

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us

robberies - not so much about having naked pictures posted online.

Jul. 21, 2015



Every day it seems information security is ruling the headlines; Americans are (perhaps understandably) feeling insecure about the security of their financial information. In fact, according to [a new survey](#) from MasterCard, a majority (77 percent) are anxious about their financial information and social security numbers

being stolen or compromised. This fear runs so deep that consumers are less

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us

financial information, yet roughly half (46 percent) rarely or never change passwords for online financial accounts.

- 44 percent use the same password for multiple online accounts, and more than a third (39 percent) have checked their financial data online on public networks.

However, **consumers are ready to embrace new ways to pay.** With the [U.S. liability shift](#) less than three months away, Americans want to feel empowered with new payment options.

- A majority of consumers (69 percent) use [chip cards](#) or plan to use them soon.
- In addition, more than half (56 percent) currently use mobile digital payments via an app or website or plan to try it soon.

“Our survey reveals there’s a sharp contrast between what people *say* or *think* they are doing to protect their information and what they *actually do*, but that’s understandable – we’re human,” said Carolyn Balfany, SVP of U.S. Product Delivery – EMV, MasterCard. Robert Siciliano, identity theft and personal security expert added, “Today’s digital lifestyle means consumer concerns for online safety and security trump physical security as a close second. It’s great that consumers have heightened awareness, but while they may understand personal responsibility they still want to feel protected by the institutions who are also responsible for protecting their data.”

Additional survey findings include:

- **Americans are eager to take an active role in protecting their personal information.** About half (48 percent) of consumers believe they are most responsible for protecting their own financial information from being stolen or comprised.
- **Americans believe there are more secure ways to pay today than ever before.** A majority (83 percent) of consumers are excited about new secure technologies

helping protect their financial information and 77 percent feel there are more

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us

How do consumers feel about up-and-go payments?

- **The Millennial generation has the most confidence in a secure future ahead.** While the survey does not show big swings in behavior and technology adoption by generation, Millennial Americans (45 percent) are least likely to believe that the risk of their financial information being stolen or compromised is going to increase in the next three years, compared to 58 percent of Gen-Xers and 61 percent of Baby Boomers.

“This survey really gets to the heart of consumers’ emotions around safety and security – and what we’ve uncovered is that while many Americans may be concerned, they’re also incredible resilient and optimistic about change ahead,” continued Balfany. “People of all generations want to take ownership of their financial information, they’re becoming more security conscious, and they’re actively embracing new technologies and services that will help keep them safe.”

Small Business • Technology

CPA Practice Advisor is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors.

© 2024 Firmworks, LLC. All rights reserved