# RSA Cybersafety

Nowadays, data breaches are becoming increasingly worrying not just on a professional standpoint, but it also affects us personally. With the public becoming more aware of the importance of cyber hygiene, one wold assume that this would lead to an increase in cyber safety. How many individuals actively take the appropriate steps to secure their data? “Reluctant to say that we are moving in the right direction…Dropbox shows that only 1% (of users) use multi-step verification” stated by Tory Hunt a web security expert and creator of “Have I Been Pwned?”.

It is evident more and more effort is being made to ensure the public and firms are more careful when it comes to personal data. Recently in September of 2017, Kaspersky lab held a pop-up store called “The Data Dollar Store”.