

# Buyer's Remorse of Cyber Security

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**Abstract:** As consumers of products and services, we love new technology. We crave it. We have been spoiled by it, and whenever possible, we demand better, faster, newer capabilities from manufacturers. Prior to the launch of a product, consumers line up overnight to be the first few to buy, unbox, and use it. In order to get these new products out to market so quickly, companies follow strict timelines.

During the design, test, and manufacturing stages, company staff are under lockdown and are subject to possible job loss when information leaks occur at their hands. For both hardware and software, companies are pressured to release new products annually, for all kinds of reasons, including maintaining market share, showing constant growth in financial statements, and being first to market, just to name a few. These quick to market products and services tend to suffer from inferior quality testing, commonly relying on early buyers to work out and find issues.

As consumers, we lean more toward ease-of-use versus security. As owners, when a security breach occurs, we behave as though the company has failed us. We become hypocrites, pointing fingers and demanding that the companies repair and sometimes reimburse us for the lack of security in their solutions.

Are companies to shoulder the blame for the lack of cyber security or are we as consumers also responsible? Will the pendulum shift from our desire to have highly capable technology over to a focus on cyber security? This position paper discusses the possibility that consumers and consumerism are also responsible for the lack of corporate attention to cyber security. The paper will categorize the problems and propose solutions that may offer companies to work within, to moderate the competing forces of consumer desires versus cyber risk.

**Keywords:** *cyber security, corporate responsibility, security by design, consumerism, data protection, intellectual property*