**Users Don’t Take Security Measures despite Knowing that Apps are Insecure**

A recent study conducted by the F5 Networks revealed that people do very little to protect their data from harmful attacks resulting from insecure apps, despite having the knowledge and fear that hackers can target apps and misuse their way into the information. The study was based on population most likely to use smart devices and apps in the UK.

In spite of all the fears, the same users still download multiple apps without scrutinizing them for potential security holes. Before they download an app, about a quarter of the users do not even check the application’s security measures.

Approximately three out of five users have the fear that hackers frequently target the Facebook app. About 23 percent of the respondents are reluctant to buy voice activation systems like Alexa, whereas 39 percent fear that purchasing smart locks is not a good idea as they would end up being hacked. About 83 percent (fourth fifth) of the UK consumers worry about their financial data being hacked while 23 percent fear the same for their medical information.

A surprising statistic showed that only seven percent of the users believe Snapchat to be a safe app for users, even though Snapchat was the most popular application of 2016. About 23 percent (a quarter) believed that work related password does not need to be necessarily changed regularly.

Security Director at EMEA at F5 Networks, Gad Elkin said, "The growing concerns demonstrate that consumers are no longer in the dark about cyber security risks, but there is still more education needed -- it’s not uncommon for a hacker to use work and business details to gain access to financial data or for hospitals to be targeted with a ransomware attack over confiscated medical information.

Elkin further went on to say that professional and personal lives are not closely related and call for more robust policies and procedures in the cyber security.