

THE ILLUSION OF PERSONAL DATA SECURITY IN E-COMMERCE

DASHLANE Q1 2014 PERSONAL DATA SECURITY ROUNDUP

Weak passwords could prove disastrous for personal data security.

Dashlane ranks the top 100 e-retailers' password policies and reveals some serious concerns.

55%

still accept notoriously weak passwords, such as "123456" and "password", the first passwords hackers would attempt

ONLY 38%

require that passwords contain at least **1 letter and 1 number**, the bare minimum for a secure password

64%

of top US e-retailers have highly questionable password policies, resulting in poor security of their users' personal data

93%

do not assess your password strength on-screen during password creation

51%

make no attempt to block entry after 10 incorrect login attempts, leaving the door open for automated password cracking



The most secure

Rank	Website	Score
1	Apple	100
2	Newegg	65
3	Microsoft	65
4	Chegg	65
5	Target	60
6	Williams-Sonoma	55
7	CDW	50
8	Amway	45
9	Musician's Friend	45
10	Nike	45

RANKING OF U.S. E-RETAILER SITES

Detailed results of this study are available at:

Dashlane.com/SecurityRoundup



The least secure

Rank	Website	Score
1	MLB.com	-75
2	Karmaloop	-70
3	Dick's Sporting Goods	-65
4	Toys R Us	-60
5	Aeropostale	-60
6	J. Crew	-55
7	Vitacost	-50
8	Nutrisystem	-50
9	American Girl	-50
10	1-800-Flowers.com	-46



The world's best password manager and secure digital wallet

Dashlane is the leading solution for password problems and online form-filling for people everywhere, available on PC, Mac, smartphone and tablet.

> More info at www.dashlane.com

© Dashlane – The study was conducted by Dashlane from January 17-22. The Top 100 e-commerce websites were chosen per Internet Retailer's 2013 Top 500 eGuide. Dashlane excluded sites that required a paid subscription to create a new account and conglomerates that owned multiple e-commerce sites. Each site was analyzed based upon a set of a total of 24 criterion. A criteria was noted as positive when it added security, and negative when it added risk. Each criteria was then given a +/- point value enabling each website to have total score between 100 and -100.

> For complete methodology with weighting variables, contact press@dashlane.com