

# LOSE MY TRUST LOSE MY BUSINESS.

Consumers are more data security-savvy than you think.  
Get **attacked by ransomware**—don't count on them to be forgiving.

RANSOMWARE'S STUNNING IMPACT ON CONSUMER BEHAVIOR

**~ 9 OUT OF 10** CONSUMER TRUST

question whether your business  
is trustworthy before making a  
purchase

**BUSINESS GROWTH 59%**  
said one attack in the past  
year would keep them from  
doing business with you

**1 IN 4** MEETING SLAS

said they'd take their business  
to a competitor if systems and  
applications weren't restored  
within 24 hours

**PROTECT YOUR CUSTOMERS—AND YOUR BUSINESS—FROM RANSOMWARE**

Our new ebook shows you how.  
[arcserve.com/protect-against-ransomware](https://arcserve.com/protect-against-ransomware)

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