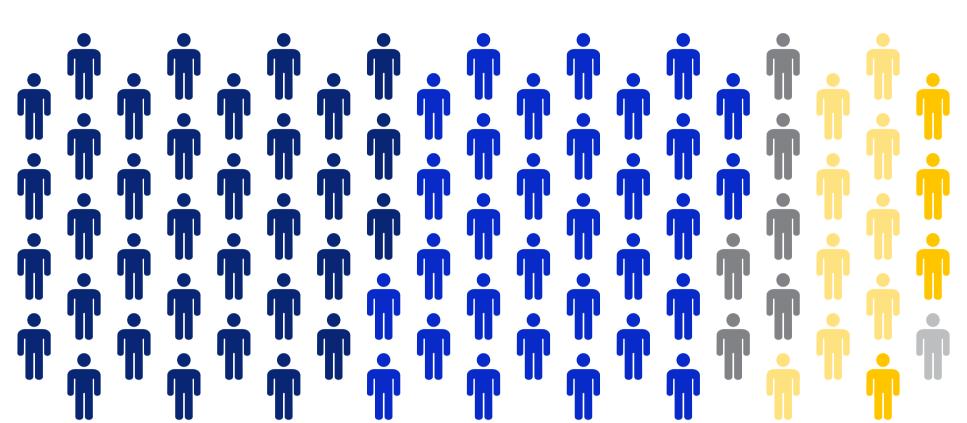
AT-A-GLANCE

# Privacy and Consumer Trust in Mexico

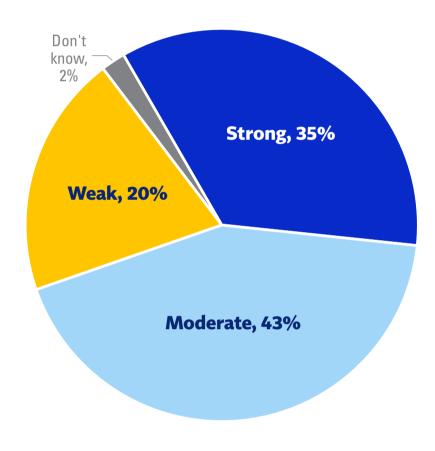
By IAPP Principal Researcher, Privacy Law and Policy, Müge Fazlioglu

### **Level of concern about online privacy**

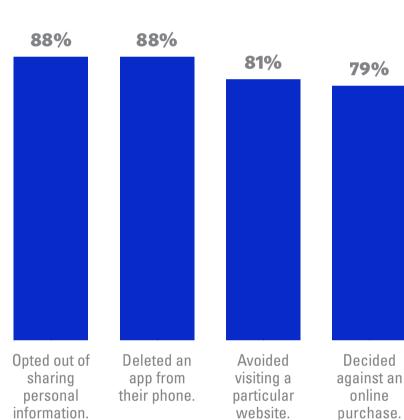


Very concerned: 40%
Somewhat concerned: 36%
Neutral: 7%
Somewhat unconcerned: 10%
Very unconcerned: 5%
Don't know: 2%

## Level of understanding about data collection and use



#### Because of privacy concerns, consumers have...

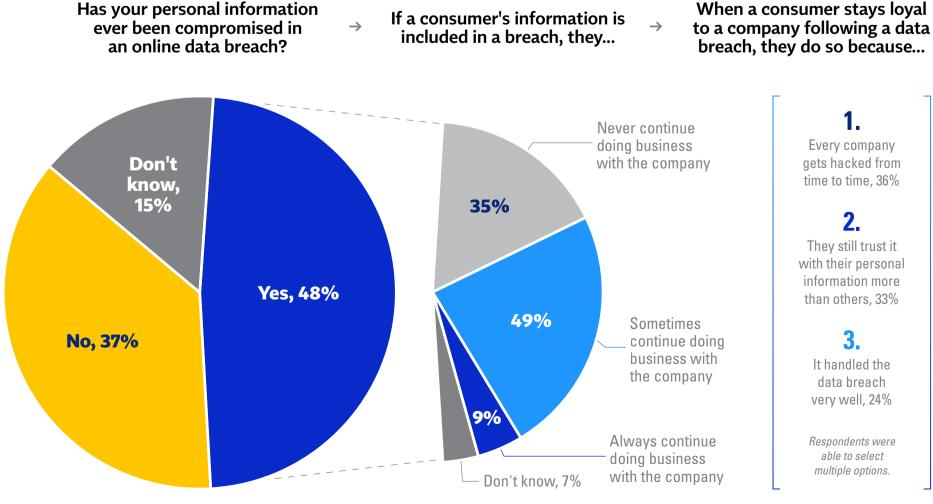


website.

## Company actions that enhance or diminish consumer trust

Top three trust-enhancing actions When a When a company company's When a allows them to clear privacy company shows opt in, rather than information it cares about being opted in enables them to protecting their by default. understand how personal data by it processes their communicating personal data. with them regularly about it.

Top three trust-diminishing actions When a company uses their data When a company When a company to offer them requests does not products/services information from personalize its from another them without products/services organization. clarifying why it based on the is needed. personal data they provided.



For more privacy and consumer trust country breakdowns or to view the full report, visit the IAPP Resource Center on our website.