

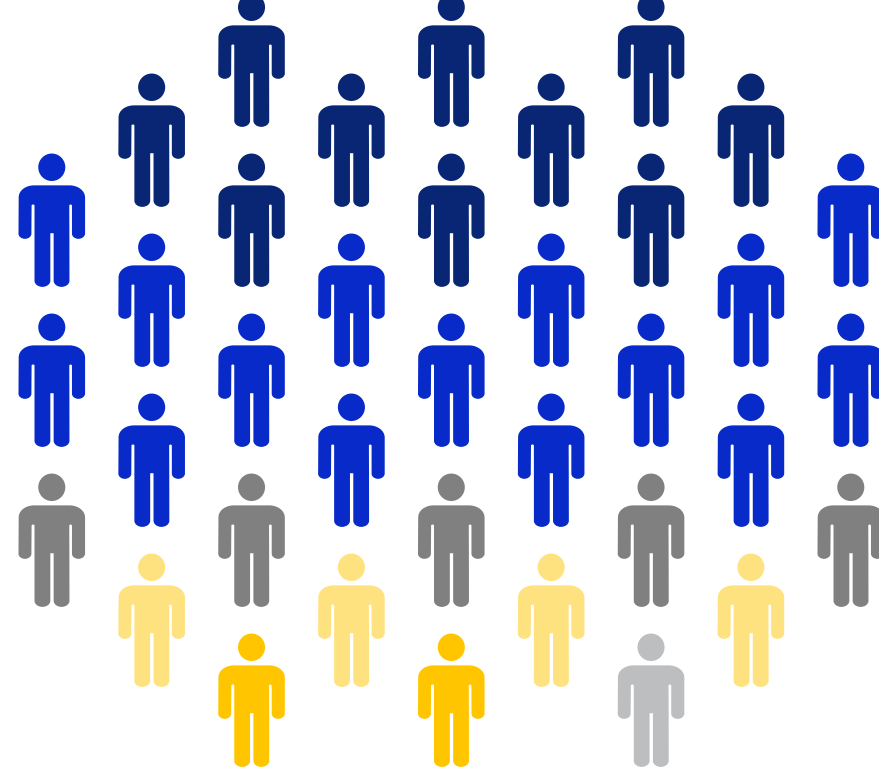
Privacy and Consumer Trust

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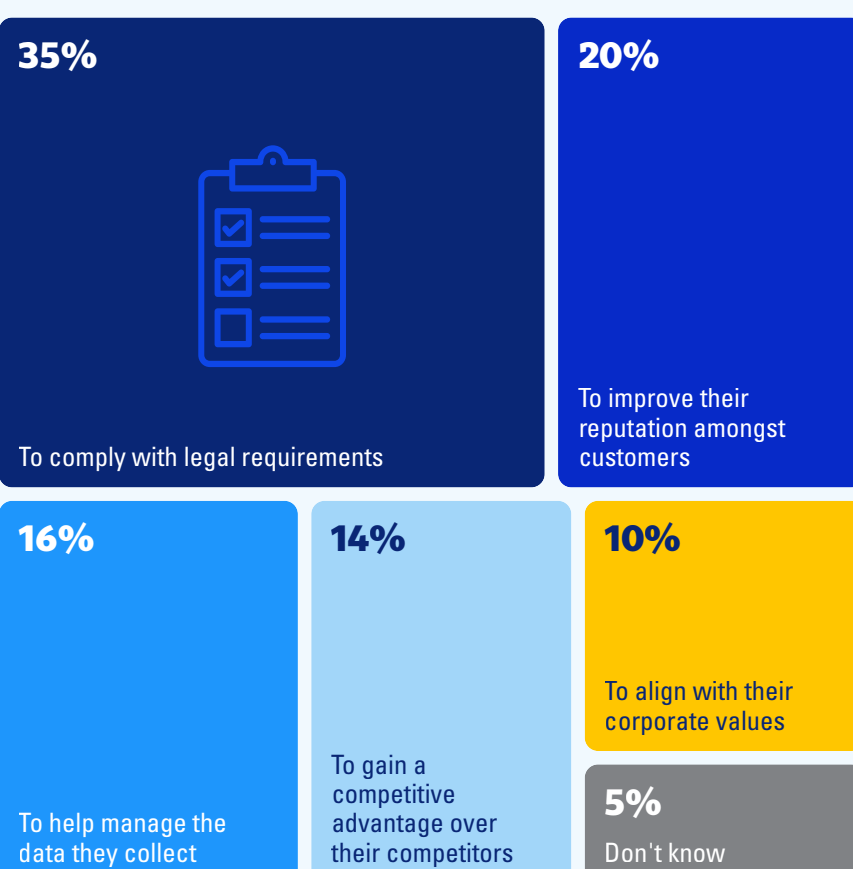


Nearly 68% of consumers throughout the world say they are either somewhat or very concerned about their privacy online.

Most consumers globally are concerned about their online privacy and, when threatened, will take steps to protect it.



● Very concerned: 27% ● Somewhat concerned: 41% ● Neither: 14%
● Somewhat unconcerned: 11% ● Very unconcerned: 6% ● Don't know: 1%



Q: What is the primary reason companies protect the privacy of their customers?

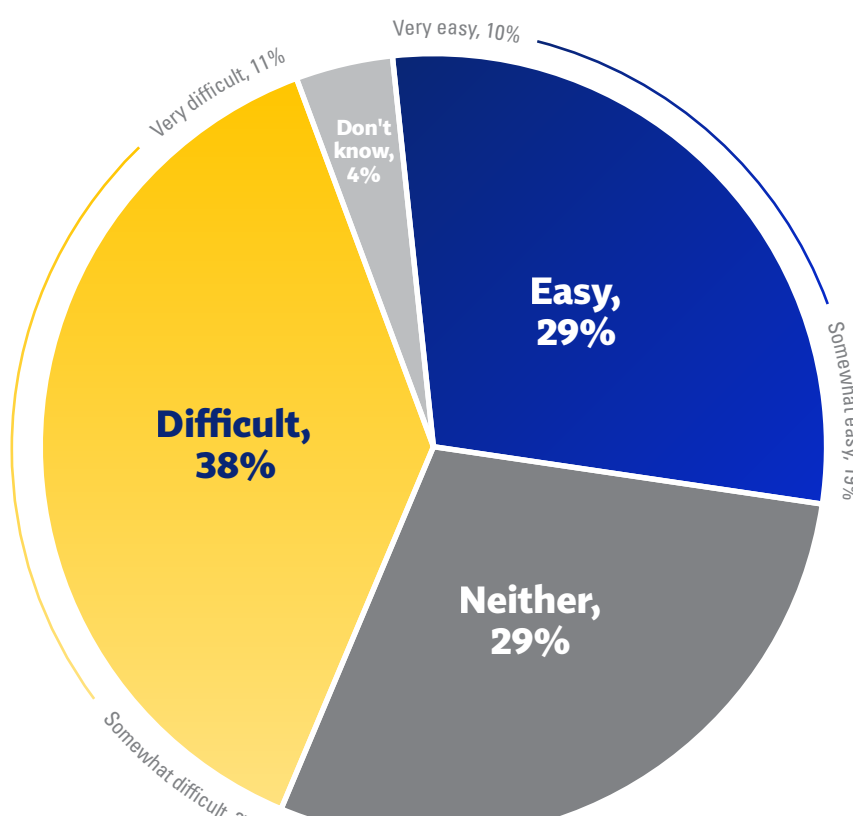
At 35%, more than a third of consumers see compliance with legal obligations as the biggest factor motivating companies to take steps to protect their privacy.

Consumers see legal compliance, like the obligations imposed by the EU GDPR, as the main reason companies work to protect their privacy.

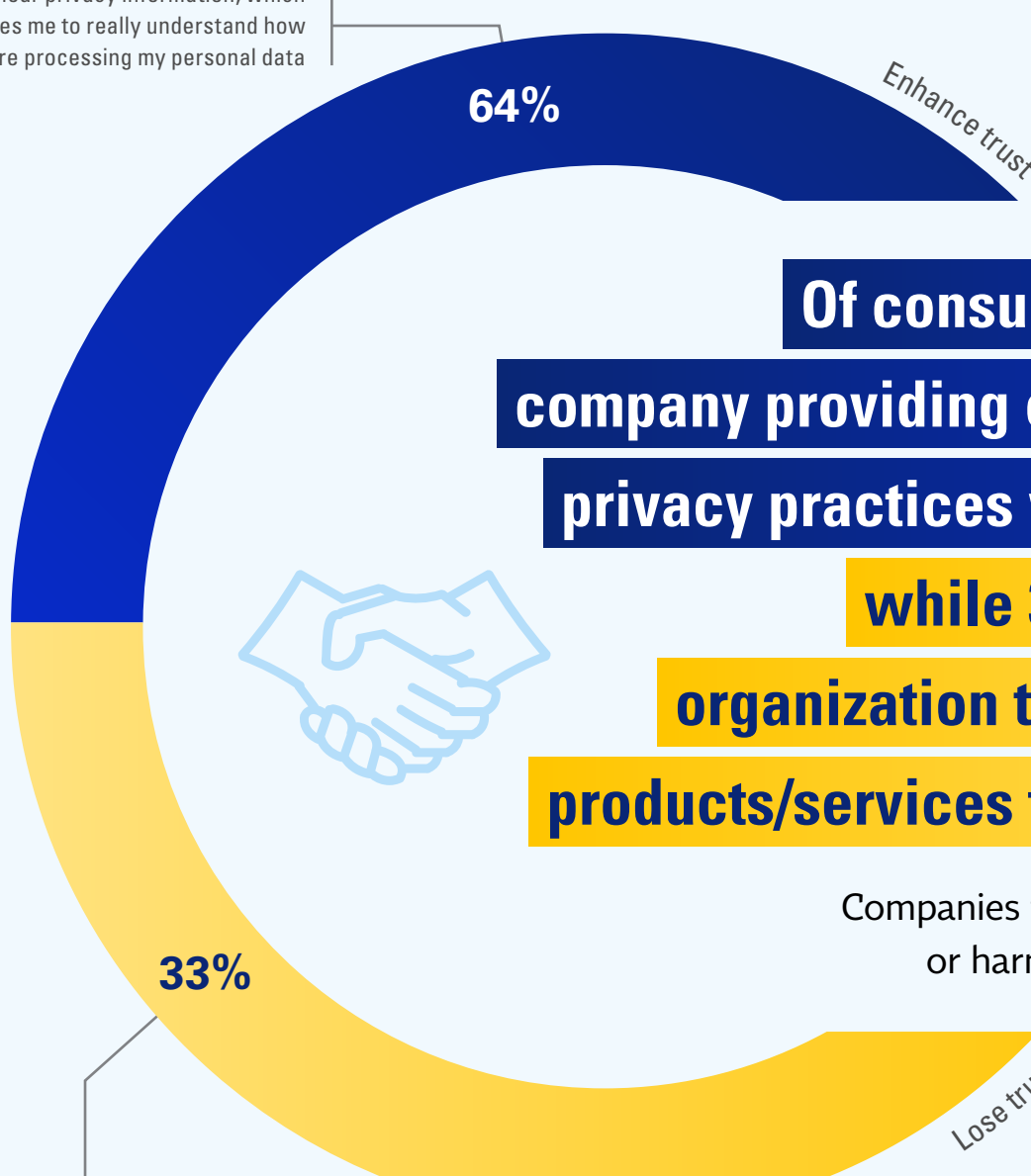


Globally, only 29% of consumers say it is easy for them to understand how well a company protects their personal information.

For most consumers, understanding a company's privacy practices and the types of information it collects about them is a difficult task.



Has clear privacy information, which enables me to really understand how they are processing my personal data

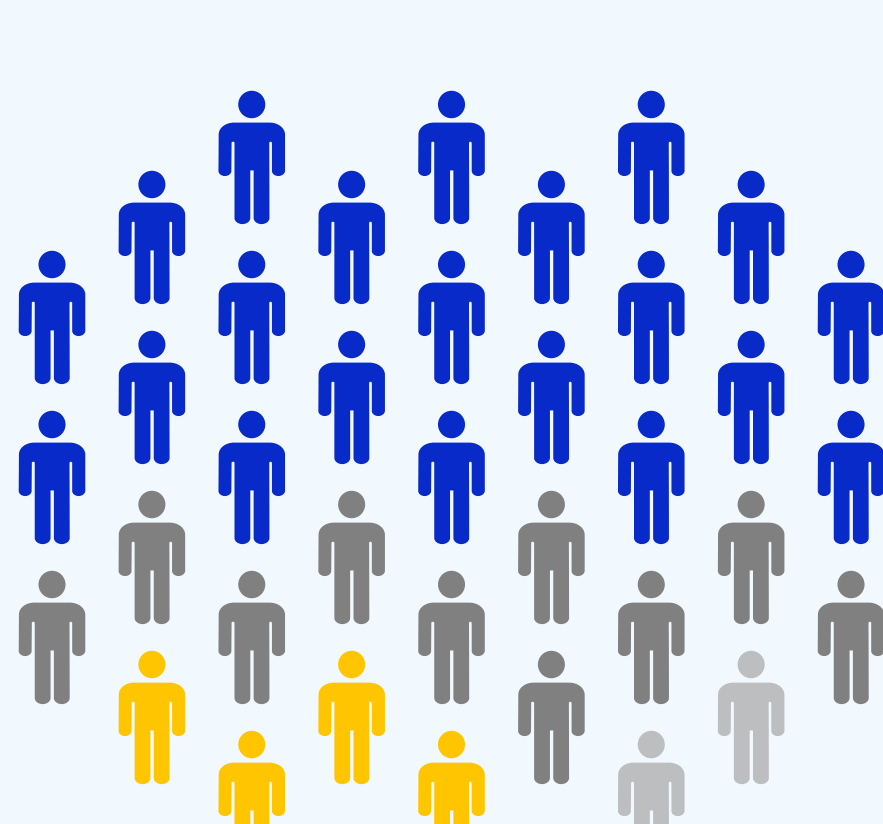
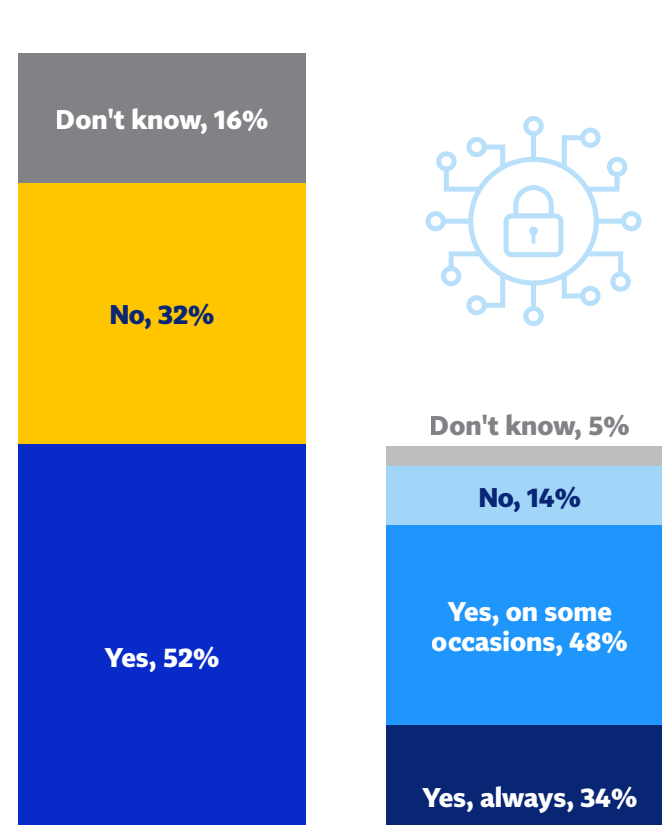


Of consumers surveyed, 64% said a company providing clear information about its privacy practices would enhance their trust, while 33% would lose trust in an organization that uses their data to offer products/services from another organization.

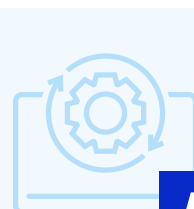
Companies take numerous actions that either enhance or harm consumer trust in their privacy practices.

Globally, 52% of consumers have been affected by a data breach. Of those affected, over 80% say they sometimes or always stop doing business with a company after it suffers a data breach.

Cybersecurity incidents are common experiences among consumers and impact which companies they are willing to buy goods/services from.



● Agree: 57% ● Neutral: 27% ● Disagree: 12% ● Don't know: 5%



At 57%, over half of global consumers agree the use of artificial intelligence in the collection and processing of personal data poses a significant threat to user privacy.

Use of AI and computers in data analysis raises the specter of risk for consumers.

Visit the IAPP Resource Center on our website to view the full Privacy and Consumer Trust report.

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