

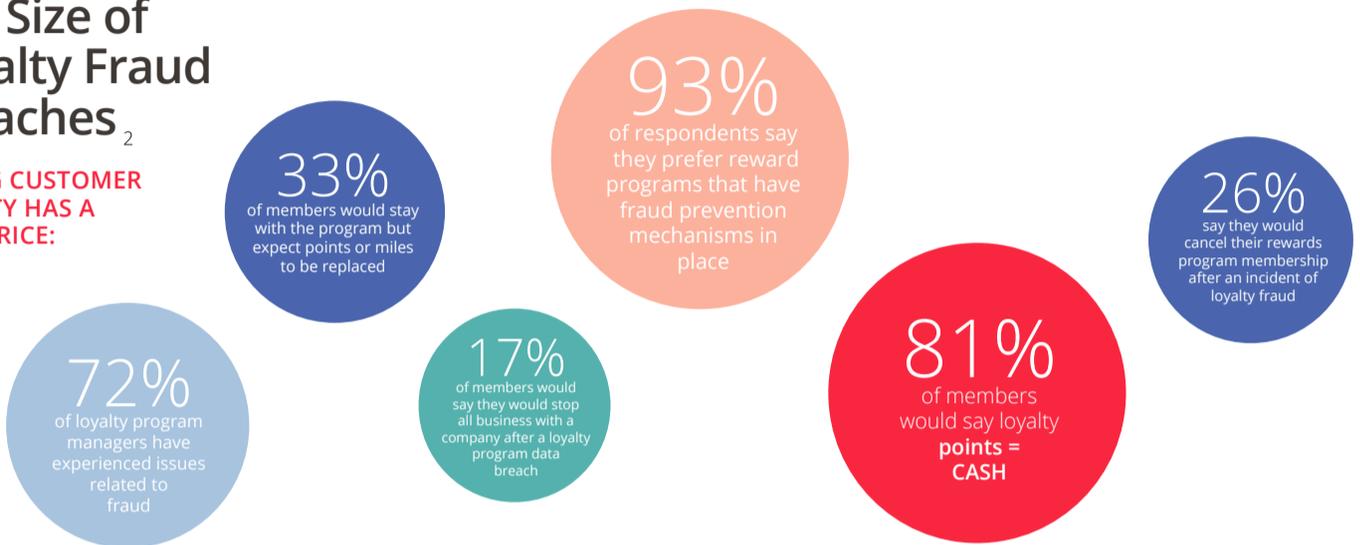
## LOOKING FORWARD TO SUMMER: WHAT TO EXPECT IN THE "NEW" NORMAL

As vaccination and containment efforts progress, many economies are ready for a promising summer with hotels, airline travel, entertainment parks and other businesses preparing for a surge, with many customers anxious to access their loyalty programs and redeem the multitude of accrued miles and points they have been saving during the pandemic.

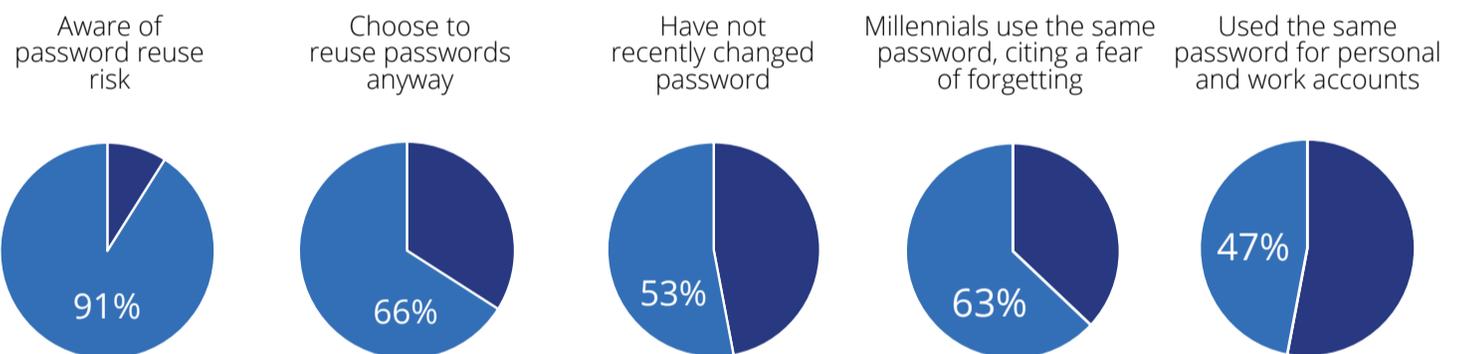
As these loyalty accounts remained mainly dormant during the past 12 months, many members have not accessed their accounts at all, let alone updated passwords. Couple this with 37 Billion records breached in 2020<sup>1</sup> alone, and the risk to theft of miles and fraudulent account access has increased exponentially.

### The Size of Loyalty Fraud Breaches <sup>2</sup>

**LOSING CUSTOMER LOYALTY HAS A HIGH PRICE:**

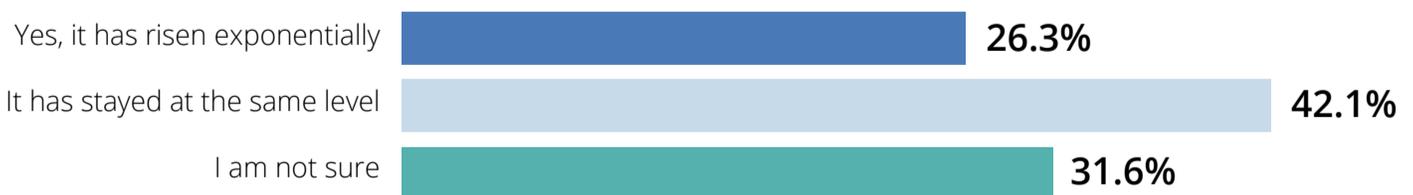


### Password Problems for dormant/inactive Loyalty Accounts <sup>3</sup>



## WEBINAR AUDIENCE POLLS

### Has your organization experienced Loyalty Fraud in the past 12 months?



<sup>1</sup> Source: <https://www.govtech.com/blogs/lohrmann-on-cybersecurity/2020-data-breaches-point-to-cybersecurity-trends-for-2021.html>

<sup>2</sup> Source: *Connexions Loyalty Report*, N-1600 shoppers.

<sup>3</sup> Source: <https://www.lastpass.com/resources/psychology-of-passwords-2020#:~:text=LastPass%20Psychology%20of%20Passwords%20report,and%20the%20results%20are%20alarming.&text=53%25%20of%20respondents%20haven't,a%20breach%20in%20the%20news>