

## Consumers Consider Data More Valuable Than Their Devices

Written by Australian Business

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ABINGDON, England, September 20, 2013 /PRNewswire/ --

Newly launched Kaspersky Internet Security - Multi-Device offers one-step protection for cyber attacks aimed at any device

More than half (56 per cent) of us consider our data to be more valuable than the device or computer it is stored on, according to [Kaspersky Lab](#). Its international study of consumers<sup>[1]</sup> found that one in ten consumers (10 per cent) would go as far as to hire an outside expert to recover lost data following a [cyber attack](#).

However, lost information often proves difficult to get back. Kaspersky Lab's study revealed that following a cyber attack, more than 60 per cent of victims are unable to retrieve all the data that had been compromised. With one in five [malware](#) attacks successfully managing to steal or corrupt confidential data, consumers are equally unfortunate when it comes to retrieval: for 17 per cent of these victims the private data is irretrievably lost, while just 44 per cent are able to recover only part of it.

"With the increase of technology used within homes, the majority of us (73 per cent) are using

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more than one device to connect to the internet, giving cybercriminals more avenues to access, and steal, data," says David Emm, senior security researcher at Kaspersky Lab. "Prevention is better than cure - the best way to ensure you keep hold of your precious data is to protect all connected devices with adequate internet security, rather than relying on data recovery methods after the attack, which more often than not are unsuccessful."

### Protecting all your digital assets

In response to the growing risk posed by cyber criminals, [Kaspersky Lab](#) has launched a new multi-device version of Kaspersky Internet Security. The security software provides real-time protection for multiple Windows PCs, Macs, and Android smartphones and tablets, all with a single licence. Users can apply the award-winning Kaspersky Lab security to any combination of devices.

Key features of [Kaspersky Internet Security - Multi-Device](#) include: Safe Money, Automatic Exploit Prevention (to stop the criminals reaching you through weaknesses in popular programmes), ZETA Shield (designed to scan incoming emails and the attachments they contain) and a 'Trusted Applications' mode, to protect financial and personal data on all internet-connected devices.

Kaspersky Internet Security - Multi-Device is available in three, and five-device versions at <http://www.kaspersky.co.uk> for £49.99 (three-device) and £59.99 (five-device).

1. [http://media.kaspersky.com/pdf/Kaspersky\\_Lab\\_B2C\\_Summary\\_2013\\_final\\_EN.pdf](http://media.kaspersky.com/pdf/Kaspersky_Lab_B2C_Summary_2013_final_EN.pdf)

### About Kaspersky Lab

*Kaspersky Lab is the world's largest privately held vendor of endpoint protection solutions. The company is ranked among the world's top four vendors of security solutions for endpoint users\*. Throughout its more than 16-year history Kaspersky Lab has remained an innovator in IT security and provides effective digital security solutions for large enterprises, SMBs and*

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consumers. Kaspersky Lab, with its holding company registered in the United Kingdom, currently operates in almost 200 countries and territories across the globe, providing protection for over 300 million users worldwide. Learn more at

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Editorial contact:

Berkeley PR Jenny Jones [kasperskylab@berkeleypr.co.uk](mailto:kasperskylab@berkeleypr.co.uk) Telephone:  
+44-(0)118-909-0909 1650 Arlington Business Park RG7 4SA, Reading Kaspersky Lab  
UK Ruth Knowles

[Ruth.Knowles@kasperskylab.co.uk](mailto:Ruth.Knowles@kasperskylab.co.uk)

Telephone: +44-(0)7590-440-433 Milton Business Park OX14 4RY, Oxford

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