

Identity theft is where your personal information such as your name, date of birth, address or bank details have been stolen or compromised and used by another to assume your identity.

This may be either via online means such as credit card fraud, hoax emails or hacking into your personal data, or theft of physical documents such as having your wallet or mail stolen.



IDENTITY THEFT VICTIMS

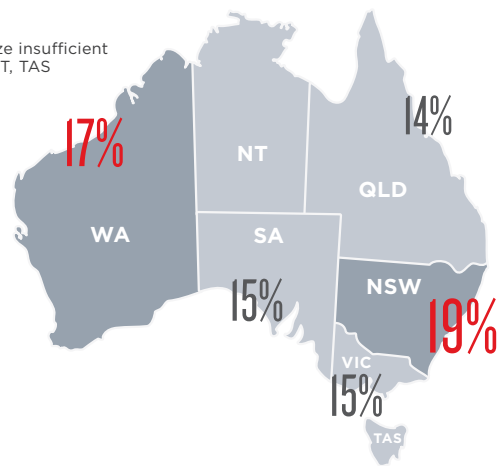
17% of Australians are aware of being a victim of identity theft at some stage

NSW is the state with the highest proportion of residents who have been a victim of identity theft.

5% of Australians report having been a victim within the last 12 months

Note:
Sample size insufficient for NT, ACT, TAS

| Timing | Past 12 months | Past 3 years | more than 3 years ago |
|--------------|----------------|--------------|-----------------------|
| % of Victims | 5% | 6% | 6% |



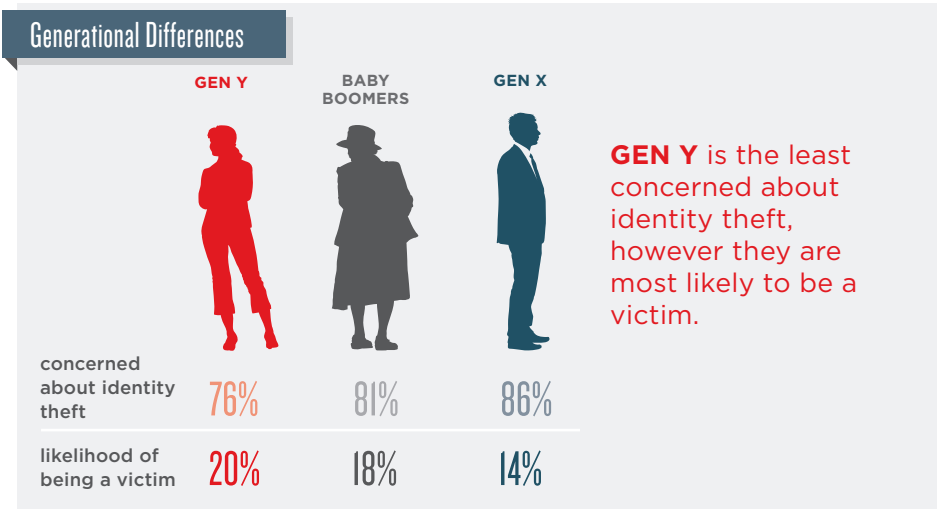
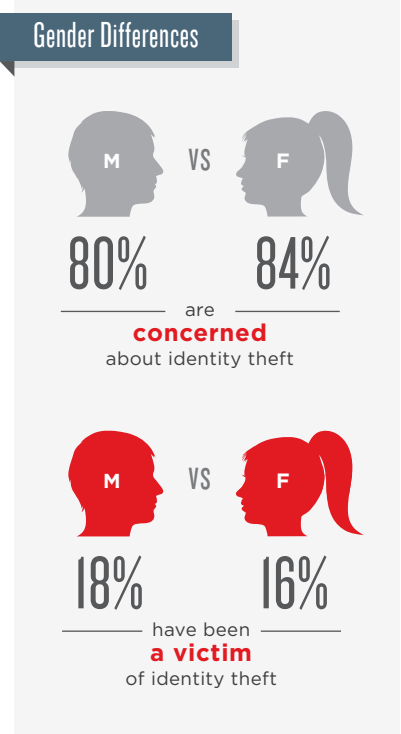
17%

HOW CONCERNED ARE AUSTRALIANS?

82% of Australians are **concerned**

22% of Australians are **extremely concerned**

about having their personal information stolen



What Are The Top Worries For Australians?

More Australians are worried about identity theft than a terrorist attack or plane crash



1 in 5 Australians (18%) believe they are at risk of identity theft in the next 12 months

| Likely event in the next year | House robbed | Identity stolen | Car stolen | Terrorist attack | Plane crash | Shark attack | Contract ebola |
|-------------------------------|--------------|-----------------|------------|------------------|-------------|--------------|----------------|
| proportion concerned (%) | 24% | 18% | 15% | 12% | 3% | 2% | 1% |

Source: Identity Theft in Australia: The Current Problem. Veda Group. Omnibus Survey by The Leading Edge. n =1511 Australians aged 18+. March 2015

WHAT DO AUSTRALIANS FEAR ONLINE?

89% worry about the **security of their personal information** when using the internet

54% worry about their **personal security** when they **travel overseas**

69% **don't trust social media** to protect their information

8% **don't use credit cards online** as they worry about security of personal information

How Do Australians Protect Themselves?

86% Anti-virus software

81% PayPal

75% Bank provided bank account security

58% Set social media to highest privacy settings

51% Use a paper shredder

43% Lock their letterbox

9% Use foil wrap around their credit cards

Source: Australia's View of Personal Information Security. The Consumer Security Survey. Veda Group. Survey by The Leading Edge. n = 1022 Australians. June 2014

SCALE OF CYBERCRIME IN AUSTRALIA

What Is The Cost Of Identity Crime?

\$1.6B⁺

per year - Estimated **economic impact** of identity crime in Australia

937k

Number of Australians who experience a **financial loss** from identity crime

\$4k⁺

Average **cost per incident** of identity crime per victim

18 HOURS

Average hours per person spent **dealing with its consequences**

Data Breaches

1/WEEK

At least one data breach occurs every week in Australia

19k

Average **records** lost or stolen per incident

\$2.16m

Average total cost to the organisation involved

Source: Identity crime and misuse in Australia: Key findings from the National Identity Crime and Misuse Measurement Framework Pilot. Australian Attorney-General's Department. October 2014