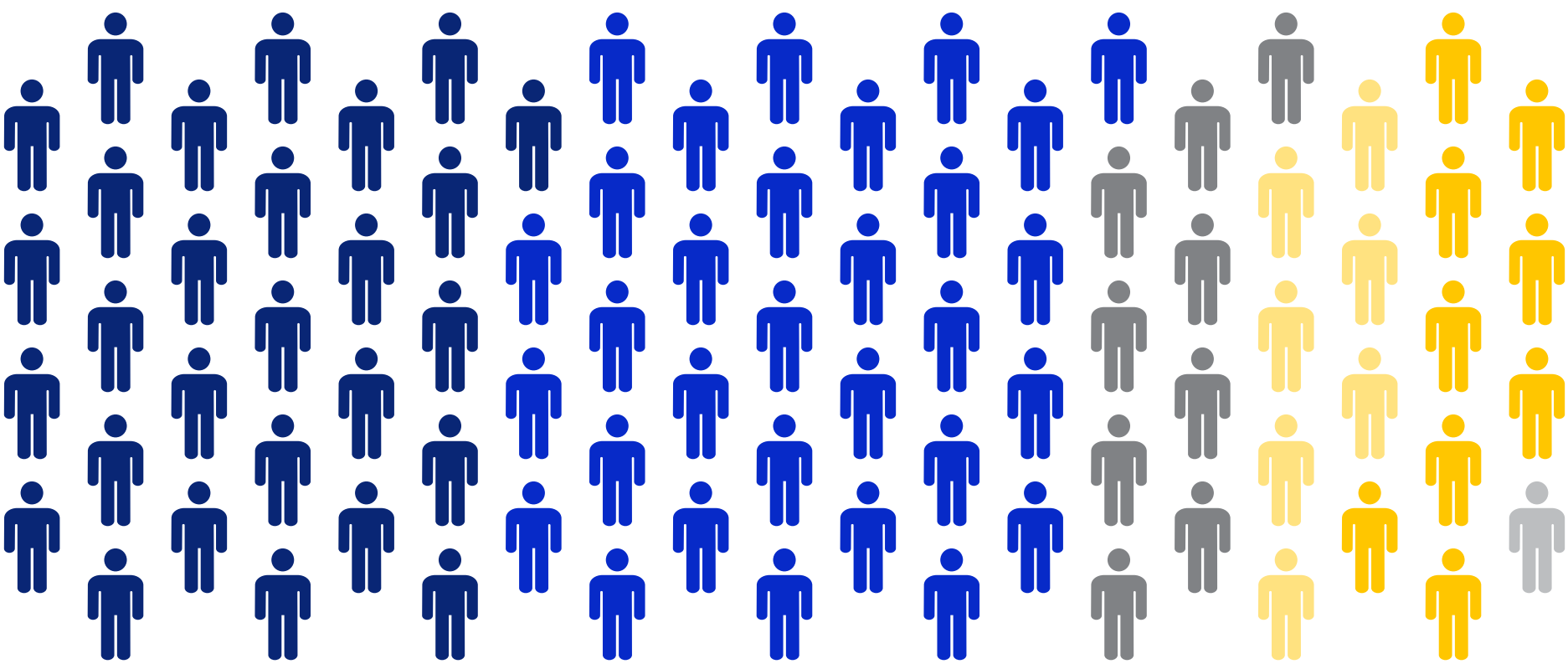


Privacy and Consumer Trust in Canada

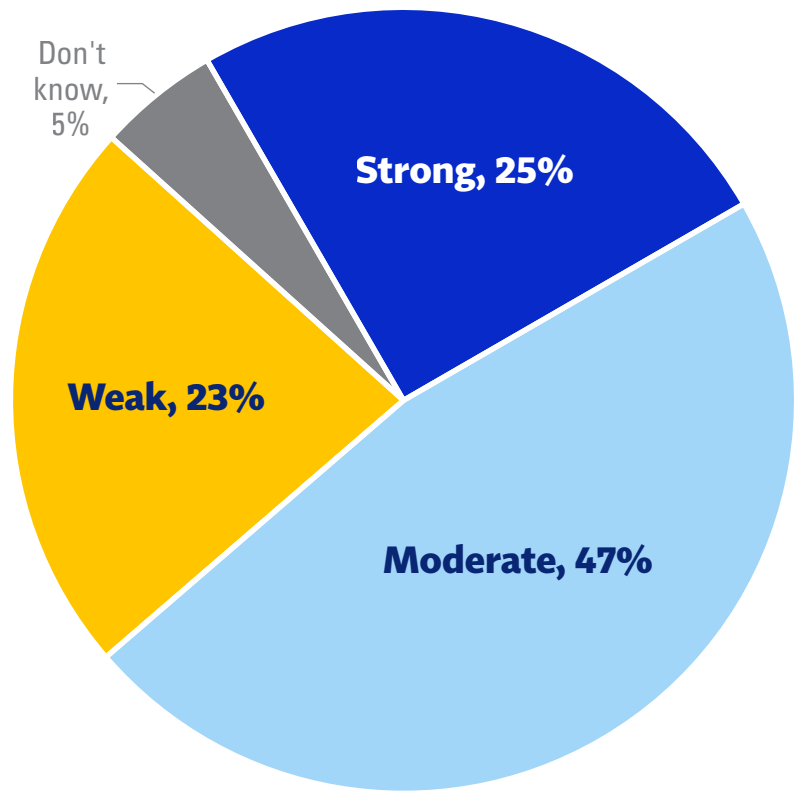
By IAPP Principal Researcher, Privacy Law and Policy, Müge Fazlioglu

Level of concern about online privacy

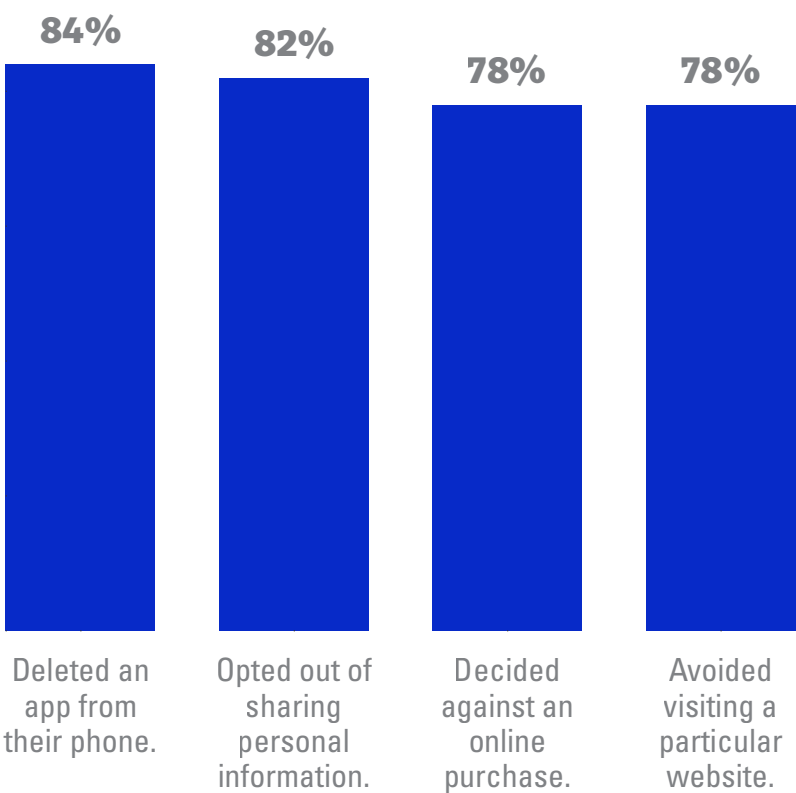


● Very concerned: 33% ● Somewhat concerned: 38% ● Neutral: 10% ● Somewhat unconcerned: 8% ● Very unconcerned: 10% ● Don't know: 2%

Level of understanding about data collection and use

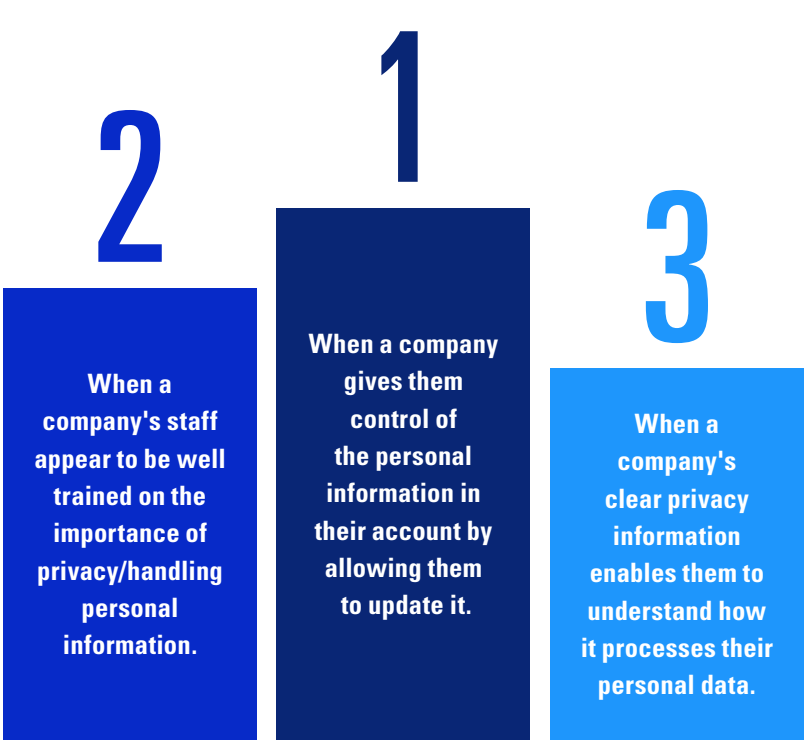


Because of privacy concerns, consumers have...

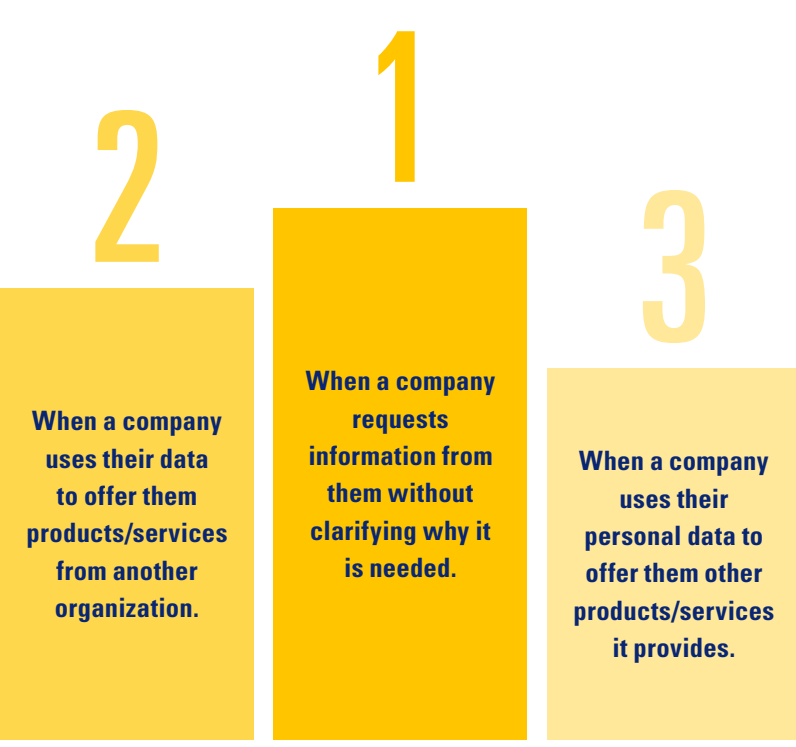


Company actions that enhance or diminish consumer trust

Top three trust-enhancing actions



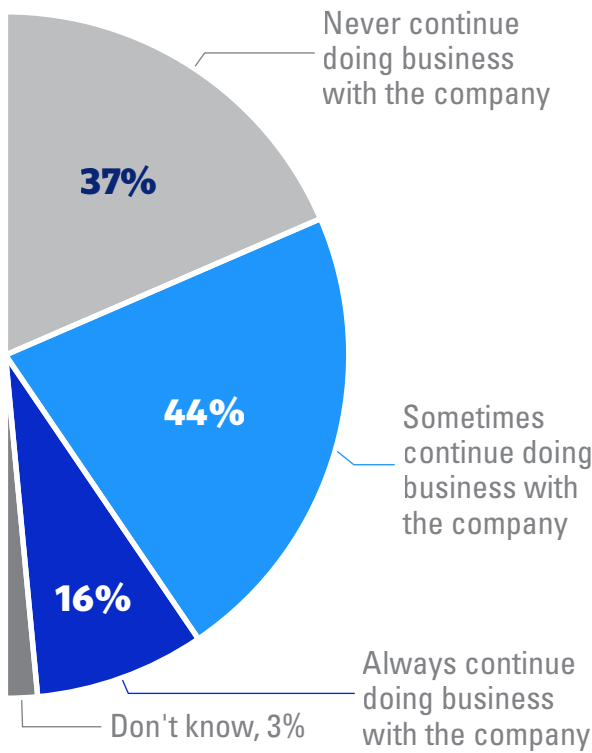
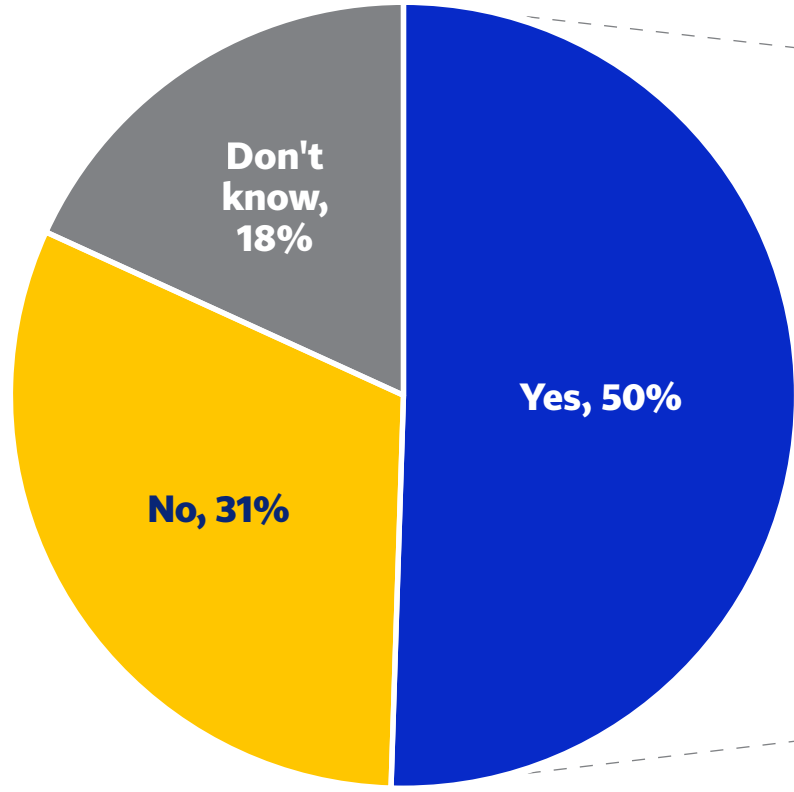
Top three trust-diminishing actions



Has your personal information ever been compromised in an online data breach?

If a consumer's information is included in a breach, they...

When a consumer stays loyal to a company following a data breach, they do so because...



1. It handled the data breach very well, 32%
2. Every company gets hacked from time to time, 28%
3. They still trust it with their personal information more than others, 21%

Respondents were able to select multiple options.

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