

SURVEY RESULTS

UK public losing its patience with organisations that endanger customer data.

Survey of **2,000** consumers in the UK, research conducted by **OnePoll**.

Ross Brewer

Vice President & Managing Director
INTERNATIONAL MARKETS

RELEASED RESEARCH

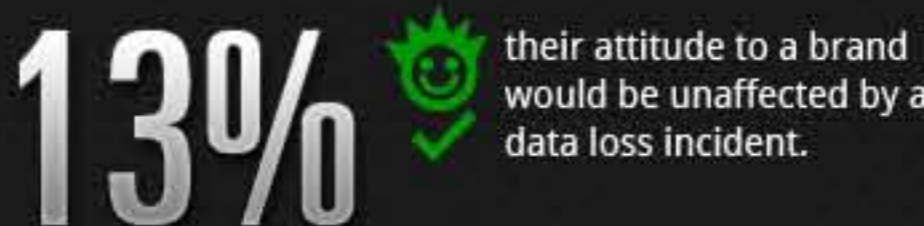
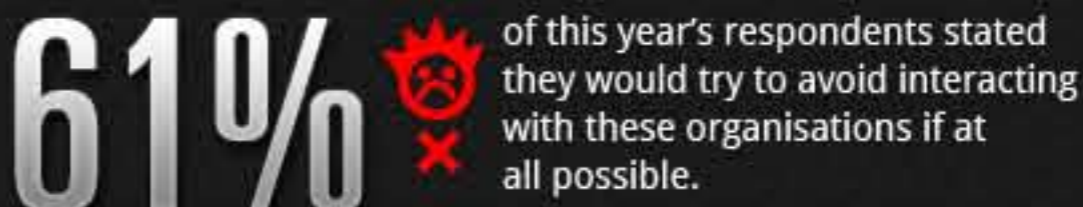
OCTOBER 2011

UK consumers are increasingly concerned about the security of their personal data.



DRASTIC ACTION

The UK public is now also prepared to take more drastic action against organisations who lose data than they were in 2010.



HIGH PROFILE DATA BREACHES

“In a year that has seen an unprecedented number of high profile data breaches it is hardly surprising to see public opinion shift in this way.”

Ross Brewer

Managing Director & Vice President of International Markets at LogRhythm

NOVEMBER 2011

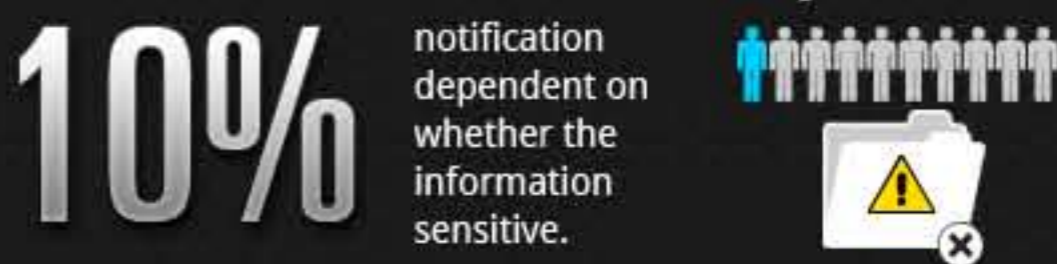
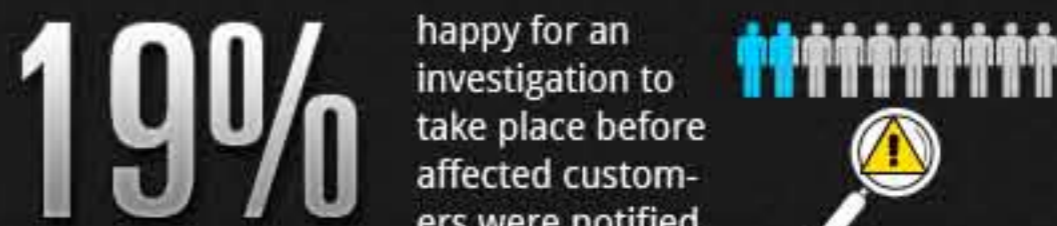
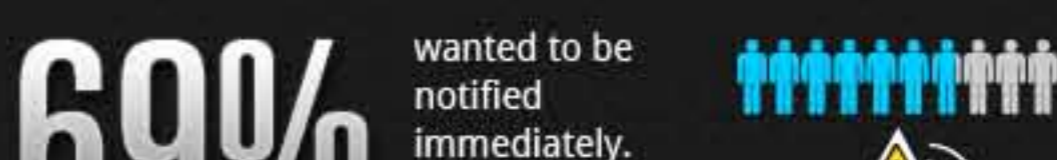
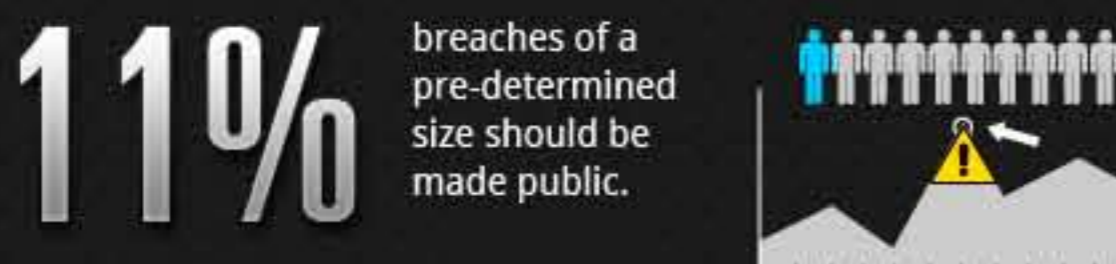
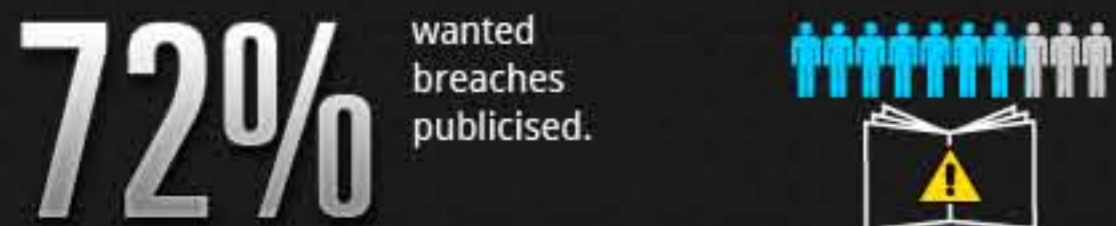
European Commission will publish the new version of its Data Protection Directive following a consultation that wrapped up.

INCLUDES recommendations regarding a mandatory data breach disclosure law covering public and private sector organisations.



LEGISLATION

Respondents are demanding legislation which forces organisations to publish information relating to incidents in which individuals' data is put at risk.



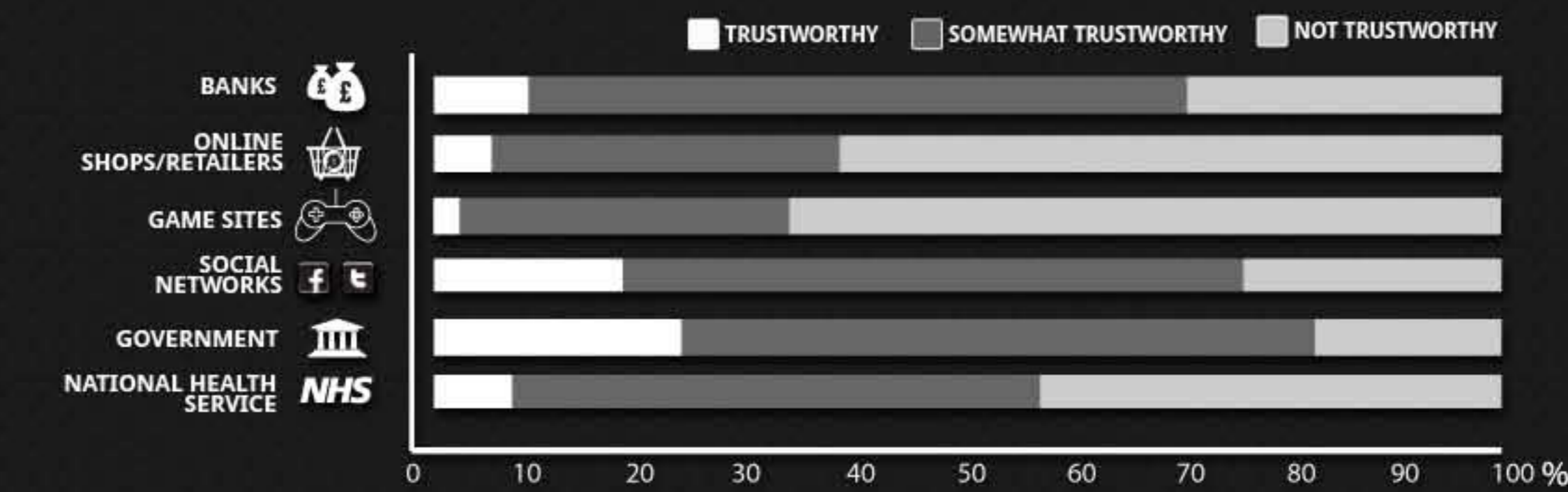
AWARENESS OF ICO

The public also seems to be largely unaware of the work of the Information Commissioner's Office (ICO).



ISSUE OF TRUST

In terms of keeping your records safe, how trustworthy do you feel the following organisations are?



LOGRHYTHM WARNING

Last year LogRhythm warned that organisations would need to develop a better understanding of their IT systems in order to reduce data loss and regain public trust.

HIGH PROFILE INCIDENTS

The intervening period has seen a rash of high profile incidents undermine this trust even further.

LOG DATA

It is essential that organisations make better use of the log data generated by networks so that potential threats can be identified in the early stages before they have a chance to escalate.

TECHNOLOGIES

Using technologies like Log Management, Security Information and Event Management (SIEM) as part of an integrated Protective Monitoring strategy enables automated, centralised collection and analysis of log data that ensures anomalies are identified as they occur.

DEEP INSIGHT

Developing this deep insight requires the ability to see even minor changes that may occur across the IT estate, such as files being altered or copied to portable storage devices.

IDENTIFY AND RESPOND

As threats increase in volume and sophistication, being able to identify and respond in real-time is the only sure way to protect your organisation against the significant consequences of data breach.

ABOUT LOGRHYTHM

LogRhythm, the leader in log management and SIEM 2.0, delivers the visibility and insight needed for advanced threat detection and response, compliance automation and assurance, and operational intelligence and optimization. LogRhythm uniquely analyzes and manages network, host, file and user activity data in a highly scalable, integrated solution. Our log management and SIEM 2.0 solution detects the previously undetectable, delivers powerful forensics and provides actionable intelligence.

In 2011, the company earned the coveted "Recommended" 5-star designation from SC Labs and has received SC Magazine's Innovator of the Year Award, Readers Trust Award for "Best SIEM" solution and the "Best Buy" designation for Digital Forensics. Gartner Inc. placed LogRhythm in the visionaries quadrant of the Security Information and Event Management (SIEM) Magic Quadrant report. LogRhythm is privately held and based in Boulder, Colorado, with European Headquarters in Maidenhead, England, and Asia Pacific operations in Hong Kong. For more information, visit www.logrhythm.com.

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