



The role that consumer consent plays in the future of trusted commerce

Wednesday, 17 April

08:00-09:00 PST

11:00-12:00 EST

17:00-18:00 CET

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AGENDA OUTLINE

- I. Welcome and Introductions (5 minutes)
- II. Consumer Research Findings (5-10 minutes)
- III. Panel Discussion (35 minutes)
- IV. Questions & Answers (5 minutes)
- V. Closing Remarks (5 minutes)

WELCOME AND INTRODUCTIONS



Michelle Gervais
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Policy and Governance



Leigh Feldman,
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Visa Chief Privacy Officer



Zoe Strickland
Senior Fellow,
Future of Privacy Forum



We studied global consumers to understand behaviors and attitudes toward data usage and emerging technologies



US

1,200 adults were surveyed online across the United States in **2023** for the Consumer Empowerment survey



Global

38,500 adults across 29 markets were surveyed online around the globe between **2022-2024**



Visa Consumer Empowerment Survey (2022-2024)
Sampling Quotas represent the United States' adult population overall regarding gender, age, race and region.
After completion, data was weighted to match targets for the adult population on gender, age, race and region.
Margin of sampling error for n=1,200 is $\pm 2.8\%$
Margin of sampling error for n=1,200 is $\pm 4.0\%$

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Consumers generally do not feel in control of how their data is used



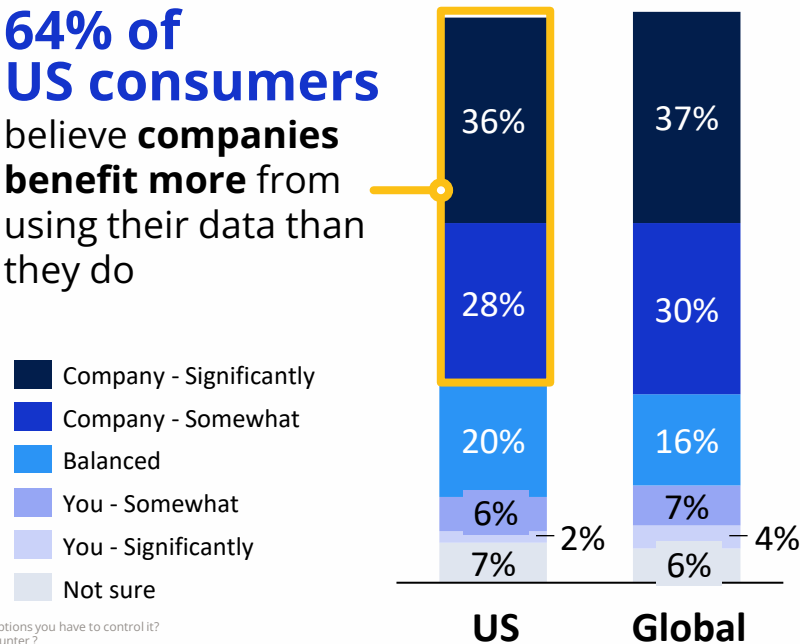
66% of US consumers say companies **only sometimes, rarely, or never educate** them about how data collection works and consumer options to control it



55% of US consumers think companies use data use policies, terms of consent and privacy policies to **protect their legal interests**

Who Benefits More From Data Use?

64% of US consumers believe **companies benefit more** from using their data than they do



Visa Consumer Empowerment Study (2022-2024)

Consumer Survey Q33: When companies ask you to share your data with them how frequently do they take time to educate you about how the data collection and use works and the options you have to control it?

Consumer Survey Q31: Which of these statements comes closest to your opinion? In your view, are most company data use policies, terms of consent and privacy policies that you encounter?

Consumer Survey Q30: In most cases, who benefits more when you allow your consumer data to be collected and used by a company?

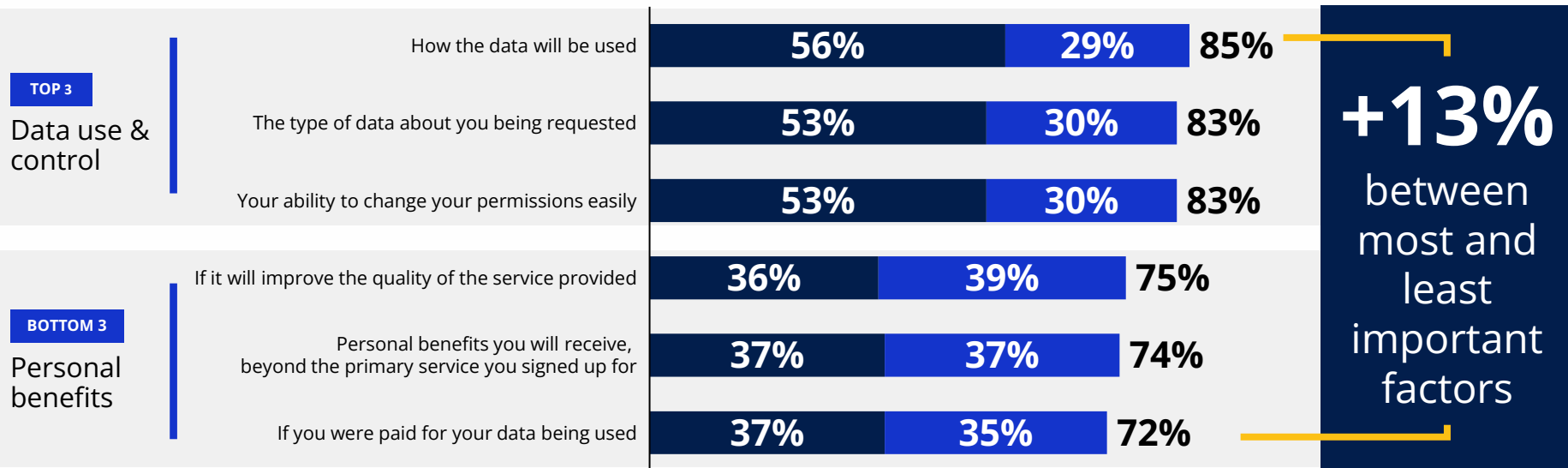
Note: Totals may not add to 100% due to rounding. (Global N= 38,500; United States (2023) N = 1,200)

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Consumers' care more about "how the data will be used" than the "personal benefits received" when sharing data

Importance of factors when sharing information

■ % Very Important
■ % Somewhat Important

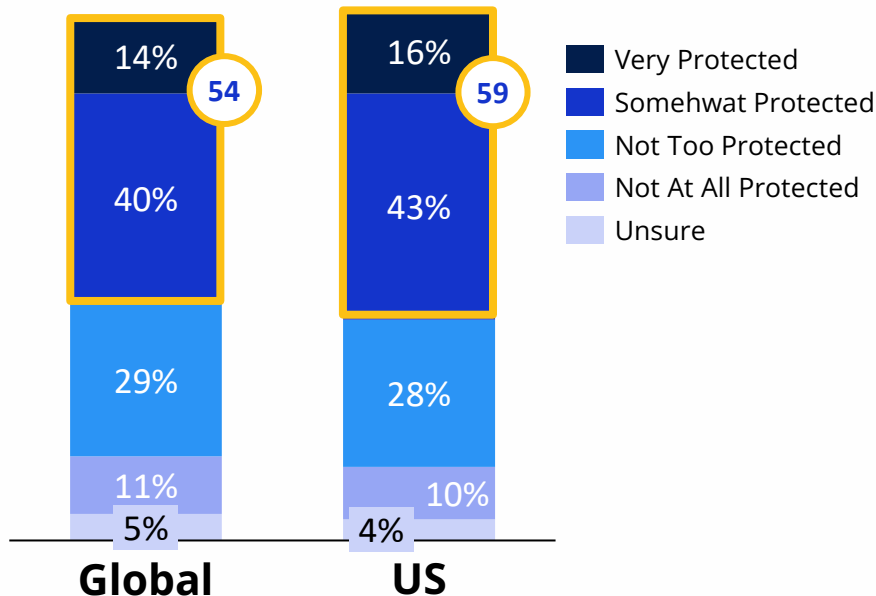


Visa Consumer Empowerment Study (2023)
Consumer Survey Q44AA-M: How important are each of the following factors when deciding whether or not to give your permission for a company to collect and use data about you?
(United States (2023) N = 1,200)

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Consumers feel protected by data privacy laws but fear government and corporate misuse of their data

Data Privacy Protection Levels



Of consumers in the United States:

68% 

Report concern about potential misuse or unauthorized access to shared online personal data by organizations

70% 

Report concern about government misuse of shared online personal data

Visa Consumer Empowerment Study (2022-2024)
Consumer Survey Q28: How protected do you feel by data privacy laws and regulations?
Consumer Survey Q43B: How concerned are you about the potential misuse or unauthorized access to the personal data you share online by organizations?
Consumer Survey Q43A: How concerned are you about the potential misuse or unauthorized access to the personal data you share online by the government?
Note: Totals may not add to 100% due to rounding. (Global N = 38,500; United States (2023) N = 1,200)

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There is an opportunity equip consumers with better understanding and control over data collection

Few consumers trust data use by companies...

13%

feel **completely in control** of how their data is collected and used

14%

feel **completely comfortable** with how their data is used by companies

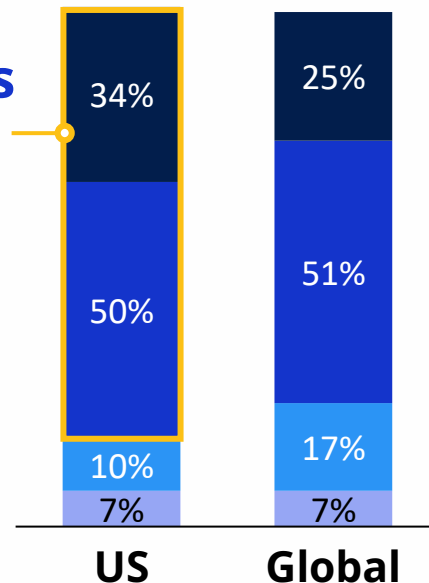
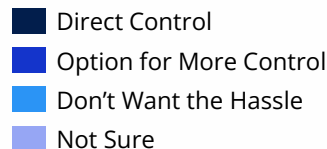
15%

fully understand how their data is being used

...and they want more control

84% of US consumers

want to take **more direct control** or have the **option to have more control** over their data



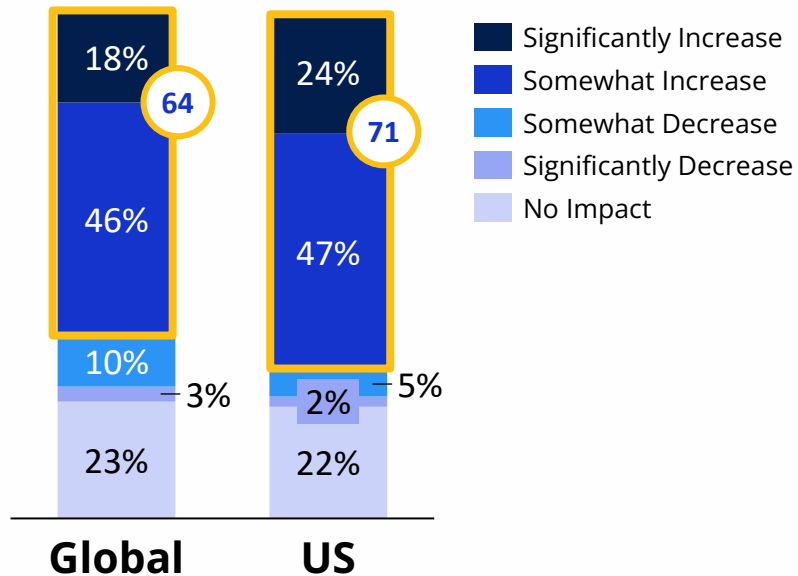
Visa Consumer Empowerment Study (2022-2024)
Consumer Survey Q20: Thinking about the data collected about you when you conduct online activities, how much control do you feel you have over what data is collected and how it is used?
Consumer Survey Q21: Thinking about the data collected about you when you conduct online activities, how comfortable are you with what data is collected about you and how that data is used?
Consumer Survey Q19: Thinking about the data collected about you when you conduct online activities, how well do you understand how your data is used?
Consumer Survey Q29: Which of these approaches comes closest to your opinion?
Note: Totals may not add to 100% due to rounding. (United States (2023) N = 1,200)

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Transparency in data use increases consumers' levels of trust and of data sharing

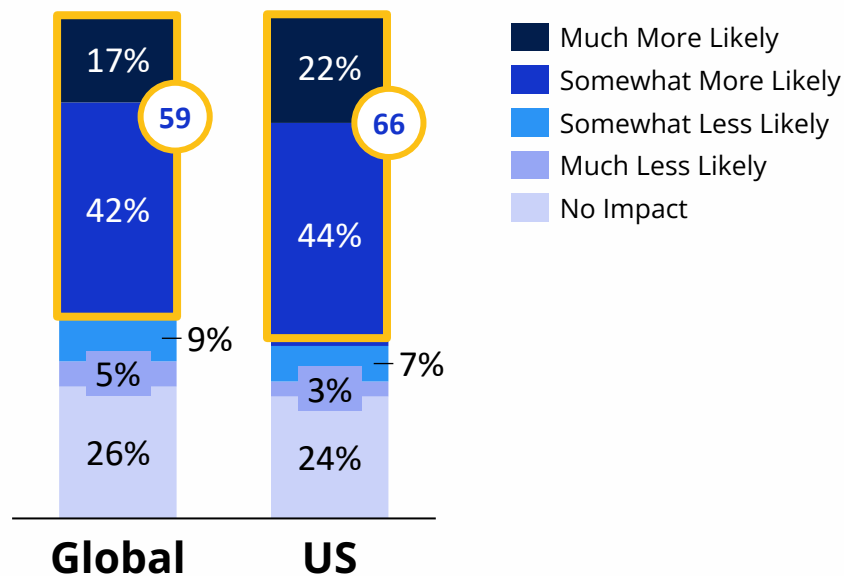
Trust levels after added visibility

% who selected each option



Sharing data after added visibility

% who selected each option

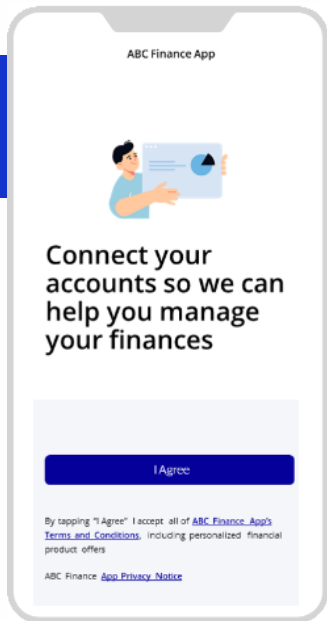


Visa Consumer Empowerment Study (2022-2024)
Consumer Survey QFRX5: How would such added visibility into how your data is used after you share it impact your trust in companies that ask to collect and use your data?
Consumer Survey QFRX6: How would such added visibility into how your data is used after you share it impact your likelihood to share your data?
Note: Totals may not add to 100% due to rounding. (Global N = 38,500; United States (2023) N = 1,200)

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Consent experiences are evolving to meet regulatory needs and consumer demands for clarity, transparency, and control



Today

Implied | Bundled | Conditional

T&C

- Implicit, unclear, complex language
- Agreement to all T&Cs, precondition of service
- Take it or leave it

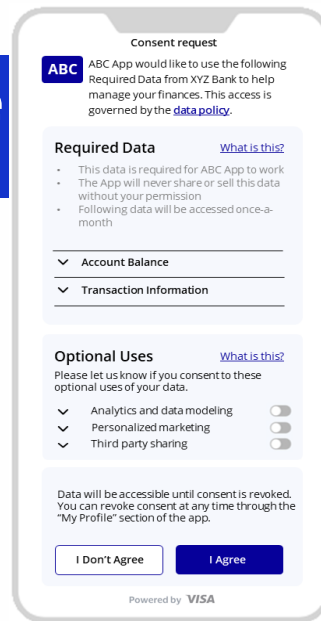


Not so Distant Future

Explicit | Unbundled | Unconditional

Granular

- Explicit, simple, informed, unbundled, time-bound, revocable
- Opt-in consent for each data request, offers choice



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