Impact of Privacy Data Events on Consumer
CAST Solicitation for Developmental Research Funding

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Executive Summary

The increased number of privacy breach incidents and corresponding magnitude of data lost suggest a growing asymmetry with respect to the level of sophistication of these attacks and cybersecurity efforts of businesses, NGOs, and governmental agencies. The proposal presents a multi-method research program aimed at improving understanding of how information relating to a privacy data breach incident affects consumers’ subsequent brand perceptions, attitudes, and behaviors. This consumer study is characterized by a
sequence of behavioral experiments that feature the utilization of physiological and biometric measurement techniques.

Key Words: Privacy Data Breach, Cybersecurity, Trust, Consumer Neuroscience