AVAST CYBER MINDFULNESS ANZ REPORT 2021

HOW CYBER MINDFUL ARE AUSTRALIANS AND NEW ZEALANDERS TODAY?

31% of Australians and 44% of New Zealanders would like to be more mindful of their online behaviour and the data they share.

There are many things we do online without thinking too much about it. We are often in such a hurry to accomplish necessary tasks online, or engrossed in what we are doing, that we open ourselves up to risks and threats we might not be aware of.

Most people aren't aware of how easily they could become a victim of cybercrime, or why they would be a target. The truth is that the online world is evolving fast and everyone with a digital footprint has something valuable cybercriminals crave - personal data.

Ultimately though, the number one cyber threat for the general public is not phishing, ransomware, or malware from cybercriminals who want your data, it is a lack of 'cyber mindfulness', with many carelessly using the internet and their devices without thinking about the threats they could face or walk right into.

Mindfulness has become extremely popular of late with many taking the time to reflect during the COVID-19 pandemic, but how 'cyber mindful' are Australians and New Zealanders?

As a global leader for digital security and privacy products, Avast has a deep understanding of the scale of threats online and wants to help Australians and New Zealanders become more cyber mindful so they can avoid these threats.

So, in July 2021, 1,000 people from both Australia and New Zealand were surveyed to understand how mindful they are of their digital habits and online threats, to see how Avast could help more people protect their digital lifestyle.

Source: Cyber Mindfulness Survey, July 2021
1000 Nationally representative sample of Australian respondents 18 years+ & 1000 Nationally representative sample of New Zealand respondents 18 years+

DO WE UNDERSTAND CYBER SCAMS ENOUGH?

77% of Australians and 83% of New Zealanders have received or seen an online scam, with one in five (AU 20%, NZ 23%) falling victim to an online scam. Unfortunately, scams are getting harder to detect as cybercriminals are getting smarter and making scams, such as phishing scams, more believable than ever before.

According to our research, 69% of Australians and 75% of New Zealanders said that they have experienced a phishing scam, through email or fake phone call asking for personal details like login information, or smishing scams via SMS. Although phishing and smishing scams are more well-known threats, 10% of Australians and New Zealanders have still been a victim of them. On top of this, 27% of Australians and 32% of New Zealanders know someone who has been a victim of a phishing or smishing scam showing that this scam can easily catch people out.

Another top scam that Australians have encountered are online shopping scams, such as fake products or fake websites similar to actual shopping destinations, with 18% of Australians and 23% of New Zealanders seeing this type of scam, and 6% of Australians and New Zealanders confirming they have been a victim of this scam.

Investment scams, including fraudulent cryptocurrency investment and business investment opportunities, are also high on the list, with 26% of Australians and 31% of New Zealanders receiving an investment scam. Accordingly, 3% of Australians and 5% of New Zealanders indicated that they have fallen victim to an investment scam, and one in ten (AU 10%, NZ 11%) said that they know someone who has fallen victim.

69% AUS / **64%** NZ do not keep up to date on how to avoid online threats and scams

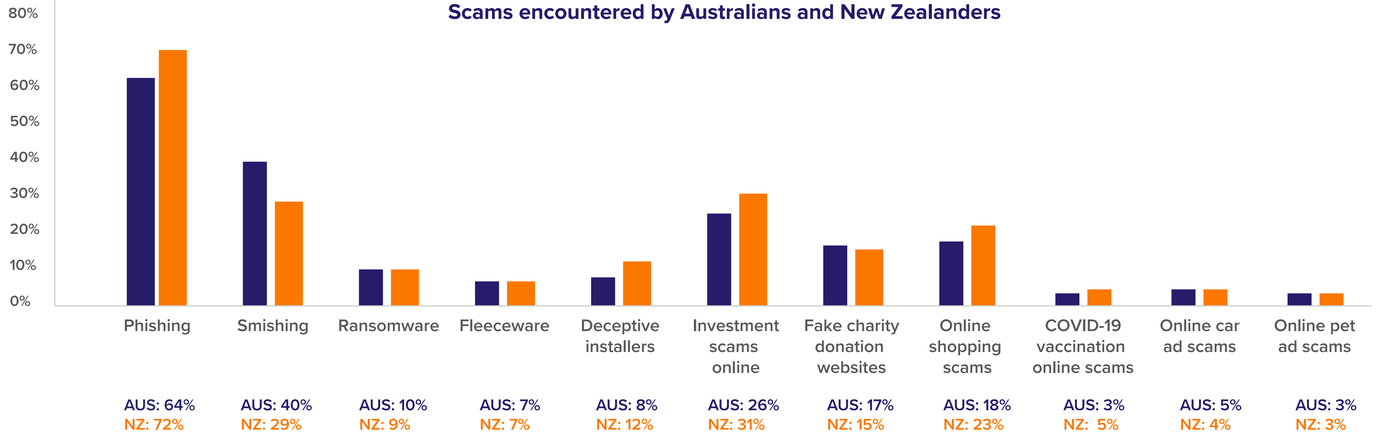
1/3 are concerned that their personal information that they have entered in accounts online can be used for identity theft and fraud
AUS: 33% | NZ: 36%

OVER 1/5 are more concerned about cybercrime than physical crime
AUS: 23% | NZ: 23%

1/4 agree that the internet is a more dangerous place than before the COVID-19 pandemic
AUS: 25% | NZ: 25%

15% AUS / **22%** NZ feel like they need more help to understand online threats and scams

Scams encountered by Australians and New Zealanders



*Source: Avast Cyber Mindfulness Survey, July 2021

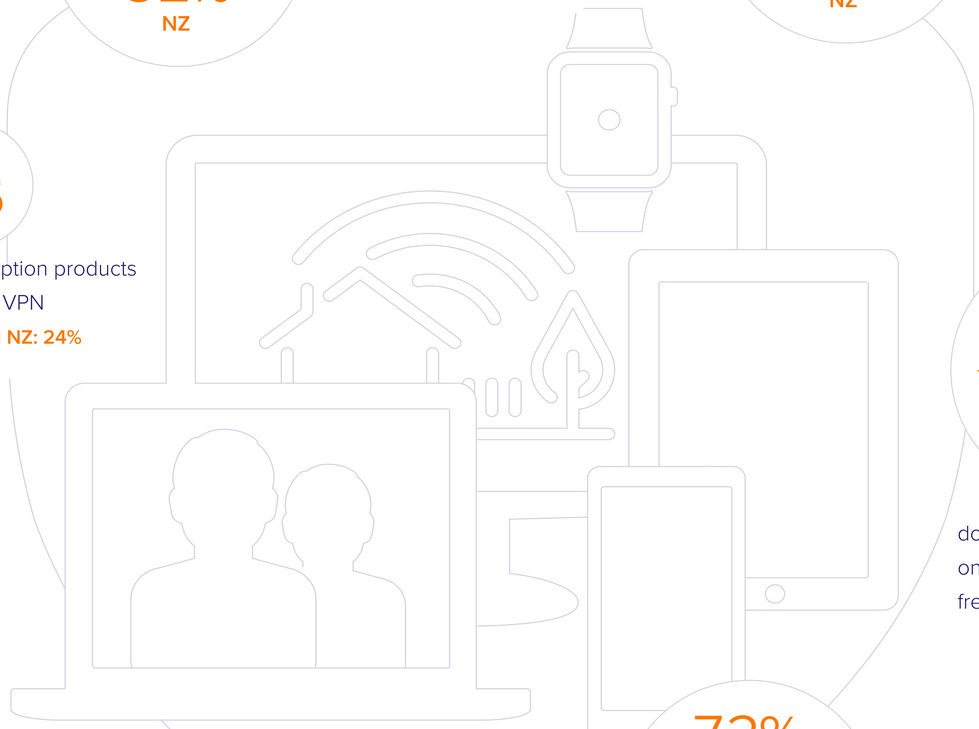
HOW ARE PEOPLE PROTECTING THEMSELVES?

Almost half (AU 48%, NZ 49%) of Australians and New Zealanders are not sure or don't have digital security installed on devices that they frequently use including mobile phones and computers.

Our research found over half (AU 56%, NZ 54%) of computer users don't have digital security installed on their device and around seven in ten (AU 72%, NZ 68%) mobile phone users don't have digital security installed on their phone, which is alarming considering these devices are prime targets for cyber threats like malware and ransomware.

In a world where we are increasingly enjoying the benefits of smarter homes, more than two in five (AU 41%, NZ 45%) Australians and New Zealanders regularly use smart devices, like smart speakers/hubs, smart TVs, smart lights and smart plugs. However, less than one in ten (AU 9%, NZ 8%) actually have digital security products installed to help them secure their smart home devices, making them targets for cybercriminals who can hack insecure smart devices connected to the internet.

Interestingly, around two in three (AU 69%, NZ 64%) don't keep up to date on how to avoid online threats and scams, so those that also don't have digital security installed on their devices are even more at risk.



41% AUS / 32% NZ never or rarely run app, software and operating system updates as soon as they arrive

20% AUS / 29% NZ are not sure if they have digital security on the devices that they use frequently

1/5 use encryption products such as a VPN
AUS: 21% | NZ: 24%

28% AUS / 20% NZ don't have digital security on devices that they use frequently

72% AUS / 68% NZ don't have digital security installed on their mobile phone

1/2 don't have digital security installed on their laptop/computer
AUS: 56% | NZ: 54%

HOW YOU CAN BE MORE CYBER MINDFUL

Being cyber mindful means being conscious of your activities online and on your device, and taking ownership of what your actions could lead to. Here are our five top tips to be more cyber mindful.

1 Be fully present when using the internet, including when you are using apps and websites when you are out and about. Although it may be convenient, don't connect to public unprotected Wi-Fi hotspots, as cybercriminals could see what you're doing and compromise your identity and online credentials, and turn off location tracking for apps to protect your privacy.

2 Make sure you are aware of what you are agreeing to when signing up for certain websites or apps. Think before you willfully share your data as a trade for using a product or service, as multiple accounts increase your risk of personal information being stolen or leaked. Only download apps, software and games from reputable sources so you don't get malware, and check the fine print for apps and online trials to avoid hidden or excessive costs after the trial ends.

3 Be conscious and thoughtful about the information you are providing online. Don't accept requests to store your payment details online and when you are providing payment details make sure the website is secure, using 'https'. Also consider using a VPN, which routes all your data through a private, secure network, making your traffic invisible to spies.

4 Resist the urge to quickly click through to web pages requested via emails or text messages, or unknown websites recommended by online ads. It's important to be critical of messages where you are asked to enter or share any personal details, and ad offers that are too good to be true, as these could be phishing scams leading you to malicious or fake websites that could steal your money or identity.

5 Stay protected against the latest online threats by keeping your digital security across all your devices updated, intentionally running updates as soon as they are released. Use two-factor authentication when available and strong individual passwords like passphrases that include a mix of symbols, numbers and characters to make it easier to remember, for example, B0bLov3sFootb@11.