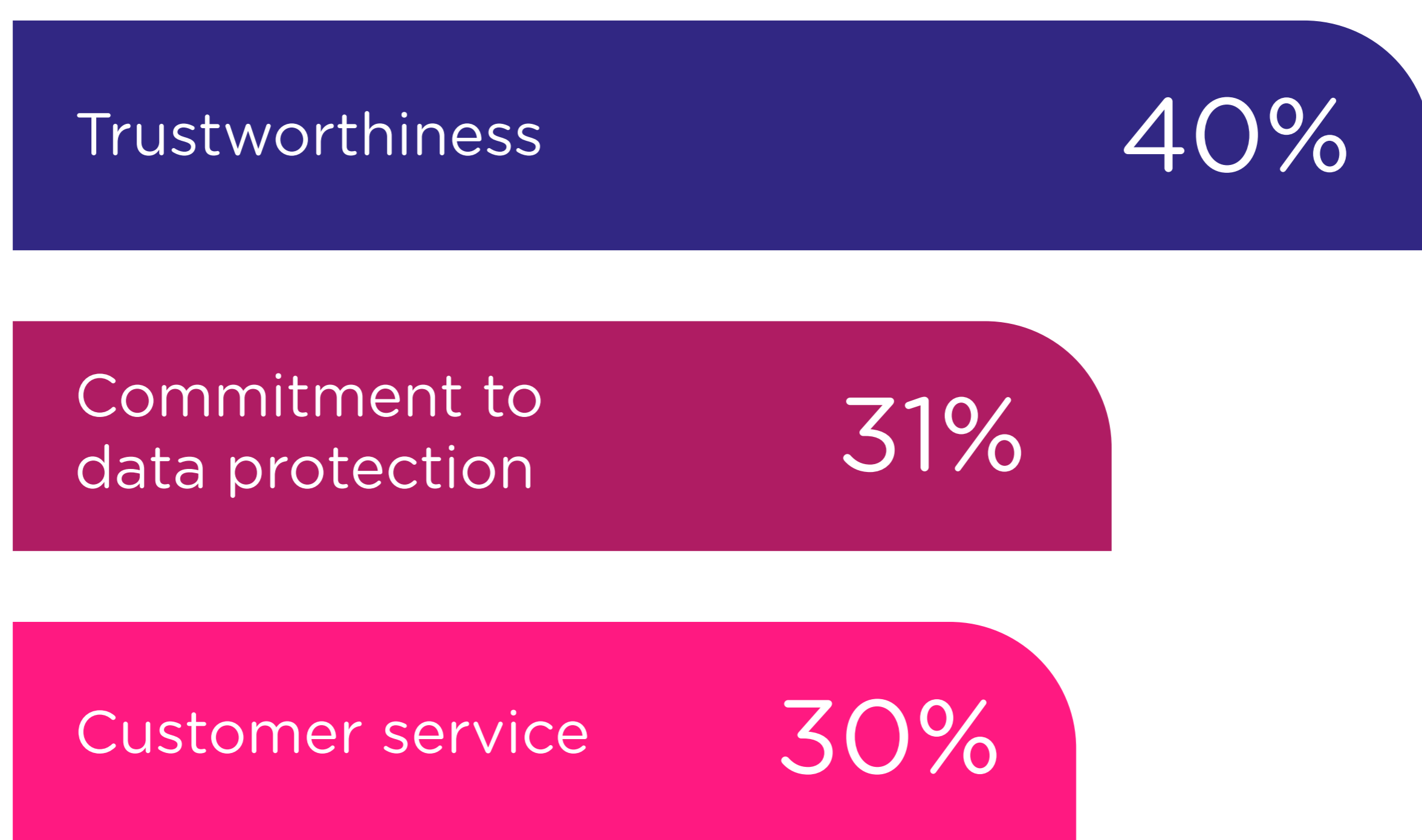


2020 Consumer Trust and Data Privacy Report

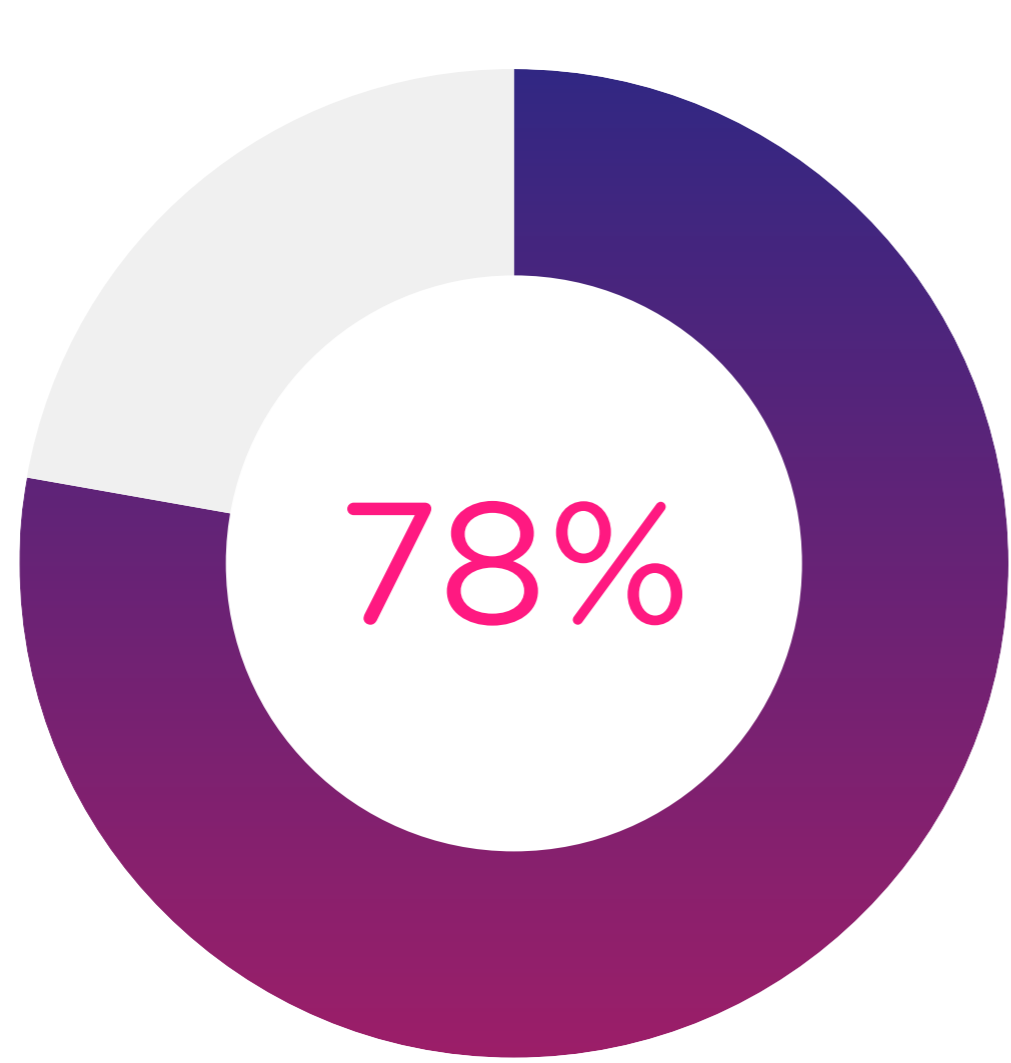
How is data protection influencing how consumers interact with brands?



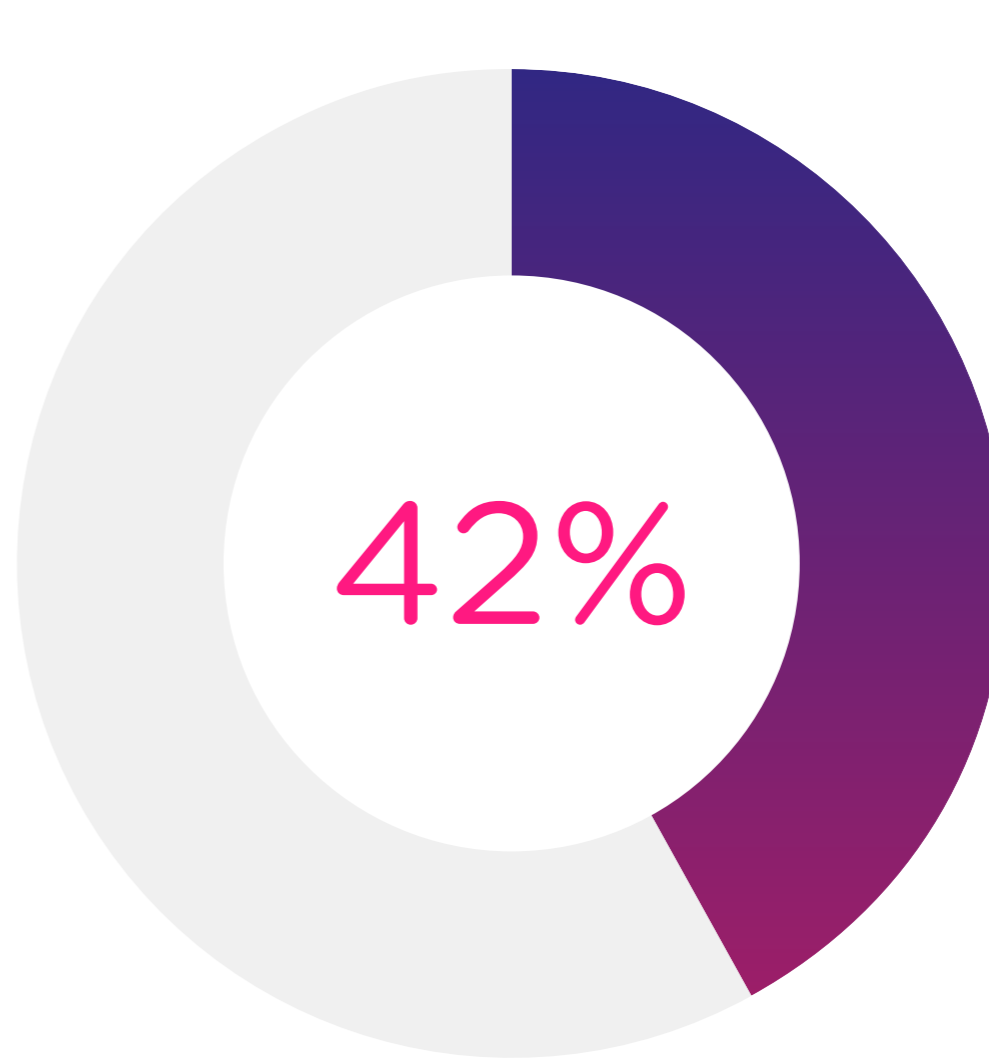
What's driving brand loyalty?



Are consumers willing to share their data with brands?

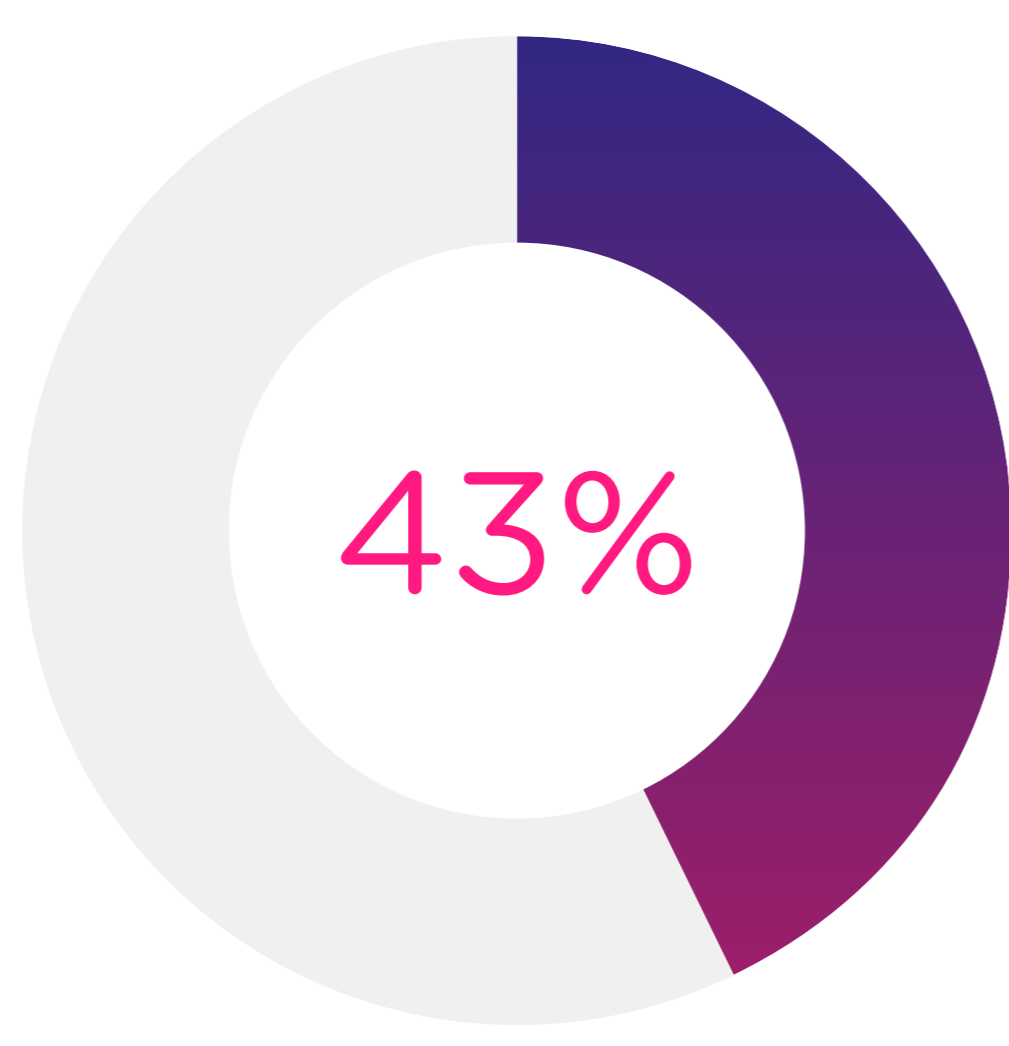


are concerned or very concerned about protecting their personal data

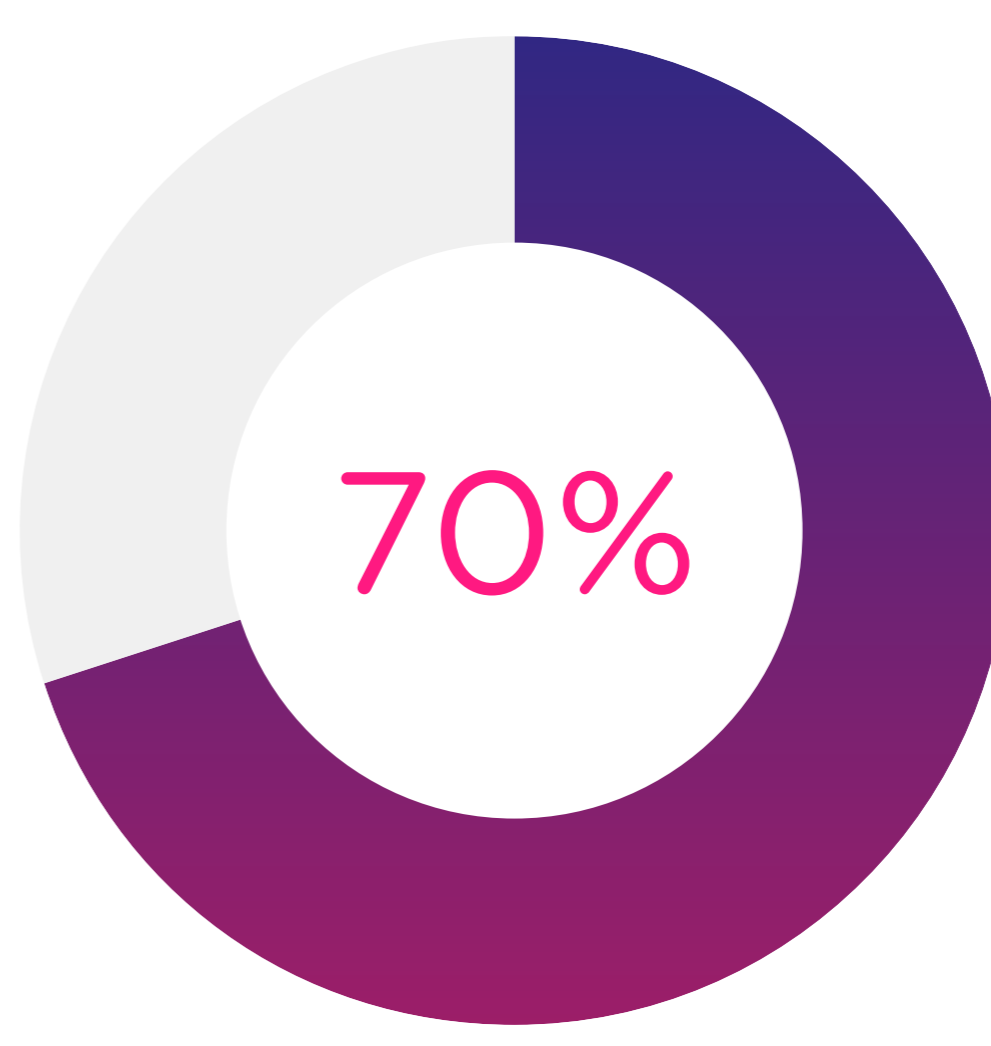


wouldn't share sensitive data with a business for any reason

Do customers understand how brands are using their data?

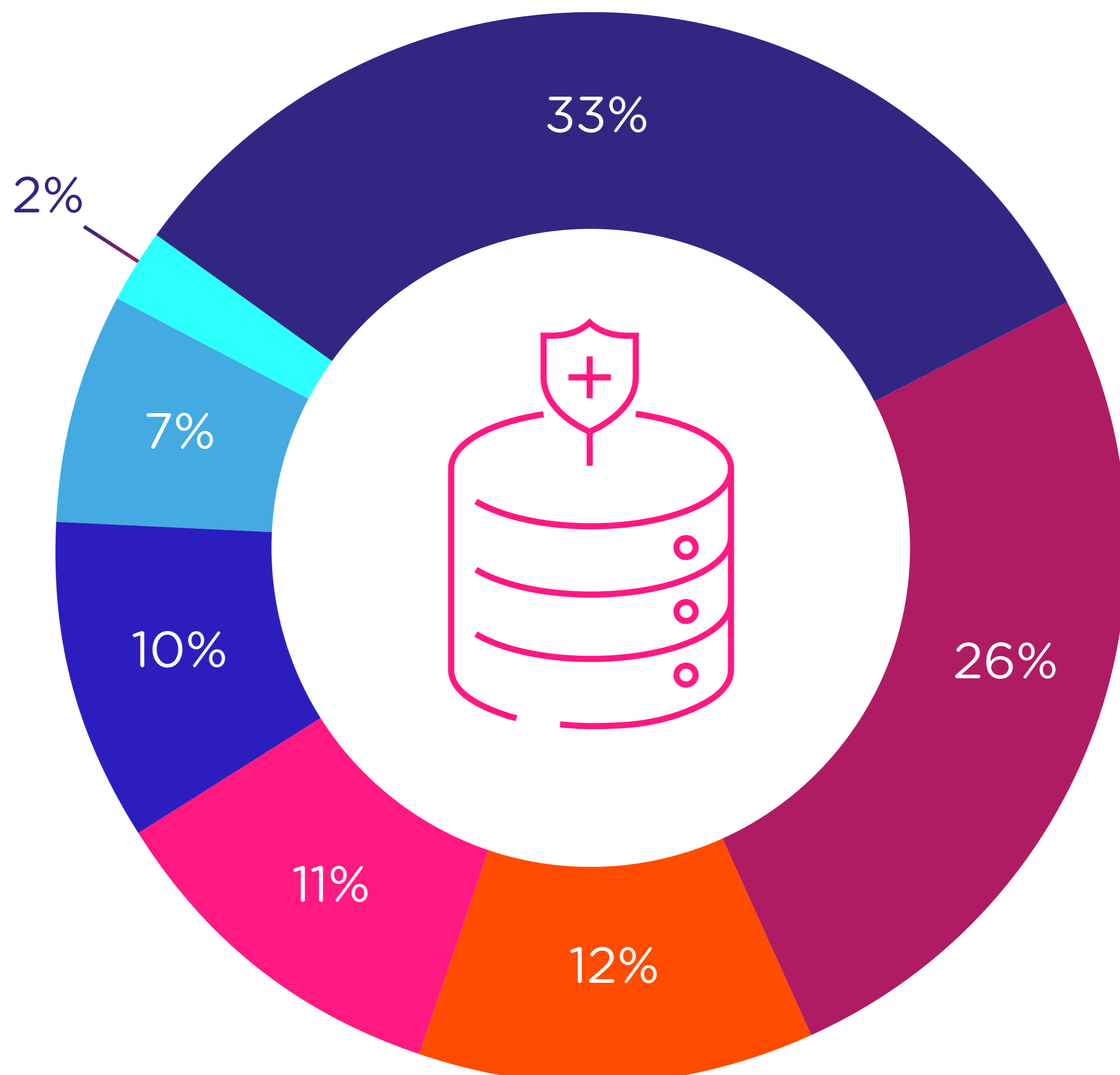


don't know if they've worked with a business that has been impacted by a data breach



admit to only skimming data privacy notices or not reading them at all

What's making consumers uncomfortable with businesses collecting their data?



- Having my data stolen as part of a data breach or security issue 33%
- Businesses selling/sharing my data with other third-party businesses 26%
- The possibility of internal misuse of my data 12%
- Businesses using my data outside the scope of my expectations 11%
- Businesses using my data to send content that is not relevant to me (i.e. emails or text messages) 10%
- Businesses using my data for COVID-19 tracking and health updates 7%
- Other 2%



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