

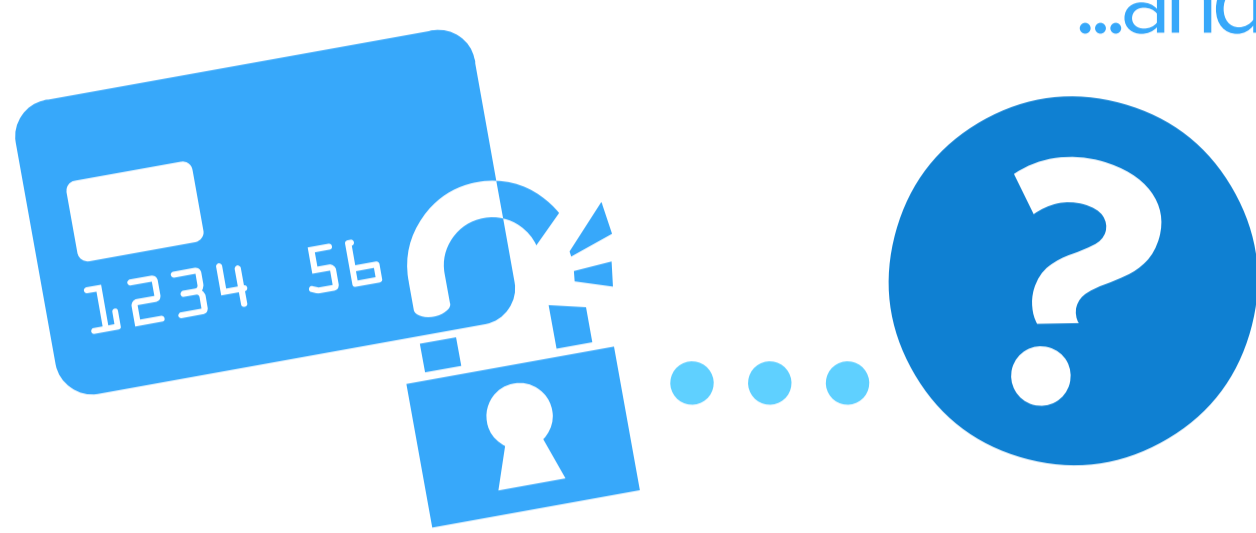
WHAT'S
THE
STATE
OF

PCI IN 2016?

THE PUBLIC ARE STILL INSECURE ABOUT SECURITY...

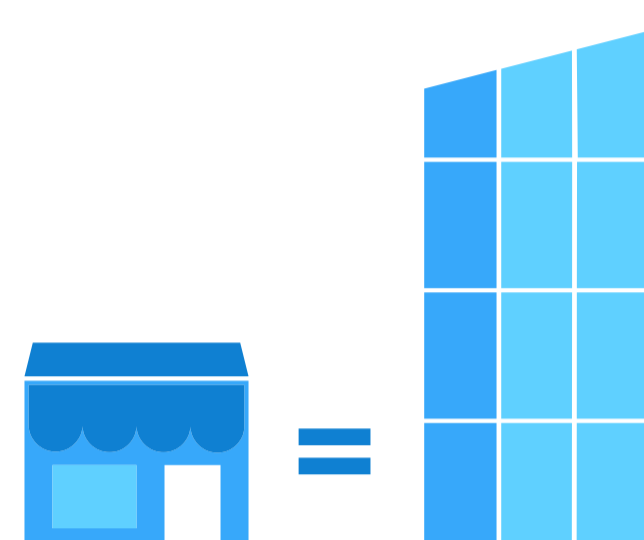
When giving out card details over the phone, a staggering **97%** of customers have **NO IDEA** what happens to their data...

...and **1 in 3** are **SCARED OF FRAUD** as a result



SIZE DOESN'T MATTER

46% trust (or distrust) all businesses equally, large or small



...AND THEY'RE RIGHT TO BE - COMPLIANCE IS HARD



their initial compliance assessment

Over the past **10 years**, how many businesses have been **PCI compliant** at the time their data is breached?

NONE.

Just **one year** after successful PCI compliance validation, how many are **still compliant**?

1 in 4.

80% of data breach victims **didn't detect the breach** themselves.

COMPLIANCE IS TOUGH... BUT A BREACH IS SO MUCH WORSE (AND MORE LIKELY THAN YOU THINK)

Last year, the UK lost

£400 MILLION

to card fraud, of which

£250 MILLION

took place over the phone or online

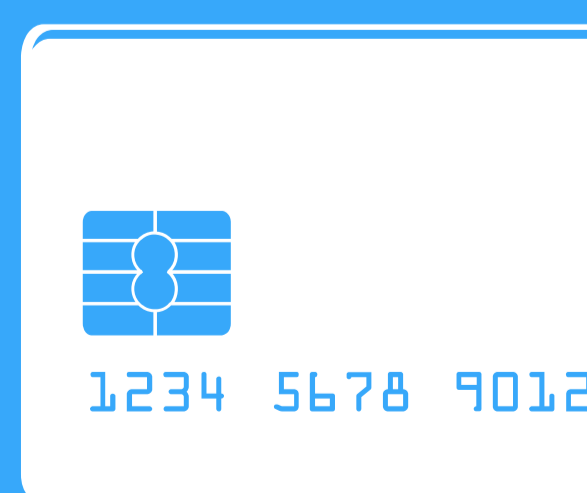
3 out of 4

SMEs believe they are **NOT AT RISK**



SILVER LINING SOLUTIONS PCI PRO APPLIANCE

- AWARD-WINNING SOLUTION
- REMOVE CALL CENTRE FROM SCOPE
- PATENTED DTMF CLAMPING
- SAVE AUDITING HEADACHES



0845 313 11 11
silver-lining.com

 **silver lining**
communication innovation



The Granary
Whiteley Lane
Fareham
Hampshire
PO15 6RQ