



## Data Leakage Worldwide: The Effectiveness of Corporate Security Policies

PRESENTED TO

**CISCO SYSTEMS**



AUGUST 2008



# Overview

## Research Objectives

Cisco contracted Insight Express to execute an international survey with a focus on the following objectives:

- Explore employee use of company devices, including communication services and devices used, personal activities conducted and the extent to which technology and information is shared.
- Assess IT's perception of employee use of non-IT approved programs and applications, concern for security issues and actions taken to prevent or uncover potential security breaches.
- Understand whether workers are concerned with security as well as how much they perceive themselves exposing their company-issued technology devices to risk.

## Timing and Sample Qualifications

- This report discusses the findings for 1009 End Users and 1011 IT Decision Makers who completed the online survey between July 16 – August 4, 2008.
- The survey was translated into local languages and fielded in the following 10 countries:

| REGION                   | THE AMERICAS |               | EUROPE   |               |                |              | ASIA-PACIFIC |              |              |                  |
|--------------------------|--------------|---------------|----------|---------------|----------------|--------------|--------------|--------------|--------------|------------------|
| Country<br>Abbreviation  | US<br>US     | Brazil<br>BRA | UK<br>UK | France<br>FRA | Germany<br>DEU | Italy<br>ITA | China<br>CHN | Japan<br>JPN | India<br>IND | Australia<br>AUS |
| End Users<br>n=          | 100          | 101           | 104      | 100           | 101            | 101          | 100          | 101          | 100          | 101              |
| IT Decision Makers<br>n= | 100          | 106           | 100      | 101           | 100            | 100          | 102          | 100          | 100          | 102              |

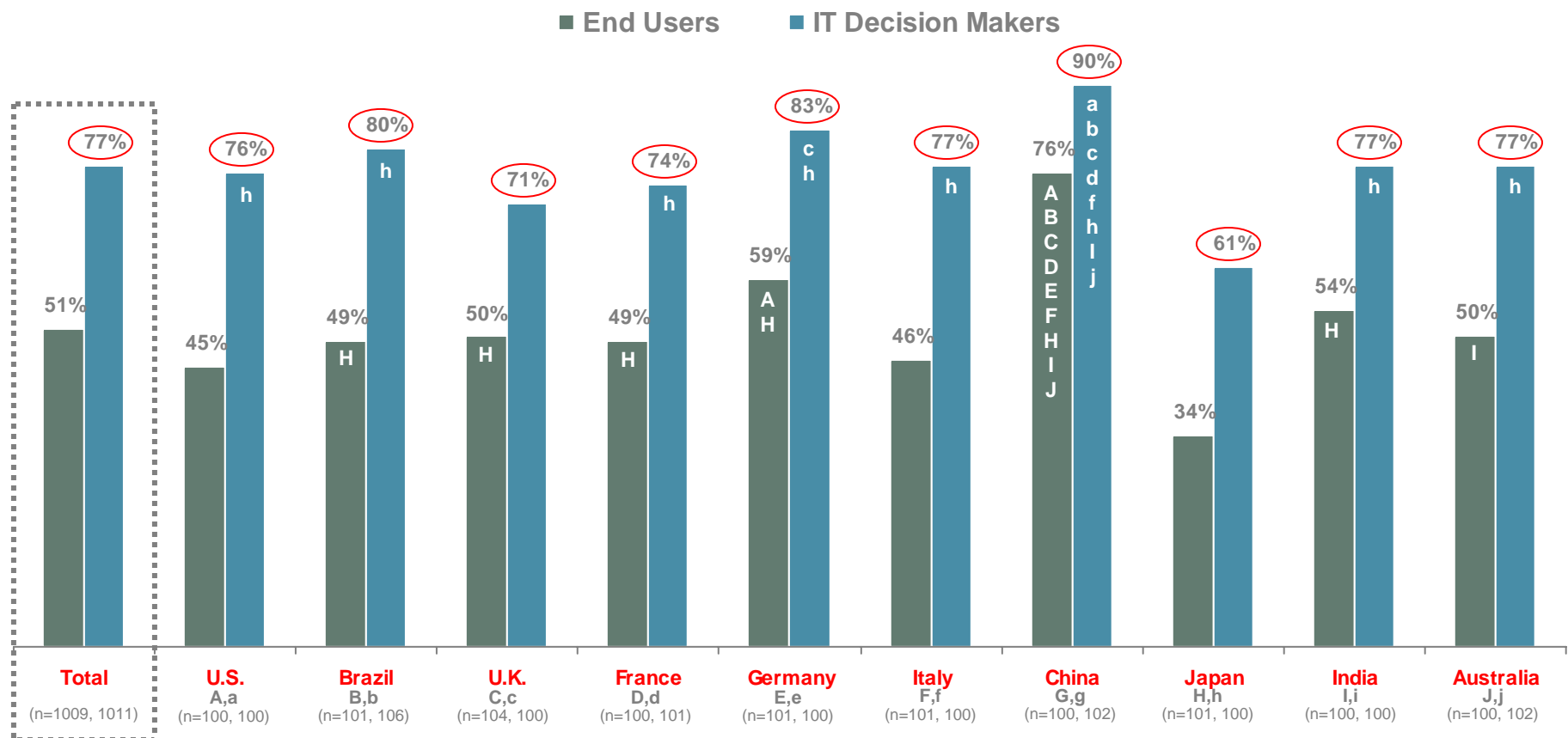
- Respondents were screened to meet the following criteria:
  - a. Adults (22+)
  - b. Employed
  - c. Does not work for a company in the Market Research or nonprofit Industry
  - d. Aware of approximately how many people their company employs at all locations worldwide
  - e. End Users: Is a non-IT professional
  - f. IT Decision Makers: Have some influence in purchasing and policy decisions





## Does Your Company Have A Corporate IT Policy?

- There is a significant disconnect between End Users and IT Decision Makers with regard to corporate IT policy. Only half of End Users say their company has a policy outlining acceptable uses of company resources such as personal computers, smart phones or PDAs. In contrast, almost eight in ten IT Decision Makers indicate that such a policy exists at their company.
- Awareness and existence of a corporate IT policy is highest among End Users and IT Decision Makers in China.



***Does your company have an IT policy outlining acceptable uses of company resources such as personal computers, cellular telephones, smart phones, or PDAs?***



# Attitudes Toward Corporate IT Policy

- Among respondents who are aware of their company's IT policy, a significantly larger proportion of IT Decision Makers (compared to End Users) feel their company's policy could use some slight improvement or updating.
- Compared to End Users in other countries, a significantly larger proportion in China and France feel their company's IT policy could use some slight improvement or updating.

|   | END USERS        |                    |                     |                   |                     |                    |                     |                    |                     |                    |                    | IT DECISION MAKERS |                   |                    |                   |                    |                    |                    |                    |                    |                    |                    |
|---|------------------|--------------------|---------------------|-------------------|---------------------|--------------------|---------------------|--------------------|---------------------|--------------------|--------------------|--------------------|-------------------|--------------------|-------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|
|   | Total<br>(n=516) | US<br>(n=45*)<br>A | BRA<br>(n=49*)<br>B | UK<br>(n=52)<br>C | FRA<br>(n=49*)<br>D | DEU<br>(n=60)<br>E | ITA<br>(n=46*)<br>F | CHN<br>(n=76)<br>G | JPN<br>(n=34*)<br>H | IND<br>(n=54)<br>I | AUS<br>(n=51)<br>J | Total<br>(n=776)   | us<br>(n=76)<br>a | bra<br>(n=85)<br>b | uk<br>(n=71)<br>c | fra<br>(n=75)<br>d | deu<br>(n=83)<br>e | ita<br>(n=77)<br>f | chn<br>(n=92)<br>g | jpn<br>(n=61)<br>h | ind<br>(n=77)<br>i | aus<br>(n=79)<br>j |
| Is fair   | 41%              | 51%<br>F           | 49%<br>F            | 38%               | 33%                 | 52%<br>DFG         | 28%                 | 33%                | 38%                 | 39%                | 47%                | -                  | -                 | -                  | -                 | -                  | -                  | -                  | -                  | -                  | -                  | -                  |
| Could use some slight improvement or updating         | 34%              | 20%                | 33%                 | 17%               | 49%<br>ACE<br>HJ    | 28%                | 39%<br>C            | 51%<br>ABCE<br>HJ  | 26%                 | 41%<br>AC          | 25%                | 61%                | 58%               | 64%                | 55%               | 57%                | 65%                | 62%                | 67%                | 61%                | 56%                | 58%                |
| Does not need any significant improvements or updates | 24%              | 36%<br>BEGI        | 10%                 | 44%<br>BDE<br>GI  | 22%                 | 13%                | 33%<br>BEG          | 12%                | 32%<br>BEG          | 17%                | 37%<br>BEGI        | 23%                | 26%<br>bg         | 9%                 | 39%<br>befgh<br>i | 33%<br>bfg         | 20%<br>bg          | 18%                | 9%                 | 21%<br>bg          | 22%<br>bg          | 33%<br>bfg         |
| Needs to be significantly improved or updated         | 13%              | 0%                 | 20%<br>ACJ          | 6%                | 14%<br>A            | 15%<br>A           | 9%<br>A             | 20%<br>ACJ         | 9%<br>A             | 26%<br>ACFJ        | 6%                 | 16%                | 16%<br>c          | 25%<br>cdj         | 4%                | 9%                 | 13%                | 17%<br>c           | 24%<br>cdj         | 18%<br>c           | 19%<br>c           | 9%                 |
| Is unfair   | 3%               | 4%                 | 2%                  | 4%                | 6%                  | 3%                 | 2%                  | 3%                 | 6%                  | 2%                 | 2%                 | -                  | -                 | -                  | -                 | -                  | -                  | -                  | -                  | -                  | -                  | -                  |
| Don't know/Not sure                                   | 6%               | 9%                 | 4%                  | 6%                | 4%                  | 8%                 | 4%                  | 3%                 | 12%                 | 6%                 | 6%                 | 1%                 | 0%                | 2%                 | 1%                | 0%                 | 1%                 | 3%                 | 0%                 | 0%                 | 3%                 | 0%                 |

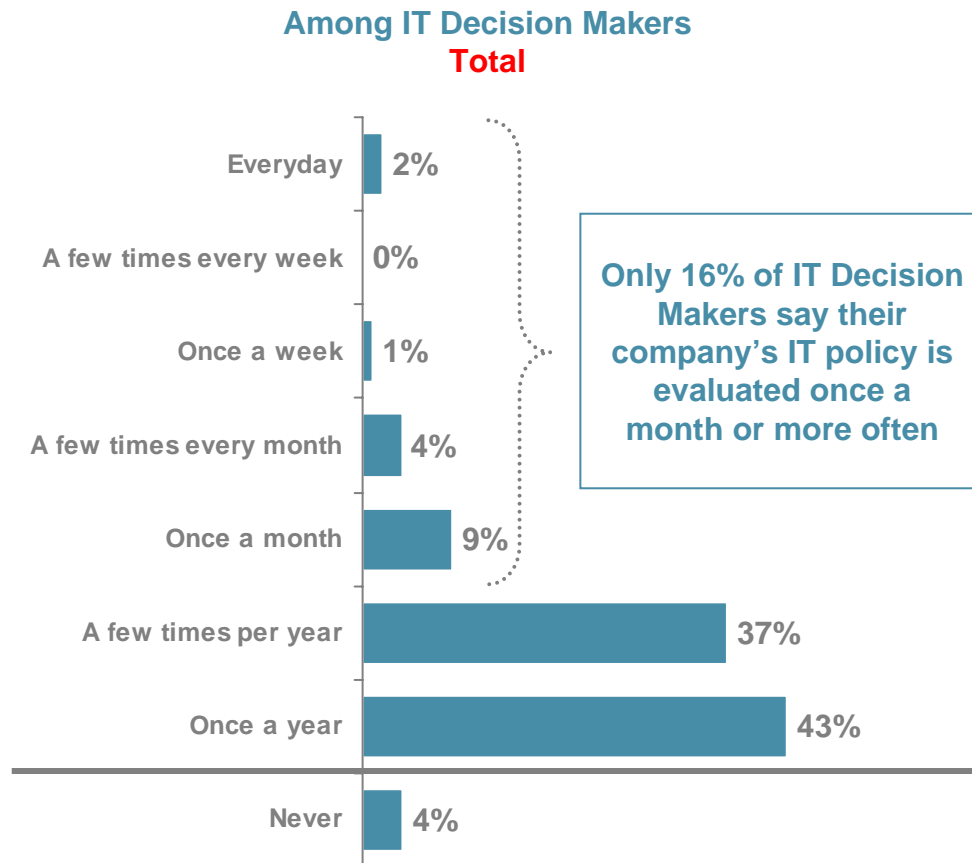
Note:  
Letters A-J & a-j indicate significant differences between countries and   indicates significant differences between End Users and IT Pros at 95% confidence level.  
\*Caution, small n

**Do you feel that your company's IT policy outlining acceptable uses of company resources...?**  
(Check all that apply.) Note: Fair/Unfair were not answer choices for IT Decision Makers.



## Frequency Of Corporate IT Policy Evaluation

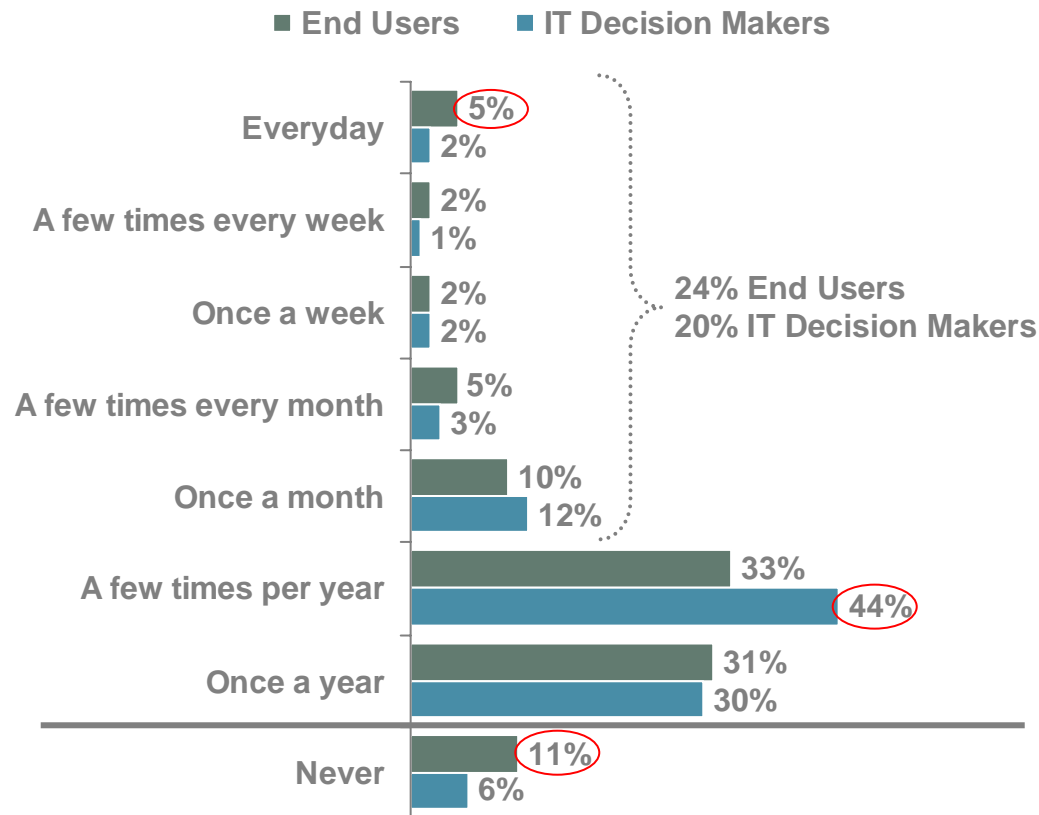
- The majority of IT Decision Makers say their company's IT policy is evaluated and updated once to a few times per year.





## Frequency Of IT Policy Communication

- Among respondents who are aware of their company's IT policy, the majority of both End Users and IT Decision Makers say it is communicated to employees once to a few times per year.
  - A significant proportion of End Users say their company's IT policy is *never* communicated to them.



Total End Users, n=516

Total IT Decision Makers, n=776

Note:

○ indicates significant differences at 95% confidence level.

*How often is your company's IT policy communicated to you?*  
*How often is your company's IT policy communicated to your company's employees?*





# Methods Of IT Policy Communication

- The largest proportions of End Users and IT Decision Makers indicate that their company IT policy is communicated to employees through email announcements, during company meetings that include IT staff and executives and during new employee orientation.
- It is not surprising that a significantly larger proportion of IT Decision Makers are knowledgeable about the methods of IT policy communication compared to End Users.

|  | END USERS        |                    |                     |                    |                     |                    |                         |                    |                     |                    |                     | IT DECISION MAKERS |                   |                    |                   |                    |                    |                    |                     |                    |                    |                    |
|--|------------------|--------------------|---------------------|--------------------|---------------------|--------------------|-------------------------|--------------------|---------------------|--------------------|---------------------|--------------------|-------------------|--------------------|-------------------|--------------------|--------------------|--------------------|---------------------|--------------------|--------------------|--------------------|
|  | Total<br>(n=459) | US<br>(n=40*)<br>A | BRA<br>(n=49*)<br>B | UK<br>(n=39*)<br>C | FRA<br>(n=39*)<br>D | DEU<br>(n=53)<br>E | ITA<br>(n=42*)<br>F     | CHN<br>(n=73)<br>G | JPN<br>(n=31*)<br>H | IND<br>(n=50)<br>I | AUS<br>(n=43*)<br>J | Total<br>(n=732)   | us<br>(n=73)<br>a | bra<br>(n=80)<br>b | uk<br>(n=68)<br>c | fra<br>(n=64)<br>d | deu<br>(n=78)<br>e | ita<br>(n=72)<br>f | chn<br>(n=91)<br>g  | jpn<br>(n=59)<br>h | ind<br>(n=76)<br>i | aus<br>(n=71)<br>j |
| Through email announcements                                  | 59%              | 58%                | 53%                 | 74%<br>BDF         | 51%                 | 60%                | 48%                     | 59%                | 58%                 | 66%                | 60%                 | 68%                | 75%<br>bfh        | 40%                | 78%<br>bfh        | 77%<br>bfh         | 78%<br>bfh         | 56%                | 75%<br>bfh          | 58%<br>b           | 75%<br>bfh         | 66%<br>b           |
| During company meetings that include IT staff and executives | 38%              | 23%                | 45%<br>ACJ          | 21%                | 49%<br>ACJ          | 38%<br>J           | 38%                     | 47%<br>ACJ         | 29%                 | 60%<br>ACEF<br>HJ  | 19%                 | 58%                | 55%               | 63%<br>ej          | 54%               | 52%                | 41%                | 54%                | 68%<br>dej          | 78%<br>acdef<br>j  | 70%<br>dej         | 45%                |
| During new employee orientation                              | 32%              | 28%                | 22%                 | 38%<br>DF          | 18%                 | 23%                | 12%                     | 55%<br>ABDE<br>FI  | 35%<br>F            | 32%<br>F           | 49%<br>BDEF         | 56%                | 70%<br>bdf        | 41%<br>f           | 68%<br>bdf        | 28%                | 55%<br>df          | 22%                | 77%<br>bdefi        | 66%<br>bdf         | 58%<br>bdf         | 75%<br>bdefi       |
| Through alert boxes presented each time my computer boots    | 12%              | 10%                | 14%                 | 15%                | 5%                  | 11%                | 14%                     | 14%                | 16%                 | 10%                | 7%                  | 16%                | 15%               | 14%                | 16%               | 9%                 | 6%                 | 11%                | 32%<br>abcd<br>efhj | 12%                | 25%<br>def         | 17%<br>e           |
| Through voice mail announcements                             | 5%               | 0%                 | 2%                  | 0%                 | 3%                  | 6%                 | 21%<br>ABC<br>DEG<br>HJ | 3%                 | 3%                  | 8%                 | 5%                  | 10%                | 12%<br>b          | 1%                 | 4%                | 6%                 | 6%                 | 22%<br>bcde<br>hj  | 18%<br>bcdej        | 8%<br>b            | 14%<br>bcj         | 4%                 |
| Other  | 7%               | 10%<br>G           | 6%                  | 5%                 | 10%<br>G            | 8%                 | 2%                      | 1%                 | 19%<br>FGI          | 2%                 | 14%<br>GI           | 4%                 | 4%                | 4%                 | 7%                | 3%                 | 6%                 | 4%                 | 2%                  | 3%                 | 1%                 | 4%                 |

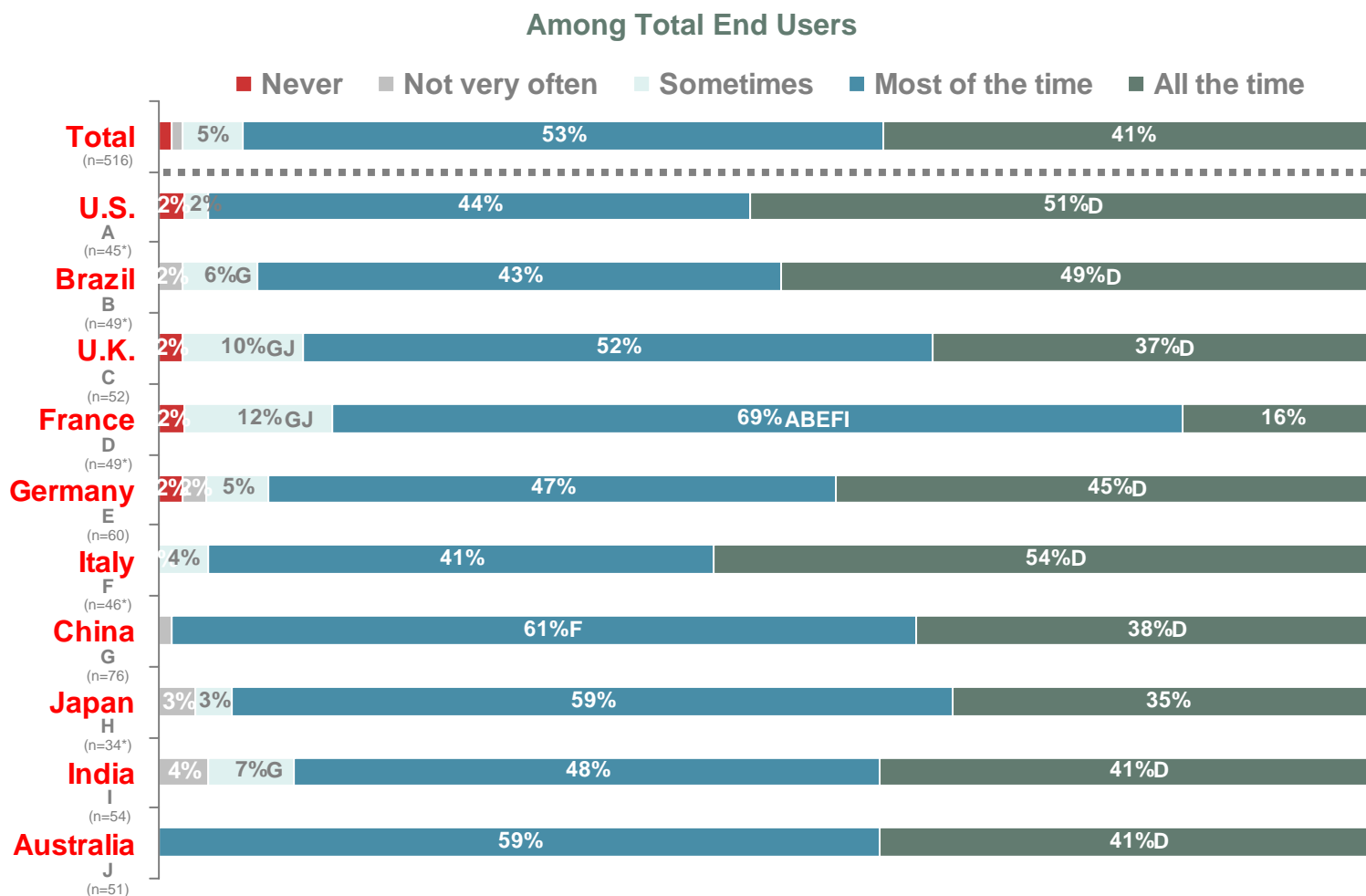
Note:  
Letters A-J & a-j indicate significant differences between countries and   indicates significant differences between End Users and IT Pros at 95% confidence level.  
\*Caution, small n

*How is this IT policy communicated to you and your colleagues? (Check all that apply.)*  
*How is your company's IT policy communicated to your company's employees? (Check all that apply.)*



## Adhering To Corporate IT Policy

- While four in ten End Users tend to adhere to their company's IT policy all the time, more than half admit they adhere to it most of the time or less often.



Note:  
Letters A-J indicate significant differences  
between countries at 95% confidence level.  
\*Caution, small n

*Do you feel that you adhere to your company's IT policy?*





# Perceived Reasons For Violating The Corporate IT Policy

- IT Decision Makers tend to think employees violate their company IT policy for a number of reasons. Nearly half believe employees do it because they do not think there is enough risk to be concerned.

- In France, nearly six in ten IT Decision Makers say their employees violate the corporate IT policy because they do not care.

- In China, more than three in four IT professionals believe that security is just not top-of-mind for their employees and six in ten believe their employees do not know that security is a concern for IT.

|   | IT DECISION MAKERS |              |               |               |                 |               |               |                      |               |                |               |
|---|--------------------|--------------|---------------|---------------|-----------------|---------------|---------------|----------------------|---------------|----------------|---------------|
|   | Total<br>(n=776)   | us<br>(n=76) | bra<br>(n=85) | uk<br>(n=71)  | fra<br>(n=75)   | deu<br>(n=83) | ita<br>(n=77) | chn<br>(n=92)        | jpn<br>(n=61) | ind<br>(n=77)  | aus<br>(n=79) |
|   |                    | a            | b             | c             | d               | e             | f             | g                    | h             | i              | j             |
| They do not think there is enough risk to be concerned                    | 47%                | 51%          | 44%           | 44%           | 41%             | 52%           | 38%           | 59%<br>bdfj          | 49%           | 51%            | 39%           |
| They think IT is there to protect them if something goes wrong            | 41%                | 39%          | 36%           | 39%           | 33%             | 41%           | 38%           | 47%                  | 38%           | 52%<br>bd      | 44%           |
| Security is just not top-of-mind for them                                 | 39%                | 34%          | 29%           | 45%<br>bh     | 31%             | 33%           | 31%           | 77%<br>abcdefhi<br>j | 25%           | 38%            | 39%           |
| They do not care  | 38%                | 38%<br>b     | 21%           | 34%           | 57%<br>abcefgij | 37%<br>b      | 31%           | 34%                  | 49%<br>bf     | 39%<br>b       | 41%<br>b      |
| They do not know about or understand the policy                           | 34%                | 30%          | 35%           | 31%           | 43%<br>f        | 29%           | 25%           | 45%<br>efj           | 41%<br>f      | 35%            | 29%           |
| They do not know that security is a concern for IT                        | 33%                | 28%          | 22%           | 23%           | 24%             | 41%<br>bcd    | 29%           | 59%<br>abcdefhi<br>j | 30%           | 36%            | 35%           |
| They are in a hurry   | 25%                | 29%<br>fh    | 24%           | 24%           | 27%<br>f        | 40%<br>bcfghj | 12%           | 17%                  | 13%           | 38%<br>fghj    | 23%           |
| We need to create or improve our employee education and training programs | 22%                | 21%<br>d     | 27%<br>cdefj  | 11%           | 5%              | 14%           | 12%           | 40%<br>acdefj        | 30%<br>cdefj  | 44%<br>abcdefj | 14%           |
| Other   | 2%                 | 1%           | 0%            | 8%<br>abdefgi | 1%              | 1%            | 1%            | 1%                   | 2%            | 0%             | 4%            |
| Don't know/Not sure   | 2%                 | 4%           | 1%            | 3%            | 3%              | 1%            | 6%<br>ghi     | 0%                   | 0%            | 0%             | 3%            |

Note:  
Letters a-j indicate significant differences between countries at 95% confidence level.

*Why do you think your employees violate your company's IT policy? (Check all that apply.)*



## Reasons For Violating The Corporate IT Policy

- The leading reasons End Users give for not always adhering to their company's IT policy are that it does not align with reality and what is needed to do their job and the need for access to programs and applications not included in their company's IT policy in order to get there job done.

- In France, half of End Users who do not always comply with IT policy say it is because they desire access to programs and applications that make their day go faster.
- In China, six in ten End Users say their company's IT policy doesn't align with reality and what they need to do their job.

|  | END USERS        |                    |                     |                    |                     |                     |                     |                     |                     |                     |                     |
|--|------------------|--------------------|---------------------|--------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|
|  | Total<br>(n=306) | US<br>(n=22*)<br>A | BRA<br>(n=25*)<br>B | UK<br>(n=33*)<br>C | FRA<br>(n=41*)<br>D | DEU<br>(n=33*)<br>E | ITA<br>(n=21*)<br>F | CHN<br>(n=47*)<br>G | JPN<br>(n=22*)<br>H | IND<br>(n=32*)<br>I | AUS<br>(n=30*)<br>J |
| It doesn't align with reality and what I need to do my job.  | 42%              | 27%                | 28%                 | 55%                | 39%                 | 36%                 | 33%                 | 62%<br>DEI          | 45%                 | 31%                 | 43%                 |
| I need access to programs and applications not included in our company's IT policy in order to get my job done | 33%              | 14%                | 40%                 | 27%                | 44%                 | 55%<br>CIJ          | 33%                 | 40%                 | 5%                  | 25%                 | 27%                 |
| I forget sometimes   | 19%              | 23%                | 16%                 | 27%                | 17%                 | 9%                  | 14%                 | 17%                 | 23%                 | 16%                 | 33%<br>E            |
| I desire access to programs and applications not included in our company's IT policy to make my day go faster  | 16%              | 14%                | 24%                 | 6%                 | 51%<br>CEGIJ        | 6%                  | 14%                 | 9%                  | 9%                  | 16%<br>J            | 0%                  |
| It is not convenient for me to do so   | 14%              | 23%                | 20%                 | 12%                | 5%                  | 15%                 | 10%                 | 21%<br>D            | 14%                 | 19%                 | 7%                  |
| My work computer is my only computer   | 10%              | 0%                 | 12%                 | 3%                 | 7%                  | 6%                  | 19%                 | 17%                 | 5%                  | 6%                  | 20%<br>C            |
| I'm too busy to think about my company's IT policy   | 10%              | 5%                 | 4%                  | 18%                | 5%                  | 3%                  | 10%                 | 15%                 | 14%                 | 13%                 | 10%                 |
| Other co-workers do not either so it is not just me  | 10%              | 23%                | 16%                 | 21%<br>DJ          | 5%                  | 12%                 | 10%                 | 9%                  | 9%                  | 6%                  | 0%                  |
| Because I can -- My company's IT policy isn't enforced   | 8%               | 14%                | 0%                  | 12%                | 2%                  | 6%                  | 0%                  | 17%<br>D            | 9%                  | 6%                  | 3%                  |
| Other  | 4%               | 14%                | 4%                  | 0%                 | 0%                  | 6%                  | 0%                  | 0%                  | 14%                 | 6%                  | 7%                  |

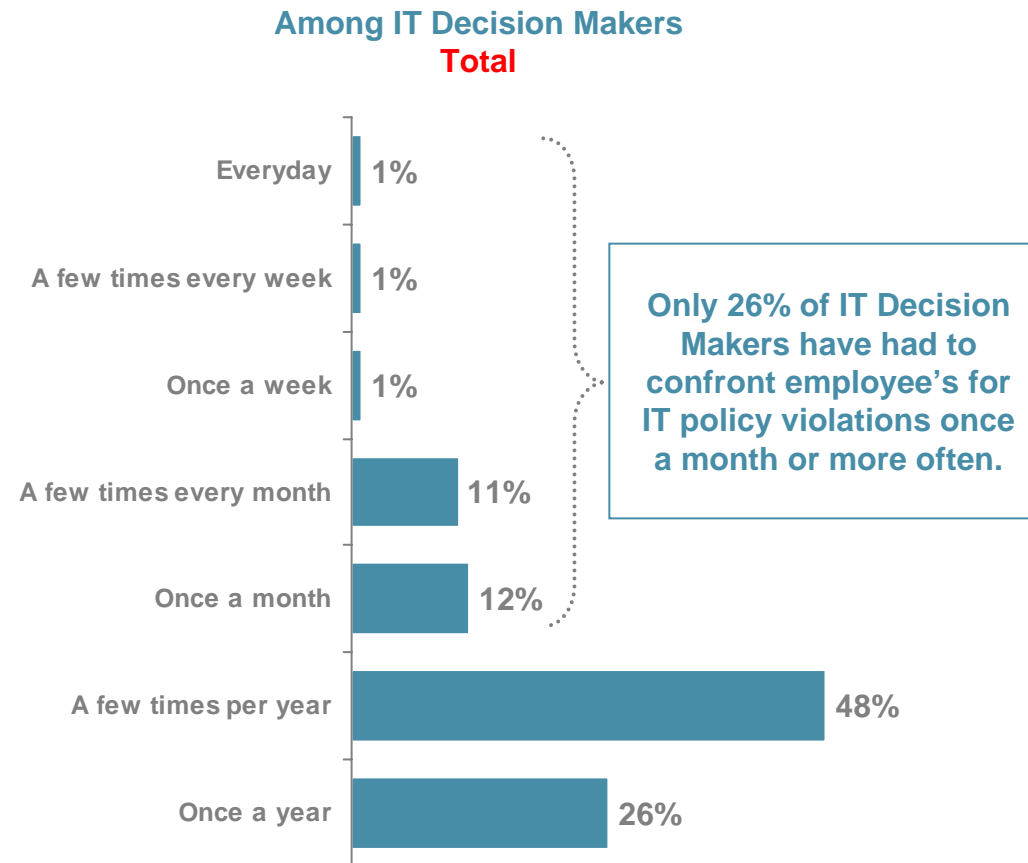
Note:  
Letters A-J indicate significant differences between countries at 95% confidence level.  
\*Caution, small n

*How come you do not always adhere to your company's IT policy? (Check all that apply.)*



## Confronting Employees For IT Policy Violations

- IT Decision Makers do not confront employees for violating IT policy very often. The majority say they deal with employees who violate their company's IT policy a few times a year or less frequently.

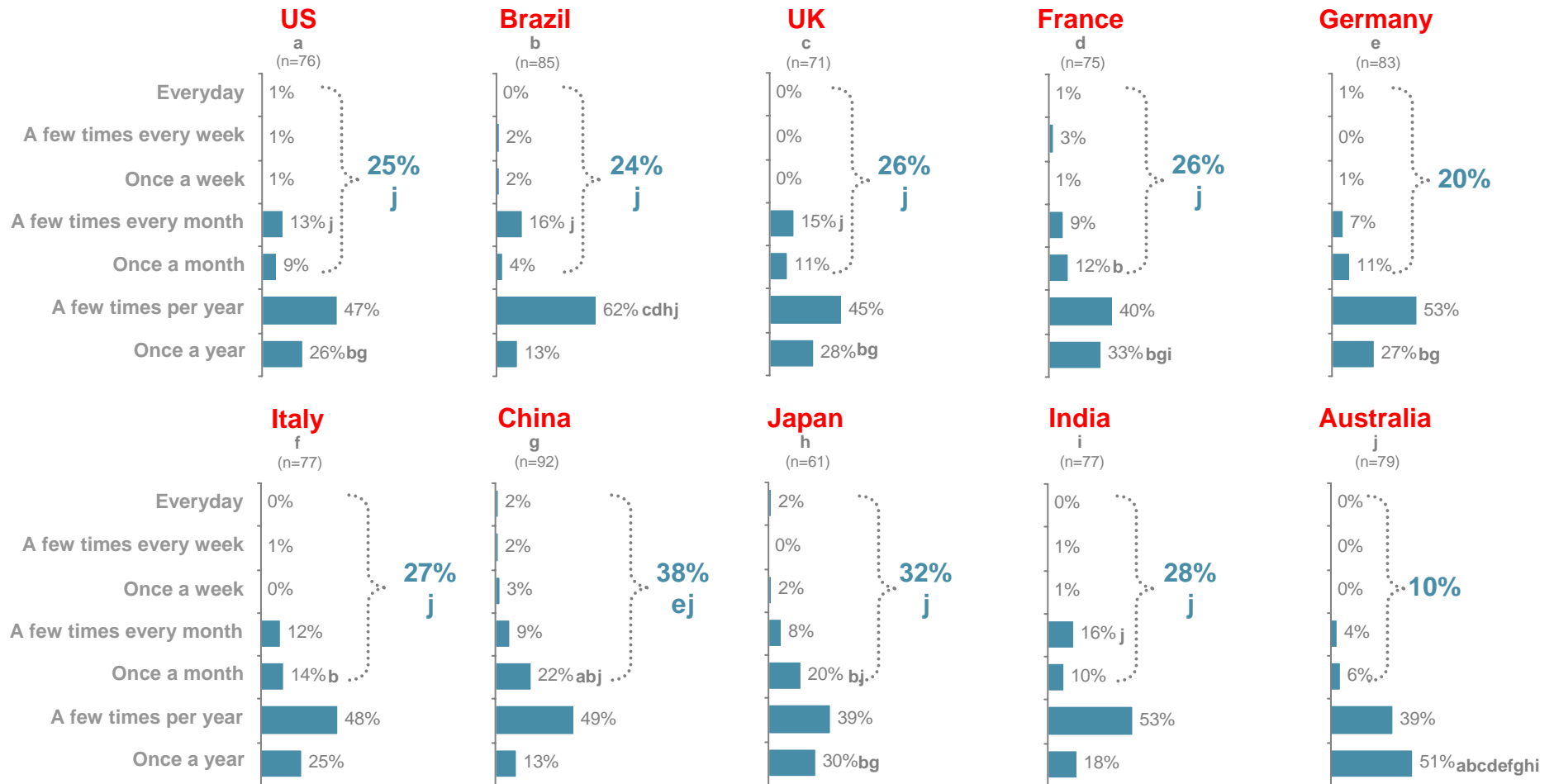




# Confronting Employees For IT Policy Violations

- IT Decision Makers in Australia confront employees for violating their company's IT policy significantly less often than in any other country.

## Among IT Decision Makers



Note:  
Letters a-j indicate significant differences between countries at 95% confidence level.

On average, how often do you or your staff deal with an employee violating your company's IT policy?



# Consequences Of Corporate IT Policy Violations

- According to IT Decision Makers, virus containment is the leading negative consequence resulting from violations of corporate IT policy.
- In China, a significantly greater proportion of IT Decision Makers have also had to deal with other consequences of IT policy violations including unauthorized access to information and insider abuse of net access or email.
- In the US, IT professionals have to deal with wireless network abuse more than in any other country.

|                                      | IT DECISION MAKERS |                   |                    |                   |                    |                    |                    |                    |                    |                    |                    |
|--------------------------------------|--------------------|-------------------|--------------------|-------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|
|                                      | Total<br>(n=776)   | us<br>(n=76)<br>a | bra<br>(n=85)<br>b | uk<br>(n=71)<br>c | fra<br>(n=75)<br>d | deu<br>(n=83)<br>e | ita<br>(n=77)<br>f | chn<br>(n=92)<br>g | jpn<br>(n=61)<br>h | ind<br>(n=77)<br>i | aus<br>(n=79)<br>j |
| Virus containment                    | 65%                | 62%               | 74%<br>dj          | 63%               | 57%                | 66%<br>j           | 64%                | 68%<br>j           | 67%<br>j           | 74%<br>dj          | 49%                |
| Unauthorized access to information   | 45%                | 39%               | 51%<br>df          | 39%               | 35%                | 46%<br>f           | 26%                | 68%<br>abcdefij    | 54%<br>df          | 49%<br>f           | 41%                |
| Insider abuse of net access or email | 39%                | 51%<br>be         | 18%                | 38%<br>be         | 41%<br>be          | 17%                | 47%<br>be          | 64%<br>bcdefhij    | 34%<br>be          | 43%<br>be          | 37%<br>be          |
| Laptop or mobile hardware theft      | 29%                | 37%<br>bf         | 11%                | 41%<br>bf         | 36%<br>bf          | 28%<br>bf          | 14%                | 46%<br>befhij      | 25%<br>b           | 27%<br>bf          | 28%<br>bf          |
| Theft or loss of customer data       | 20%                | 21%<br>ef         | 13%                | 11%               | 11%                | 8%                 | 8%                 | 59%<br>abcdefhij   | 21%<br>ef          | 30%<br>bcdefj      | 15%                |
| Abuse of wireless network            | 19%                | 46%<br>bcdefhij   | 14%                | 17%               | 13%                | 7%                 | 16%                | 34%<br>bcdefhj     | 11%                | 21%<br>e           | 10%                |
| Phishing attack                      | 19%                | 21%<br>eh         | 18%                | 14%               | 16%                | 8%                 | 18%                | 33%<br>bcdefhj     | 8%                 | 34%<br>bcdefhj     | 11%                |
| Denial of Service                    | 16%                | 17%<br>e          | 15%<br>e           | 17%<br>e          | 12%<br>e           | 2%                 | 10%<br>e           | 30%<br>abcdefhj    | 11%<br>e           | 27%<br>defh        | 15%<br>e           |
| Bots or zombies within computers     | 15%                | 9%                | 16%<br>d           | 10%               | 5%                 | 8%                 | 18%<br>d           | 38%<br>abcdefhij   | 15%                | 16%<br>d           | 8%                 |
| System penetrated by outsider        | 13%                | 9%                | 6%                 | 4%                | 5%                 | 13%                | 6%                 | 38%<br>abcdefhij   | 10%                | 22%<br>abcdfj      | 8%                 |
| Rogue Wireless Access Point          | 12%                | 7%                | 16%<br>dej         | 7%                | 3%                 | 6%                 | 13%<br>dj          | 33%<br>abcdefhij   | 16%<br>dej         | 8%                 | 4%                 |
| Telecom fraud                        | 11%                | 5%                | 5%                 | 3%                | 11%                | 8%                 | 10%                | 26%<br>abcdefhj    | 8%                 | 19%<br>abcej       | 6%                 |
| Financial Fraud                      | 10%                | 11%<br>be         | 2%                 | 4%                | 5%                 | 2%                 | 4%                 | 28%<br>abcdefhj    | 11%<br>be          | 22%<br>bcdefj      | 10%<br>be          |
| Website defacement                   | 9%                 | 5%<br>d           | 8%<br>df           | 6%<br>d           | 0%                 | 6%<br>d            | 1%                 | 29%<br>abcdefhij   | 10%<br>df          | 16%<br>adfj        | 4%                 |
| Other                                | 3%                 | 4%                | 1%                 | 7%<br>gi          | 1%                 | 7%<br>gi           | 1%                 | 0%                 | 3%                 | 0%                 | 8%<br>bgi          |

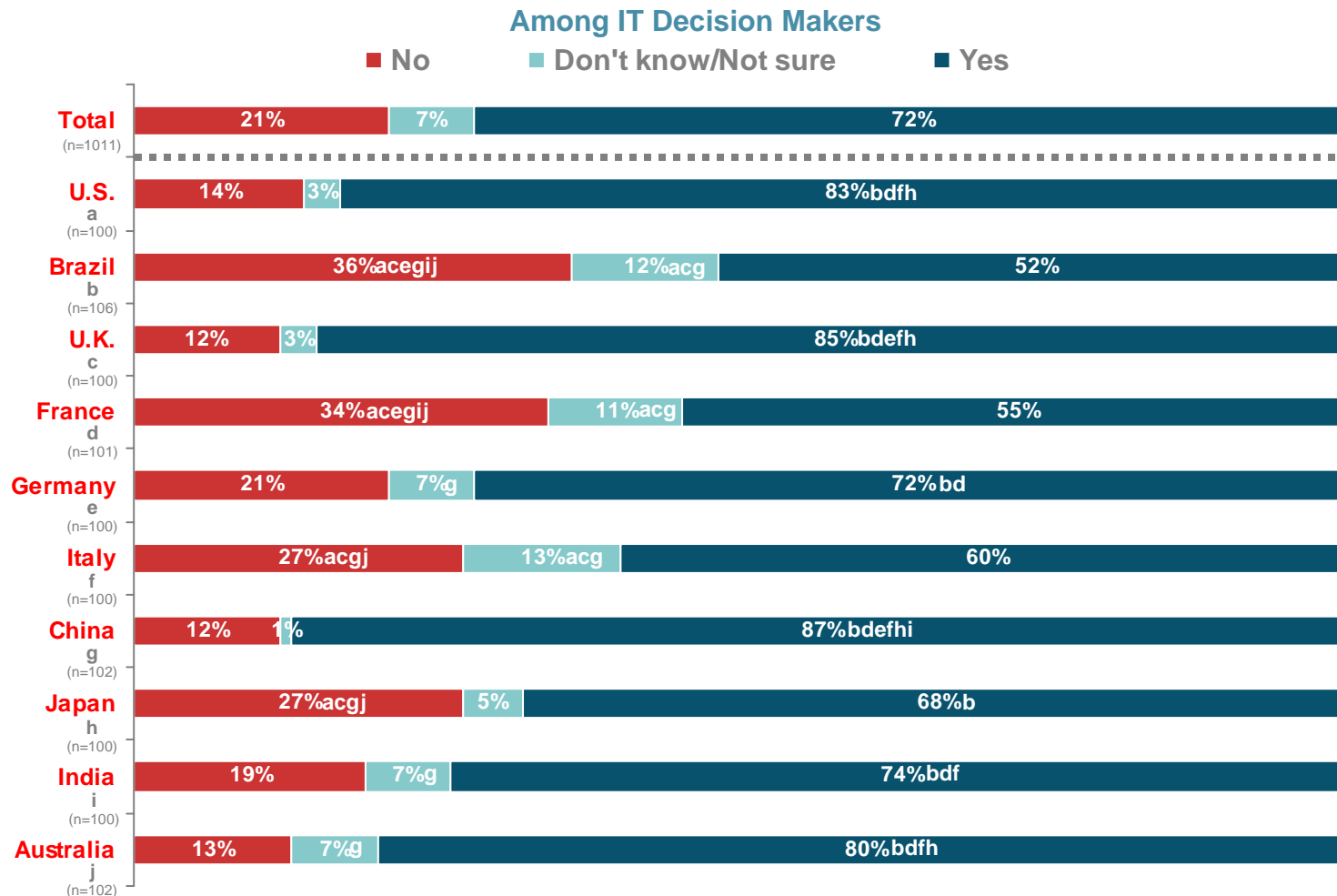
Note:  
Letters a-j indicate significant differences between countries at 95% confidence level.

*What types of negative consequences have you or your staff had to deal with as a result of violations of your company's IT policy? (Check all that apply.)*



## Policy/Process For Disposing Of Confidential Documents

- More than seven in ten IT Decision Makers say their company has a policy and process for disposing of confidential documents.
- In China, the UK and the US, more than eight in ten IT Decision Makers say their company has a policy and process for disposing of confidential documents.



Note:  
Letters a-j indicate significant differences between countries at 95% confidence level.

Does your company have a policy and process for disposing of confidential documents?

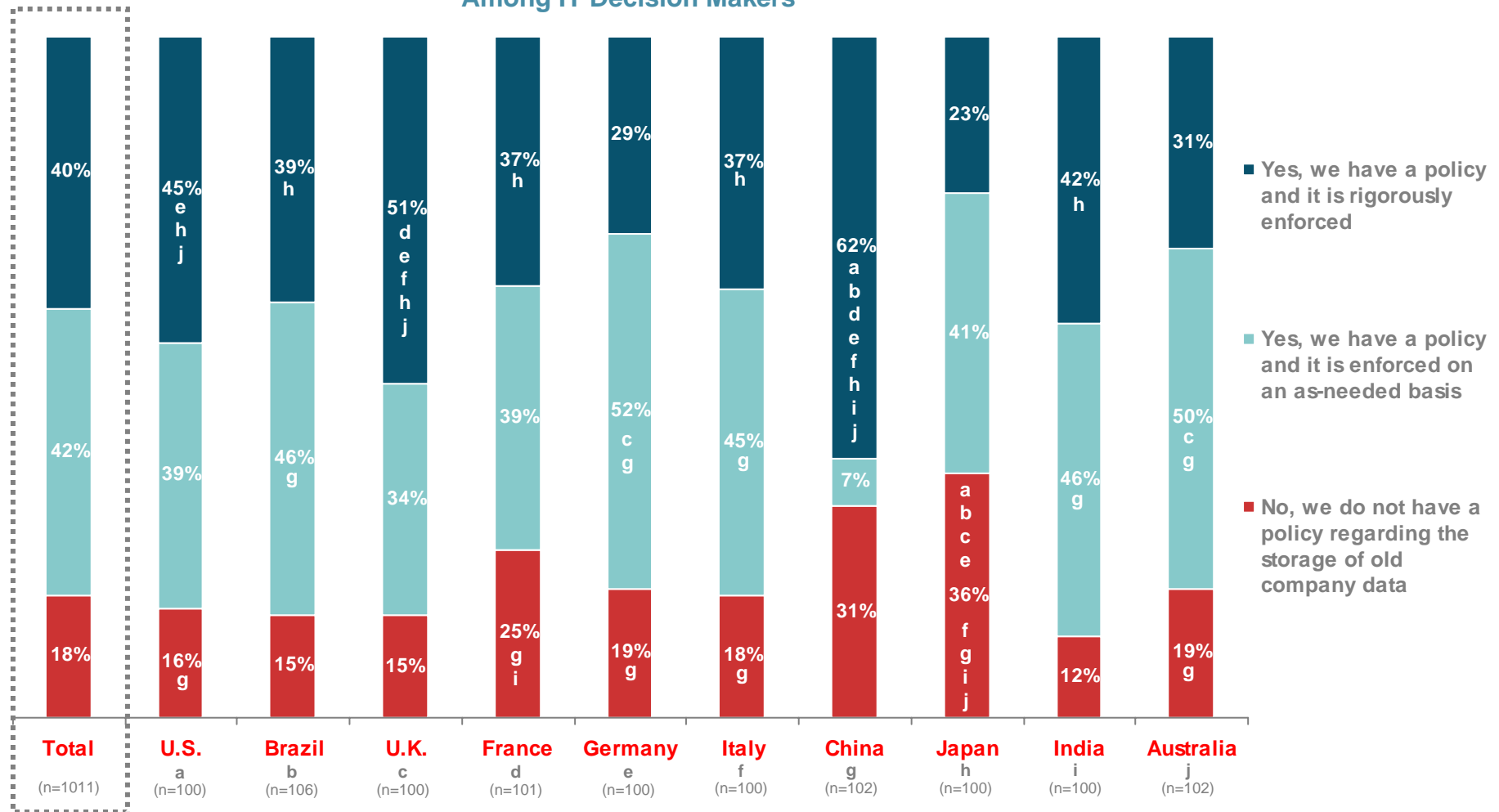




## Policy/Process For Electronic Data Storage

- More than eight in ten IT Decision Makers say their company has a policy and process for outlining the electronic storage of old company data however, they are evenly divided on how rigorously it is enforced.
- Compared to other countries, a significantly larger proportion of IT Decision Makers in China say their company has a policy for electronic data storage and it is rigorously enforced.

### Among IT Decision Makers



Note:  
Letters a-j indicate significant differences between countries at 95% confidence level.

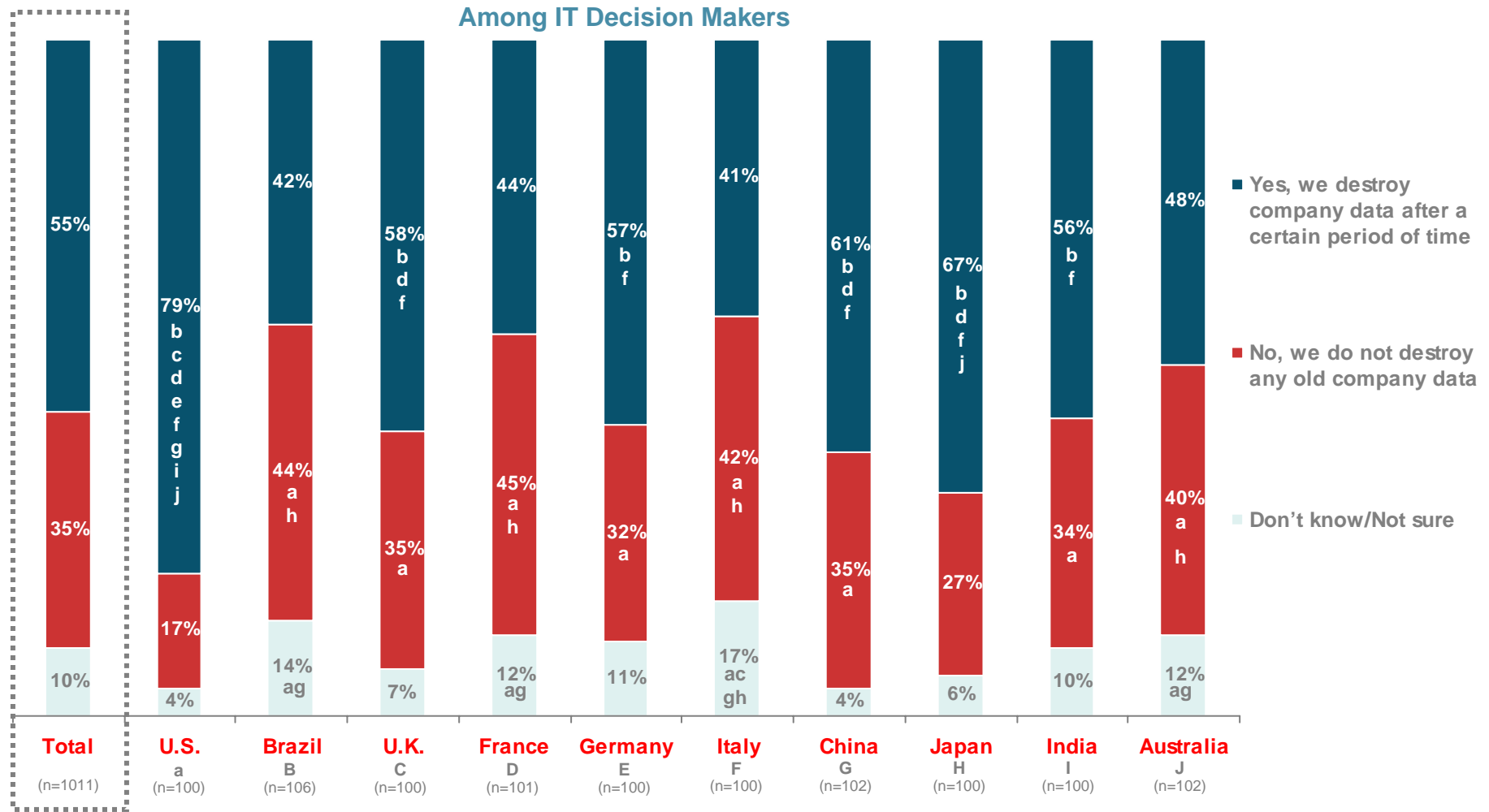
*Does your company have a policy and process for outlining the electronic storage of old company data?*





## Policy/Process For Destruction Of Old Corporate Data

- More than half of IT Decision Makers say their company has a policy outlining procedures for the destruction of old company data after a certain period of time.
- Eight in ten IT Decision Makers in the US, significantly more than any other country, say their company destroys old data in a timely manner.



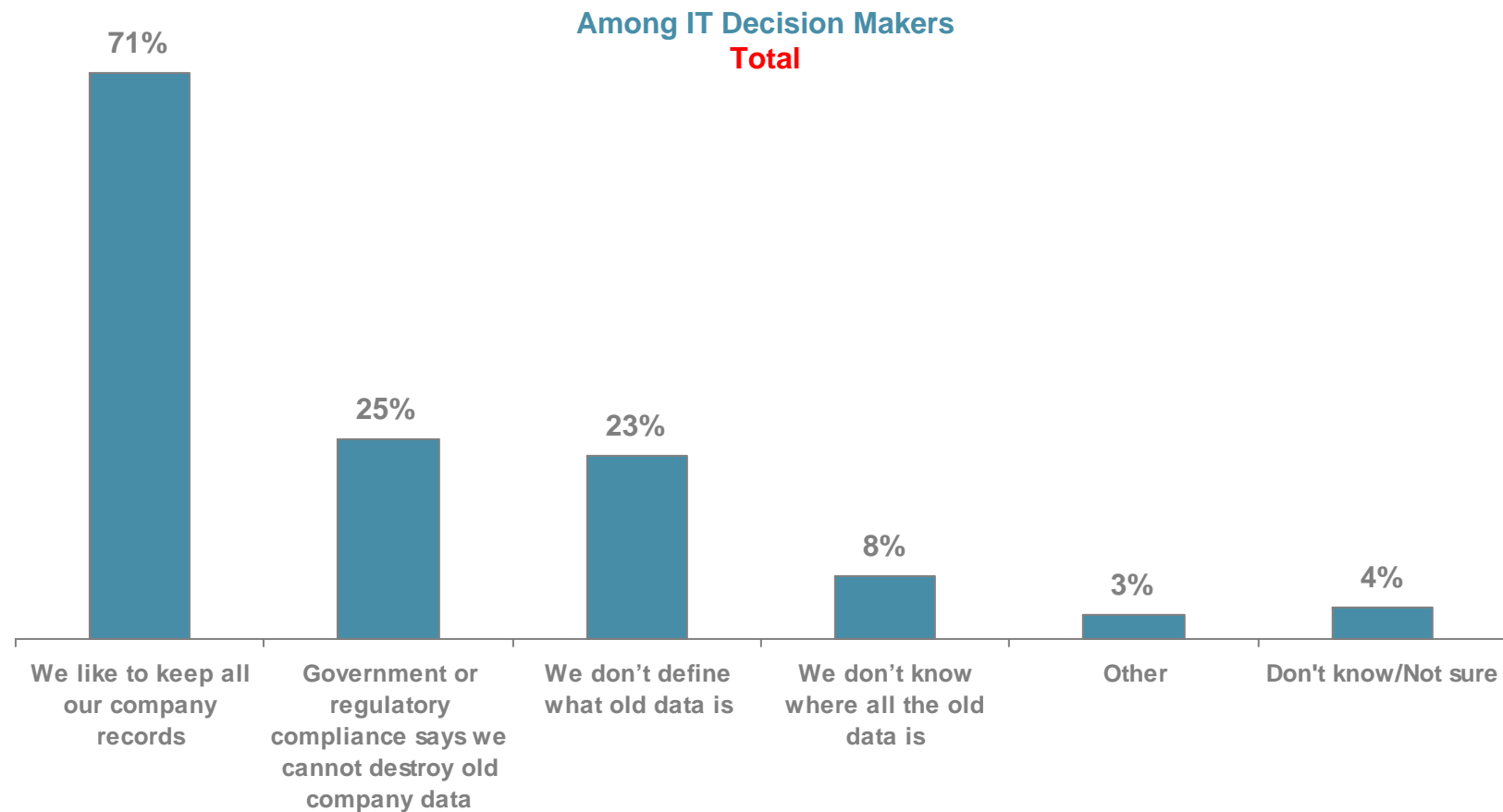
Note:  
Letters a-j indicate significant differences between countries at 95% confidence level.

*Does your company have a policy outlining procedures for the destruction of old company data after a certain period of time?*



## Reasons For Not Destroying Old Corporate Data

- The majority of IT Decision Makers who work for companies that do not destroy old company data at all say they just like to keep all of their company records.





# Job Function

|                        | END USERS         |                      |                     |                    |                     |                     |                     |                     |                     |                     |                     |
|------------------------|-------------------|----------------------|---------------------|--------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|
|                        | Total<br>(n=1009) | US<br>(n=100)<br>A   | BRA<br>(n=101)<br>B | UK<br>(n=104)<br>C | FRA<br>(n=100)<br>D | DEU<br>(n=101)<br>E | ITA<br>(n=101)<br>F | CHN<br>(n=100)<br>G | JPN<br>(n=101)<br>H | IND<br>(n=100)<br>I | AUS<br>(n=101)<br>J |
| JOB FUNCTION           |                   |                      |                     |                    |                     |                     |                     |                     |                     |                     |                     |
| Customer Service       | 15%               | 16%<br>DH            | 23%<br>DFHI         | 22%<br>DFHI        | 7%                  | 22%<br>DFHI         | 11%<br>H            | 16%<br>DH           | 2%                  | 10%<br>H            | 20%<br>DH           |
| Finance                | 9%                | 10%                  | 6%                  | 10%                | 6%                  | 9%                  | 11%                 | 12%                 | 9%                  | 9%                  | 5%                  |
| Human Resources        | 4%                | 2%                   | 6%                  | 3%                 | 5%                  | 3%                  | 7%                  | 3%                  | 4%                  | 3%                  | 3%                  |
| Manufacturing          | 7%                | 6%                   | 2%                  | 5%                 | 8%                  | 8%                  | 8%                  | 5%                  | 10%<br>B            | 11%<br>B            | 5%                  |
| Marketing/Sales        | 9%                | 4%                   | 13%<br>ACD          | 4%                 | 4%                  | 11%                 | 12%<br>ACD          | 16%<br>ACDJ         | 11%                 | 13%<br>ACD          | 7%                  |
| Operations             | 7%                | 6%                   | 7%                  | 12%<br>G           | 7%                  | 5%                  | 5%                  | 3%                  | 10%<br>G            | 6%                  | 9%                  |
| Purchasing/Procurement | 3%                | 3%                   | 4%<br>H             | 4%<br>H            | 6%<br>H             | 5%<br>H             | 1%                  | 4%<br>H             | 0%                  | 5%<br>H             | 2%                  |
| Research & Development | 6%                | 2%                   | 4%                  | 5%                 | 12%<br>ABJ          | 9%<br>AJ            | 7%                  | 7%                  | 8%                  | 5%                  | 2%                  |
| Software Engineering   | 4%                | 1%                   | 2%                  | 6%                 | 4%                  | 7%<br>AJ            | 4%                  | 5%                  | 2%                  | 11%<br>ABHJ         | 1%                  |
| Hardware Engineering   | 1%                | 0%                   | 1%                  | 0%                 | 5%<br>ACEFHJ        | 0%                  | 0%                  | 1%                  | 0%                  | 3%                  | 0%                  |
| Senior Management      | 10%               | 5%                   | 5%                  | 3%                 | 7%                  | 3%                  | 4%                  | 20%<br>ABCDEF       | 29%<br>ABCDEFI<br>J | 12%<br>CEF          | 15%<br>ABCEF        |
| Training               | 3%                | 1%                   | 5%                  | 2%                 | 4%<br>I             | 1%                  | 8%<br>ACEI          | 3%                  | 2%                  | 0%                  | 2%                  |
| Other                  | 22%               | 44%<br>BCDEFG<br>HIJ | 23%<br>GI           | 26%<br>GHI         | 25%<br>GHI          | 18%<br>G            | 23%<br>GI           | 5%                  | 14%<br>G            | 12%                 | 30%<br>EGHI         |

Note:  
Letters A-J indicate significant differences  
between countries at 95% confidence level.



# Industry

|  | END USERS         |               |                |               |                |                |                |                      |                    |                      |                | IT DECISION MAKERS |               |                |               |                |                |                |                 |                      |                |                |  |
|--|-------------------|---------------|----------------|---------------|----------------|----------------|----------------|----------------------|--------------------|----------------------|----------------|--------------------|---------------|----------------|---------------|----------------|----------------|----------------|-----------------|----------------------|----------------|----------------|--|
|  | Total<br>(n=1009) | US<br>(n=100) | BRA<br>(n=101) | UK<br>(n=104) | FRA<br>(n=100) | DEU<br>(n=101) | ITA<br>(n=101) | CHN<br>(n=100)       | JPN<br>(n=101)     | IND<br>(n=100)       | AUS<br>(n=101) | Total<br>(n=1011)  | us<br>(n=100) | bra<br>(n=106) | uk<br>(n=100) | fra<br>(n=101) | deu<br>(n=100) | ita<br>(n=100) | chn<br>(n=102)  | jpn<br>(n=100)       | ind<br>(n=100) | aus<br>(n=102) |  |
|  | A                 | B             | C              | D             | E              | F              | G              | H                    | I                  | J                    | a              | b                  | c             | d              | e             | f              | g              | h              | i               | j                    |                |                |  |
| INDUSTRY   |                   |               |                |               |                |                |                |                      |                    |                      |                |                    |               |                |               |                |                |                |                 |                      |                |                |  |
| Business Consulting                              | 2%                | 2%            | 6%<br>IJ       | 2%            | 2%             | 1%             | 5%<br>IJ       | 1%                   | 1%                 | 0%                   | 0%             | 3%                 | 7%<br>h       | 4%             | 3%            | 3%             | 2%             | 5%             | 2%              | 1%                   | 3%             | 2%             |  |
| IT Consulting                                    | 0%                | 0%            | 0%             | 0%            | 0%             | 0%             | 0%             | 0%                   | 0%                 | 0%                   | 0%             | 12%                | 1%            | 19%<br>aegh    | 22%<br>aegh   | 13%<br>a       | 7%<br>a        | 13%<br>a       | 6%              | 5%                   | 15%<br>agh     | 23%<br>aegh    |  |
| Construction                                     | 6%                | 4%            | 5%             | 9%<br>G       | 12%<br>AGIJ    | 6%             | 7%<br>G        | 1%                   | 11%<br>G           | 4%                   | 4%             | 3%                 | 4%            | 2%             | 3%            | 3%             | 3%             | 1%             | 5%              | 7%<br>f              | 3%             | 4%             |  |
| Education  | 8%                | 15%<br>EH     | 12%<br>EH      | 8%            | 7%             | 2%             | 10%<br>EH      | 9%<br>E              | 3%                 | 8%                   | 9%<br>E        | 5%                 | 2%            | 4%             | 10%<br>ahi    | 5%<br>i        | 6%<br>i        | 5%<br>i        | 9%<br>ai        | 3%                   | 0%             | 6%             |  |
| Entertainment                                    | 1%                | 0%            | 2%             | 1%            | 3%             | 0%             | 1%             | 0%                   | 2%                 | 1%                   | 4%<br>AEG      | 1%                 | 3%            | 3%             | 1%            | 0%             | 0%             | 1%             | 2%              | 0%                   | 2%             | 0%             |  |
| Finance, Banking, Accounting                     | 9%                | 8%            | 10%<br>EHJ     | 8%            | 5%             | 3%             | 5%             | 33%<br>ABCDE<br>FHIJ | 3%<br>IJ           | 8%                   | 3%             | 5%                 | 11%<br>bcdeh  | 4%             | 2%            | 3%             | 2%             | 4%             | 6%              | 1%                   | 7%<br>h        | 6%             |  |
| Government (Public Admin)                        | 5%                | 5%            | 11%<br>GHJ     | 4%            | 5%             | 9%<br>H        | 5%             | 3%                   | 2%                 | 5%                   | 3%             | 4%                 | 1%            | 7%<br>ah       | 4%<br>h       | 5%<br>h        | 5%<br>h        | 10%<br>ahi     | 7%<br>ah        | 0%                   | 2%             | 4%<br>h        |  |
| Government (Military)                            | 1%                | 1%            | 1%             | 1%            | 3%             | 1%             | 1%             | 0%                   | 1%                 | 0%                   | 0%             | 1%                 | 0%            | 2%             | 1%            | 5%<br>aghj     | 1%             | 2%             | 0%              | 0%                   | 1%             | 0%             |  |
| Health/Medical/Pharmaceutical                    | 7%                | 11%           | 7%             | 14%<br>DGHI   | 5%             | 8%             | 8%             | 4%                   | 5%                 | 4%                   | 8%             | 4%                 | 5%            | 7%             | 6%            | 3%             | 7%             | 4%             | 2%              | 2%                   | 4%             | 3%             |  |
| Hospitality                                      | 2%                | 2%            | 0%             | 3%            | 2%             | 6%<br>BGI      | 2%             | 0%                   | 1%                 | 0%                   | 6%<br>BGI      | 1%                 | 2%            | 1%             | 1%            | 0%             | 0%             | 0%             | 0%              | 3%                   | 0%             | 0%             |  |
| Insurance/Real Estate/Legal                      | 3%                | 3%            | 0%             | 1%            | 1%             | 4%<br>B        | 2%             | 8%<br>BCD            | 6%<br>B            | 7%<br>BCD            | 2%             | 2%                 | 4%<br>b       | 0%             | 2%            | 1%             | 6%<br>b        | 1%             | 2%              | 4%<br>b              | 1%             | 3%             |  |
| Internet, Computer, or Communications Software   | 2%                | 0%            | 1%             | 2%            | 6%<br>AHJ      | 2%             | 2%             | 3%                   | 0%                 | 4%<br>AHJ            | 0%             | 9%                 | 4%            | 8%<br>c        | 1%            | 18%<br>abcef   | 4%             | 7%<br>c        | 11%<br>c        | 10%<br>c             | 13%<br>ace     | 11%<br>c       |  |
| Internet, Computer, or Communications Hardware   | 1%                | 0%            | 3%             | 0%            | 3%             | 1%             | 1%             | 1%                   | 0%                 | 1%                   | 0%             | 3%                 | 1%            | 8%<br>acj      | 1%            | 6%             | 2%             | 4%             | 3%              | 2%                   | 5%             | 1%             |  |
| Manufacturing                                    | 13%               | 9%            | 4%             | 11%           | 8%             | 7%             | 9%             | 20%<br>ABDEF<br>J    | 25%<br>ABCDE<br>FJ | 27%<br>ABCDE<br>FJ   | 7%             | 13%                | 16%<br>bf     | 2%             | 9%<br>b       | 9%<br>b        | 11%<br>b       | 7%<br>b        | 29%<br>abcdefij | 18%<br>bf            | 16%<br>bf      | 9%<br>b        |  |
| Media/Marketing/Advertising                      | 2%                | 1%            | 4%<br>FHI      | 1%            | 2%             | 5%<br>FHI      | 0%             | 1%                   | 0%                 | 0%                   | 2%             | 2%                 | 2%            | 7%<br>cfgi     | 1%            | 2%             | 4%<br>fg       | 0%             | 0%              | 2%                   | 1%             | 3%             |  |
| Retailer (Non-Computer)                          | 6%                | 9%<br>GI      | 4%             | 10%<br>GI     | 3%             | 7%<br>I        | 4%             | 2%                   | 6%                 | 1%                   | 14%<br>BDFGI   | 4%                 | 9%<br>bdi     | 2%             | 7%<br>d       | 0%             | 4%<br>d        | 4%<br>d        | 3%              | 6%<br>d              | 2%             | 5%<br>d        |  |
| Shipping/Handling/Importing & Exporting/Trucking | 1%                | 0%            | 1%             | 2%            | 1%             | 2%             | 0%             | 2%                   | 1%                 | 1%                   | 1%             | 0%                 | 0%            | 0%             | 0%            | 0%             | 0%             | 0%             | 1%              | 0%                   | 1%             | 1%             |  |
| Software Development                             | 3%                | 0%            | 2%             | 2%            | 1%             | 3%             | 1%             | 2%                   | 3%                 | 11%<br>ABCDE<br>FGHJ | 3%             | 5%                 | 2%            | 2%             | 3%            | 6%             | 5%             | 5%             | 4%              | 6%                   | 8%<br>b        | 5%             |  |
| Travel   | 1%                | 1%            | 1%             | 0%            | 1%             | 1%             | 5%<br>CGH      | 0%                   | 0%                 | 1%                   | 3%             | 1%                 | 1%            | 1%             | 3%            | 0%             | 1%             | 3%             | 2%              | 1%                   | 0%             | 0%             |  |
| Transportation                                   | 2%                | 3%            | 1%             | 5%<br>F       | 2%             | 3%             | 0%             | 2%                   | 4%<br>F            | 1%                   | 4%<br>F        | 3%                 | 5%<br>h       | 1%             | 7%<br>bh      | 2%             | 6%             | 3%             | 2%              | 0%                   | 3%             | 2%             |  |
| Utilities  | 2%                | 0%            | 2%             | 0%            | 8%<br>ACHIJ    | 3%             | 3%             | 2%                   | 1%                 | 0%                   | 1%             | 2%                 | 2%            | 6%<br>j        | 1%            | 3%             | 4%<br>j        | 1%             | 1%              | 2%                   | 1%             | 0%             |  |
| Other General Industry                           | 4%                | 1%            | 4%             | 2%            | 4%             | 3%             | 8%<br>ACI      | 4%                   | 4%                 | 1%                   | 7%<br>AI       | 2%                 | 5%<br>di      | 1%             | 2%            | 0%             | 5%<br>di       | 4%<br>di       | 2%              | 2%                   | 0%             | 2%             |  |
| Other Service Businesses                         | 8%                | 10%<br>GJ     | 11%<br>GJ      | 6%            | 6%             | 15%<br>CDGIJ   | 9%<br>G        | 1%                   | 20%<br>CDFGI<br>J  | 4%                   | 3%             | 7%                 | 3%            | 9%<br>g        | 4%            | 6%             | 8%<br>g        | 9%<br>g        | 1%              | 22%<br>abcdef<br>gij | 4%             | 4%             |  |
| Other  | 10%               | 15%<br>GH     | 9%<br>GH       | 11%<br>GH     | 10%<br>GH      | 9%<br>GH       | 13%<br>GH      | 1%                   | 2%                 | 11%<br>GH            | 17%<br>GH      | 6%                 | 10%<br>gh     | 4%             | 6%            | 8%<br>g        | 7%<br>g        | 7%<br>g        | 1%              | 3%                   | 8%<br>g        | 8%<br>g        |  |

Note:

Letters A-J & a-j indicate significant differences between countries and C indicates significant differences between End Users and IT Pros at 95% confidence level.



# Job Title

|   | IT DECISION MAKERS |               |                |               |                |                |                  |                  |                 |                |                |
|---|--------------------|---------------|----------------|---------------|----------------|----------------|------------------|------------------|-----------------|----------------|----------------|
|   | Total<br>(n=1011)  | us<br>(n=100) | bra<br>(n=106) | uk<br>(n=100) | fra<br>(n=101) | deu<br>(n=100) | ita<br>(n=100)   | chn<br>(n=102)   | jpn<br>(n=100)  | ind<br>(n=100) | aus<br>(n=102) |
|   |                    | a             | b              | c             | d              | e              | f                | g                | h               | i              | j              |
| JOB TITLE   |                    |               |                |               |                |                |                  |                  |                 |                |                |
| CIO, CSO, CISO  | 7%                 | 10%<br>bgj    | 2%             | 4%            | 5%             | 10%<br>bgj     | 21%<br>abcdeghij | 2%               | 10%<br>bgj      | 4%             | 1%             |
| CEO, CFO,CTO, COO,<br>or other non-IT C-level executive                   | 10%                | 17%<br>bdfj   | 5%             | 8%            | 7%             | 8%             | 7%               | 13%<br>b         | 21%<br>bcdefij  | 9%             | 6%             |
| VP of IT  | 4%                 | 7%<br>bdfj    | 1%             | 6%<br>bij     | 1%             | 2%             | 2%               | 5%<br>ij         | 15%<br>bcdefgij | 0%             | 0%             |
| Director of IT  | 10%                | 14%<br>bdi    | 5%<br>d        | 7%<br>d       | 0%             | 18%<br>bcdfhi  | 6%<br>d          | 30%<br>abcdeghij | 8%<br>d         | 5%<br>d        | 11%<br>d       |
| Network Manager /<br>IT Manager   | 20%                | 18%           | 16%            | 25%<br>ef     | 29%<br>befg    | 11%            | 10%              | 17%              | 21%<br>f        | 27%<br>ef      | 25%<br>ef      |
| IT Administrator  | 13%                | 0%            | 19%<br>acfh    | 6%<br>a       | 20%<br>acfh    | 28%<br>acfghij | 9%<br>a          | 14%<br>a         | 6%<br>a         | 16%<br>ach     | 13%<br>a       |
| IT Consultant   | 12%                | 3%            | 17%<br>agh     | 14%<br>agh    | 19%<br>aghi    | 12%<br>agh     | 18%<br>aghi      | 0%               | 3%              | 8%<br>g        | 23%<br>aeghi   |
| Head of a department other than IT<br>(such as finance, operations, etc.) | 12%                | 16%<br>de     | 21%<br>defj    | 11%           | 7%             | 5%             | 8%               | 18%<br>def       | 11%             | 13%            | 10%            |
| Other   | 12%                | 15%<br>egh    | 15%<br>egh     | 19%<br>egh    | 13%<br>g       | 6%             | 19%<br>egh       | 2%               | 5%              | 18%<br>egh     | 13%<br>g       |

Note:  
Letters A-J indicate significant differences  
between countries at 95% confidence level.