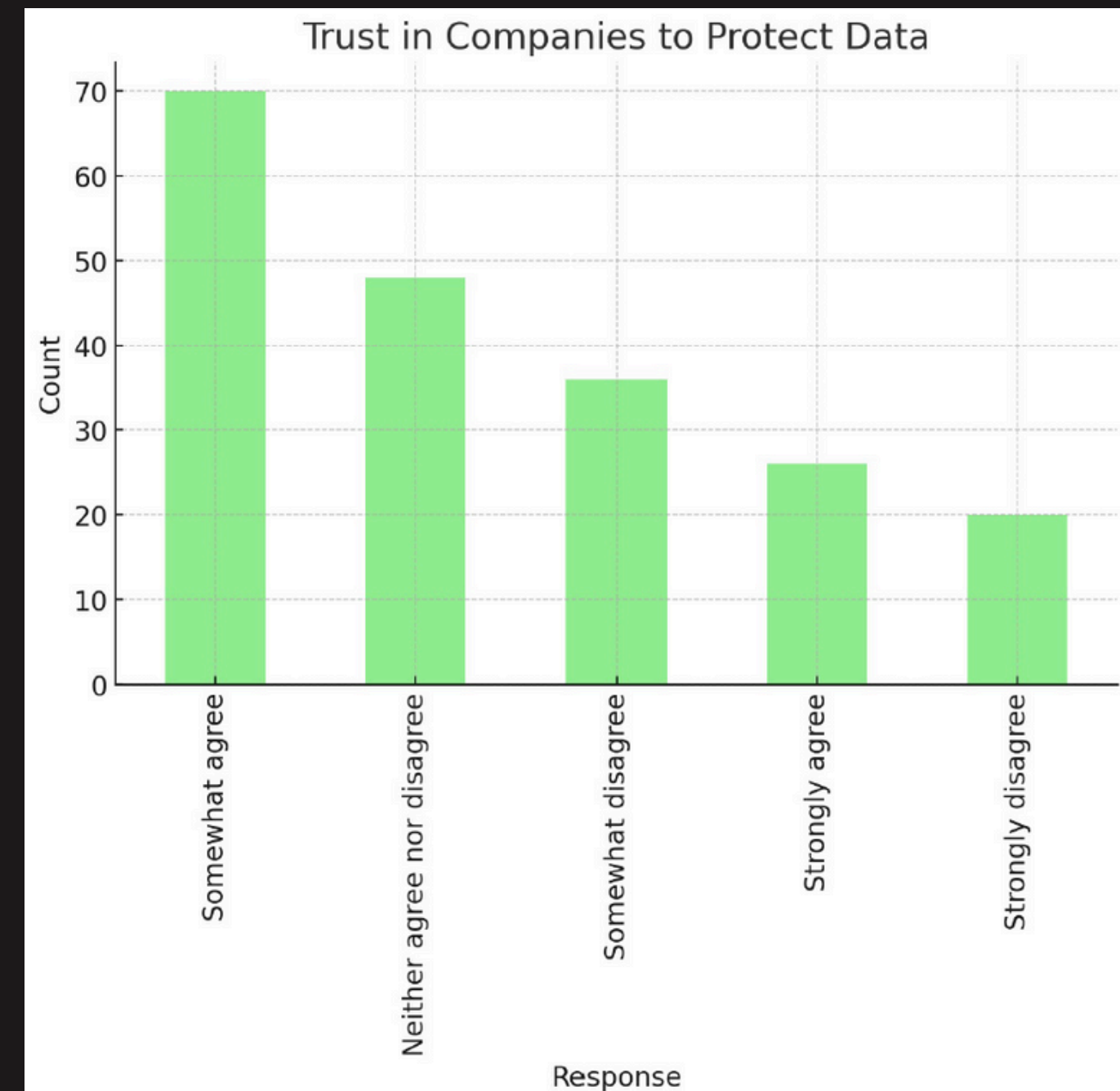
03

STOPPING BUSINESS DUE TO PRIVACY/SECURITY CONCERNS

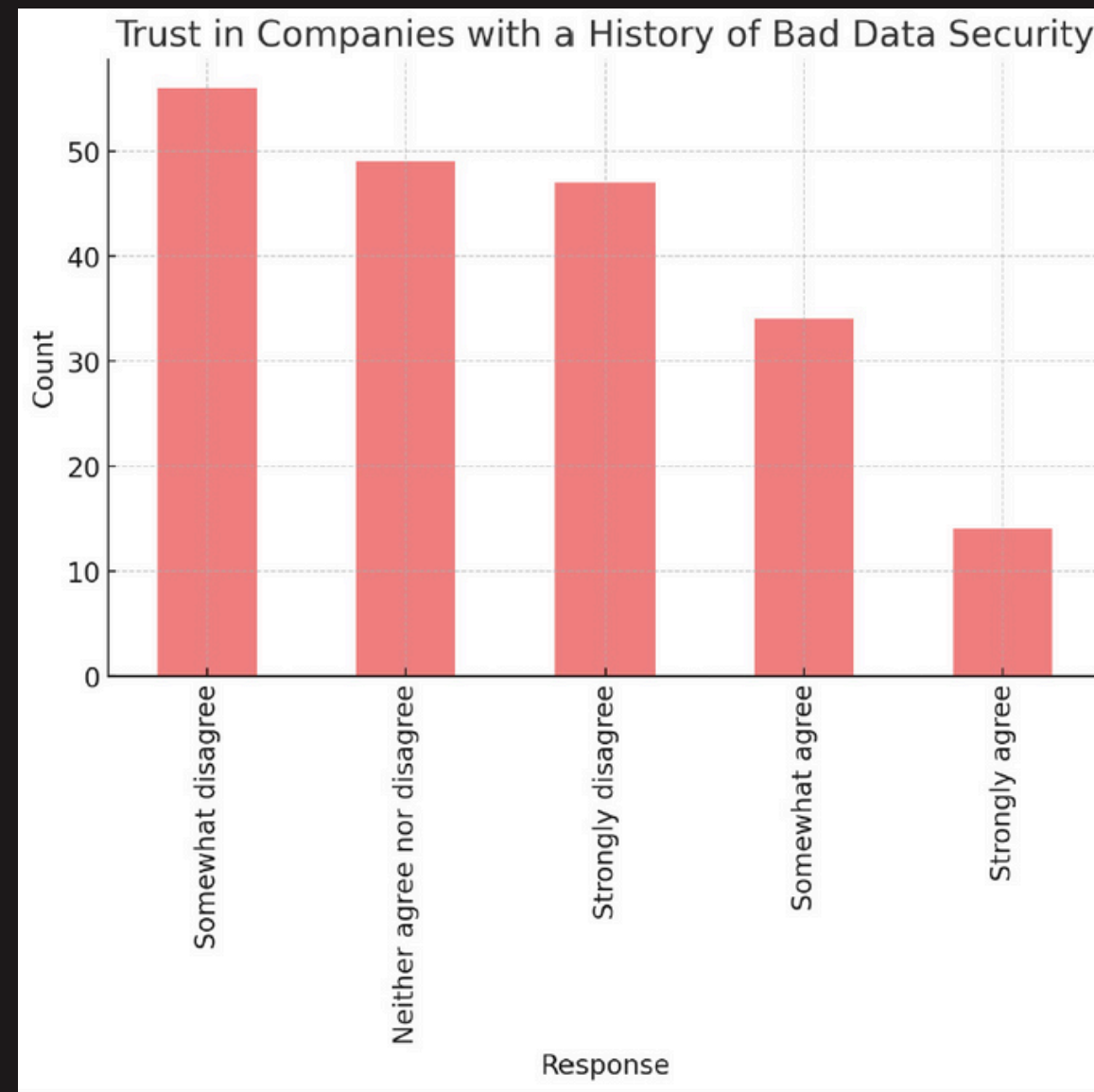


04

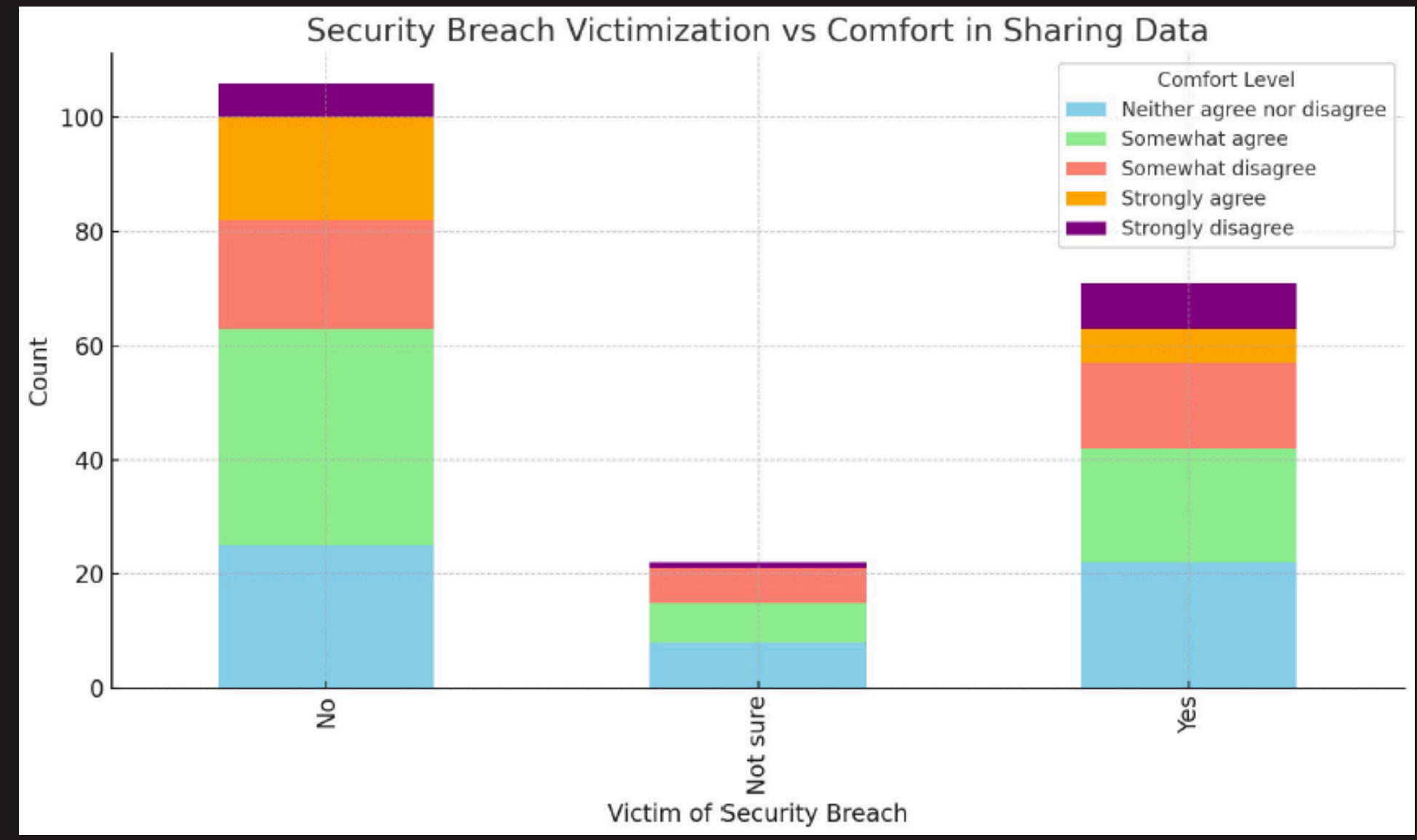
TRUST IN COMPANIES TO PROTECT DATA



05 TRUST IN COMPANIES WITH A HISTORY OF BAD DATA SECURITY



06 SECURITY BREACH VICTIMIZATION VS. COMFORT IN SHARING DATA



SUMMARY OF OUR QUALITATIVE STUDY



METHODOLOGY

- **Field Research:** 10 interviews with individuals across different demographics and industries.
- **Data Collection:** Semi-structured interviews focused on consumers' experiences with data security, trust in SMEs, and expectations for transparency.
- **Analysis:** Thematic analysis to identify common themes and feelings regarding SME data practices.



KEY FINDINGS OF OUR QUALITATIVE RESEARCH



01 DEMAND FOR TRANSPARENCY

Consumers consistently expressed the need for SMEs to be transparent about their data handling and protection measures. They expect regular updates and clear communication regarding how their data is managed.




02 INFLUENCE OF PAST BREACHES

Those who had previously experienced data breaches showed heightened caution and were more likely to stop engaging with businesses that lacked visible security measures. Past negative experiences heightened expectations for data protection.



03 TRUST-BUILDING THROUGH SECURITY

Participants highlighted that SMEs could build trust by visibly implementing and promoting security measures, such as two-factor authentication, secure payment processing, and transparent data handling policies.



04 PRIVACY AS A COMPETITIVE ADVANTAGE

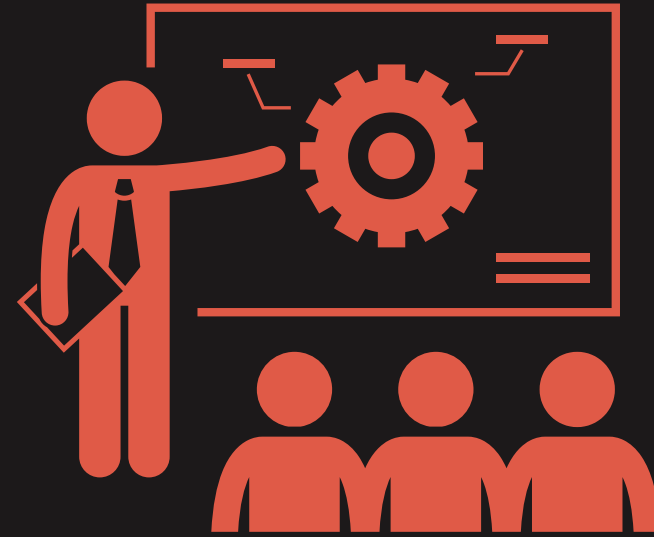
Consumers indicated that they are more likely to choose and stay loyal to businesses that prioritize data security, even if this requires paying a premium. This suggests that strong cybersecurity practices can serve as a differentiator for SMEs.

RECOMMENDATIONS



1

SMEs should clearly communicate data protection policies and handling practices to reassure customers of their commitment to cybersecurity.



2

Regular training on data handling and cybersecurity awareness can mitigate internal vulnerabilities.



3

Use cloud-based security tools and affordable encryption methods to secure sensitive data.



4

A clear action plan for handling breaches helps in minimizing damage and restoring consumer confidence."



CONCLUSION

**THANK YOU FOR YOUR
ATTENTION!**



