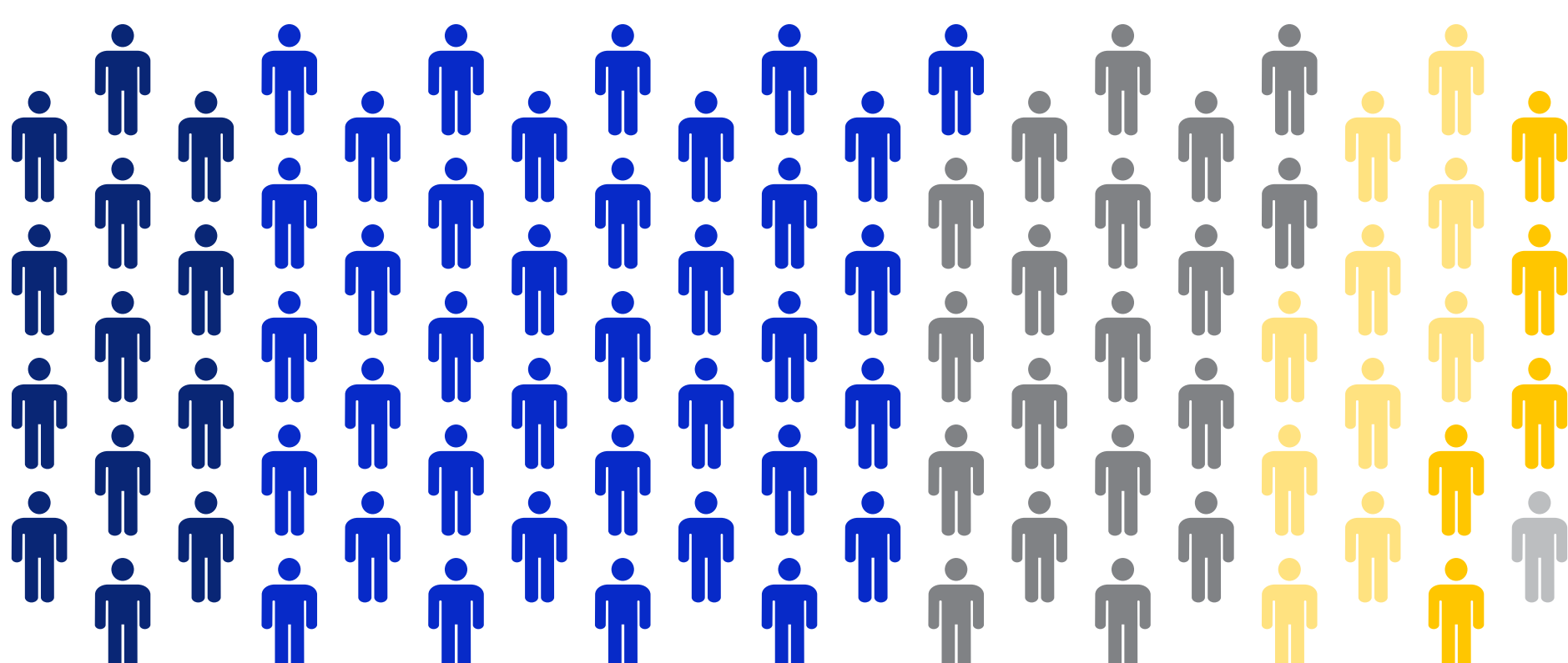


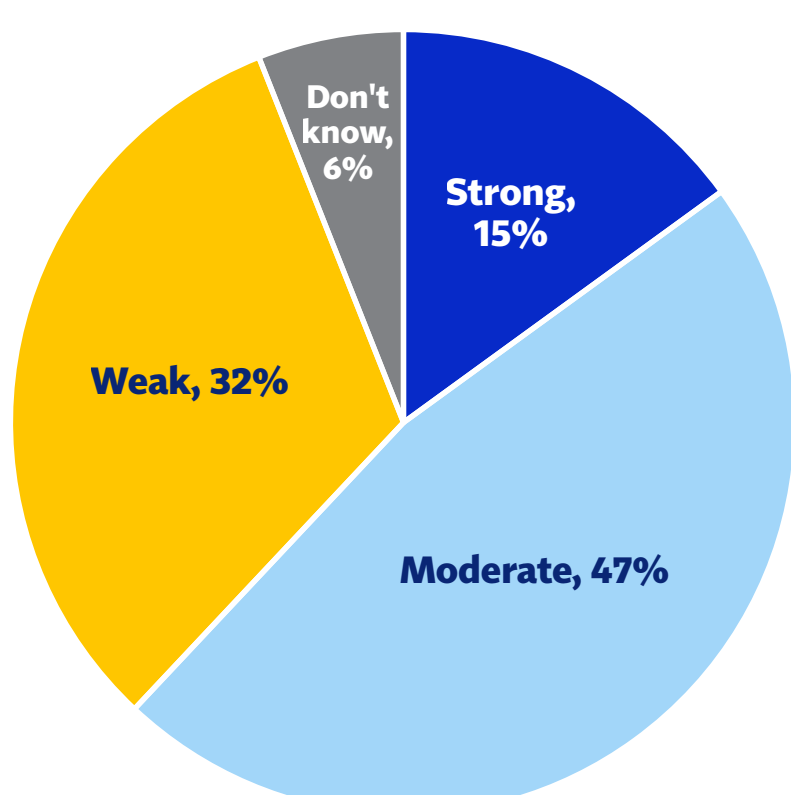
# Privacy and Consumer Trust in the United Kingdom

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

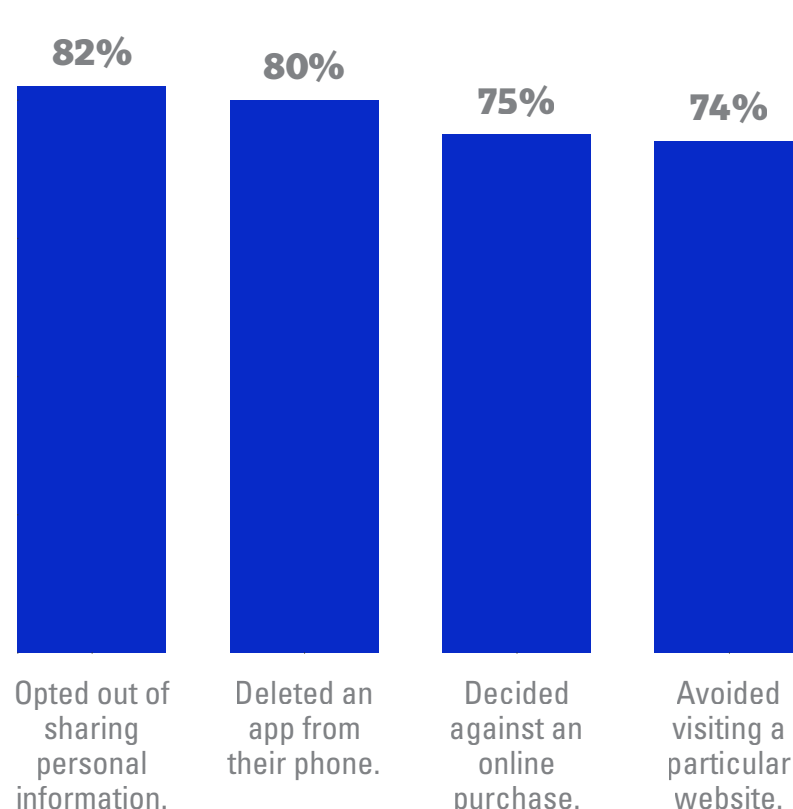
## Level of concern about online privacy



## Level of understanding about data collection and use

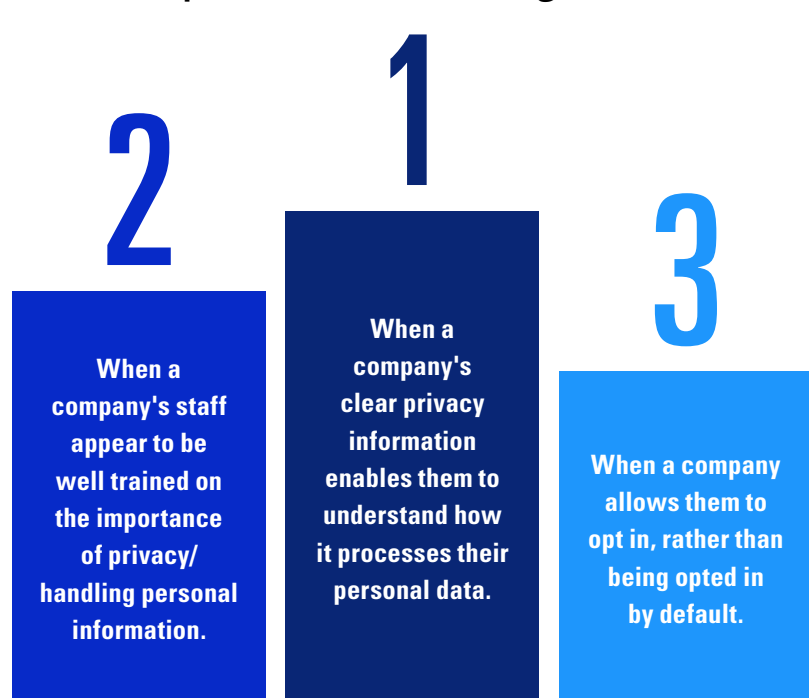


## Because of privacy concerns, consumers have...

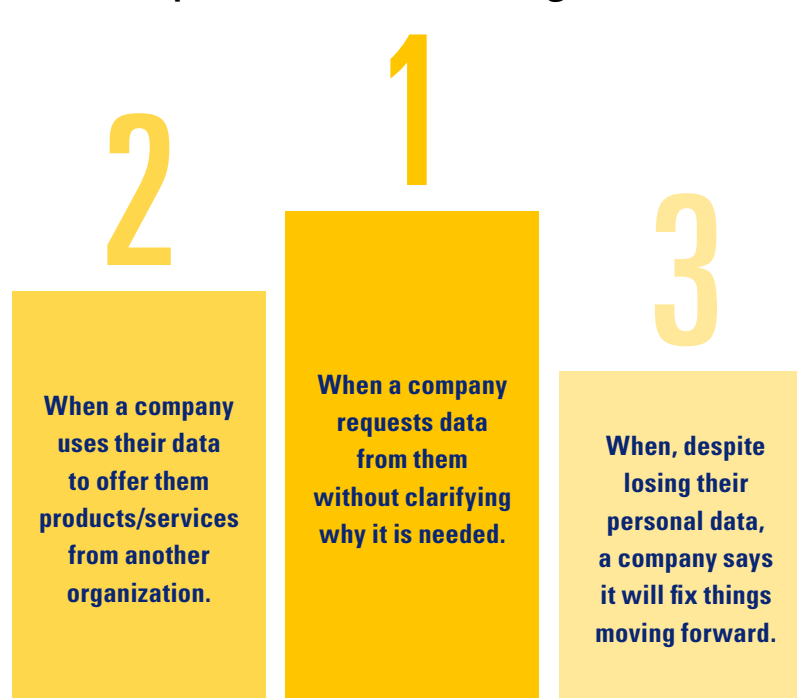


## Company actions that enhance or diminish consumer trust

### Top three trust-enhancing actions



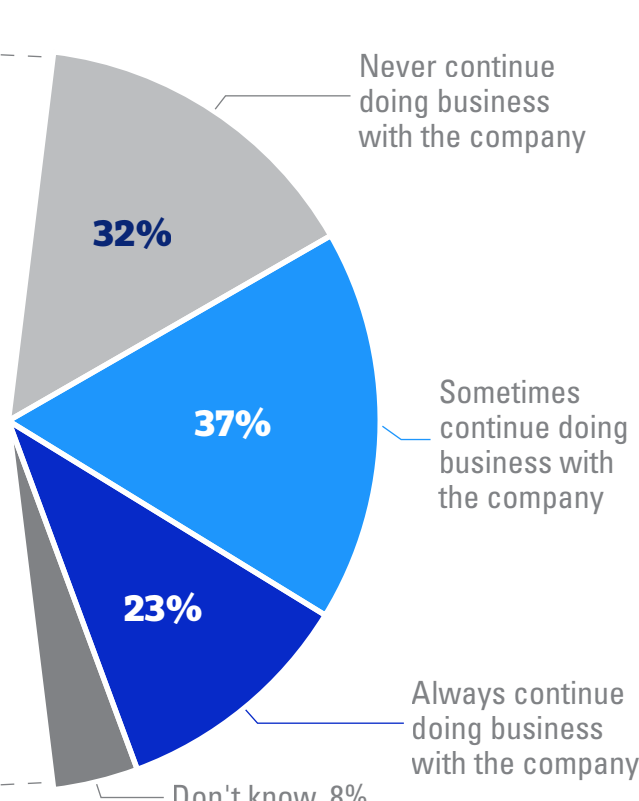
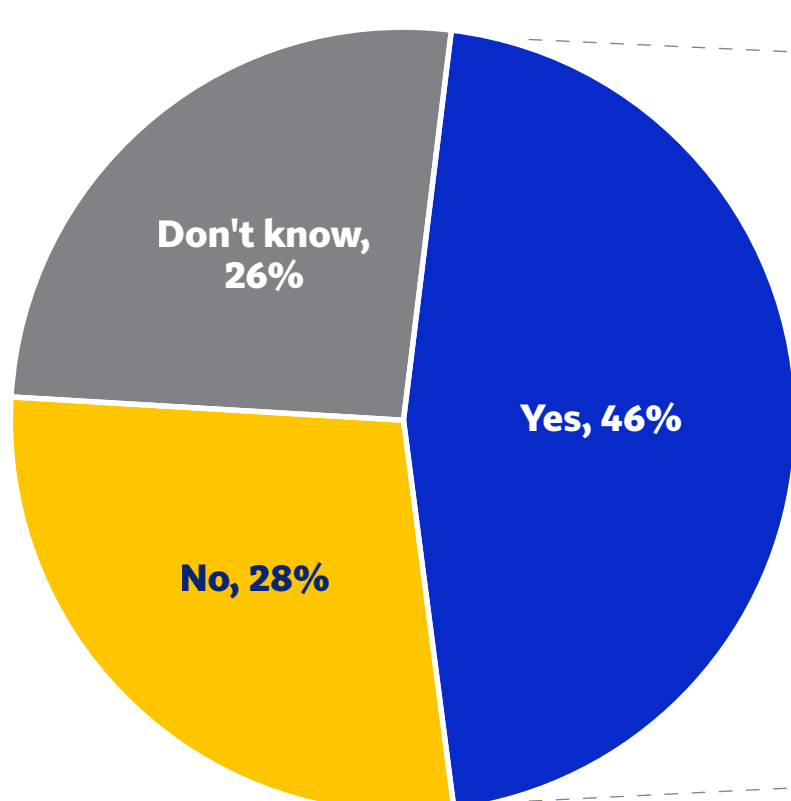
### Top three trust-diminishing actions



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, 44%
2. Every company gets hacked from time to time, 21%
3. They still trust it with their personal information more than others, 16%

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.