Connectivity issues lead to damaged relationships in 1-in-6 cases





Staying connected is now an obligatory part of showing you care. According to a study from Kaspersky Lab, connectivity is now a vital part of our duty to family, friends and loved ones. The research shows that when people can't use their devices, their most common worries are that family and friends will be concerned about them (51%) and that they will not be able to help a family member if something happens (45%).

Imagine this: you are meeting your partner for an important anniversary one evening. But suddenly you realize you're late. You need to let your partner know – you don't want them to feel unloved or abandoned – but just when you're about to contact them, your phone runs out of battery. You're left unconnected, and you know your important anniversary isn't going to go well…

Concerns about not being connected, and what this means for our love-lives, are often justified. The impact of not having a working connection can range from simply missing a date (21%), to longer term problems, with one-in-six (15%) admitting to having issues with their loved ones as a result of their device running out of battery, being misplaced or getting stolen.

And it's not just relationships that are damaged – many of us mess up without our connected devices to guide us through daily life. Out of the survey respondents that have had a connectivity issue, a fifth (21%) have missed out on an education/business opportunity, 16% have got losthave missed out on a social opportunity like a party, as a result of their device not keeping them online.

Despite their dependency on staying connected, 18% of people do nothing to keep their devices working and online, only 34% control their battery levels and just one-in-five (22%) regularly check their device's health.

"Connectivity plays a big part in our daily lives. As the research shows, without access to their devices, people mess up – they miss out on opportunities, get lost, and worry about each other. What's clear is that not being connected can also have a lasting impact on our relationships – because if we mess up there, it's the heart that can get hurt. When people's attitude to device safety is lax, that's exactly what can happen – because couples expect each other to respond, parents expect to be able to instantly find out where their children are, and friends don't expect to go ignored. It is vital that more measures are taken to protect our devices better, and to maintain connectivity," says Dmitry Aleshin, VP for Product Marketing, Kaspersky Lab.

Kaspersky Security Cloud helps people to avoid messing up. Its adaptive security means that users can keep their devices online, to avoid getting into trouble with loved ones. The solution is able to adapt to people's connectivity needs and contains several features to help Mac, Windows, iOS and Android users live their digital lives without the risk of losing their connectivity when it's needed most. For example:

– When your children are out and about, and you need to know if they can contact you – the new Battery Tracker feature in Kaspersky Safe Kids means parents know whether children can connect or not. It notifies parents when the battery level gets low on their children's mobile devices.

– When you suddenly can’t make it to a date or appointment, and you don’t want to leave them hanging – Device Power Consumption tells you how much battery you have left on your Android device, and how much time you have before it runs out, so that you can let people know what’s going on before it’s too late.

– When you’ve lost your device, but if you don’t respond, it could be the end of your relationship or career – the Anti-Theft feature will help you locate and get your Android device back, so that you can send that crucial message. It allows users to turn on their lost device’s alarm, lock and locate the device, and even take a mugshot of the person using it.