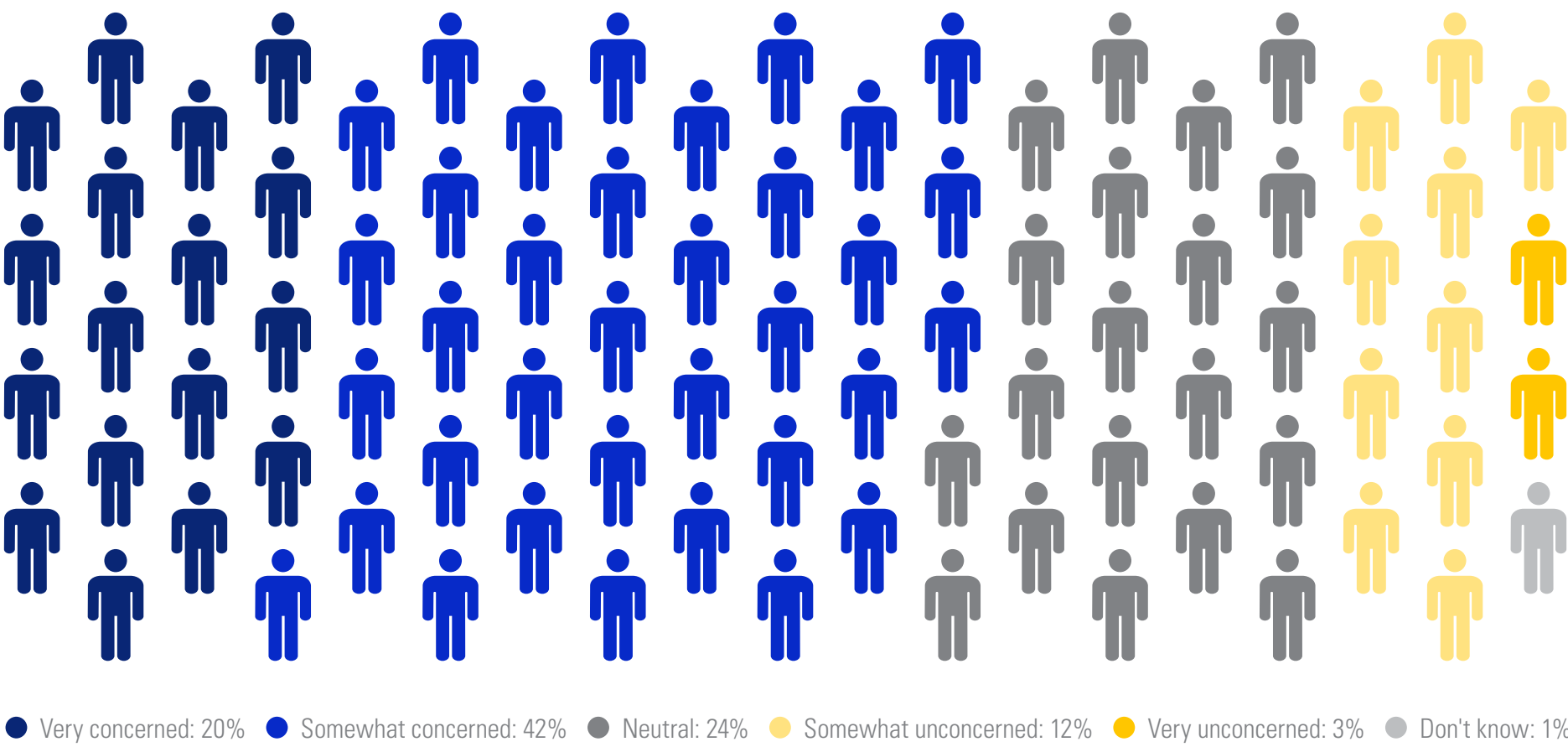


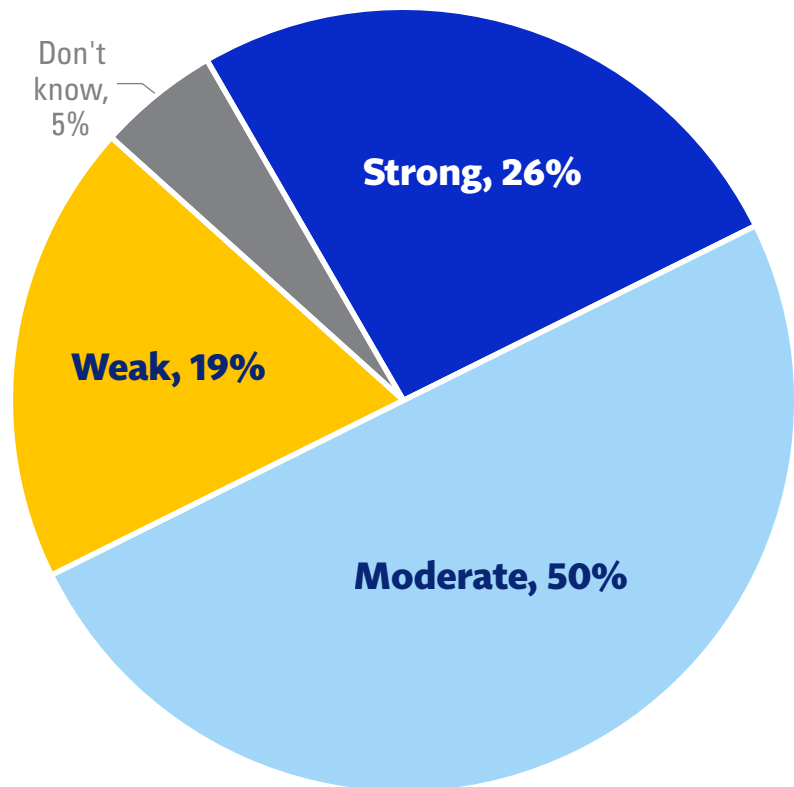
Privacy and Consumer Trust in Germany

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

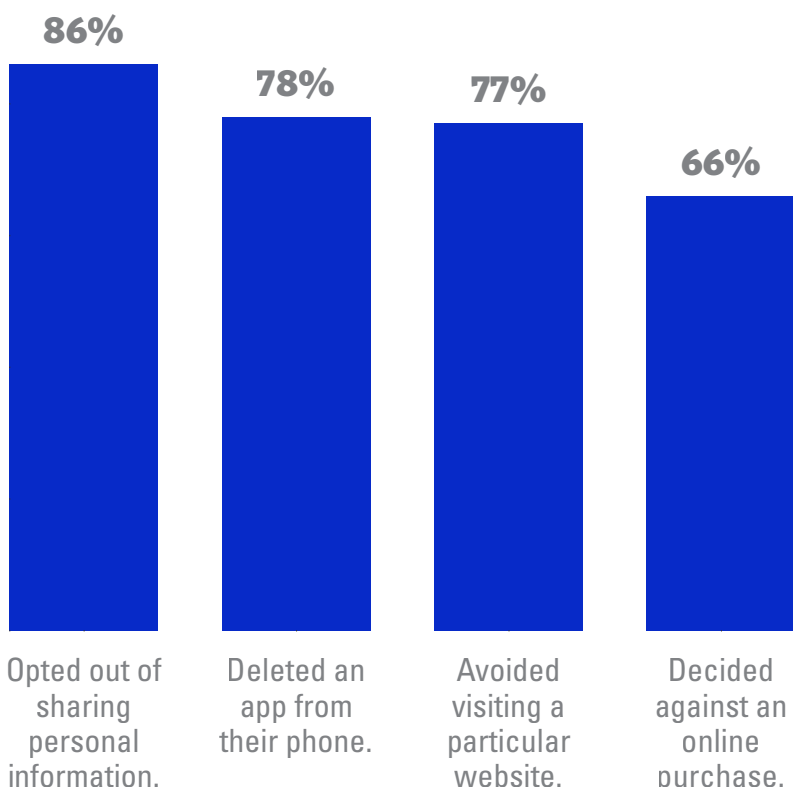
Level of concern about online privacy



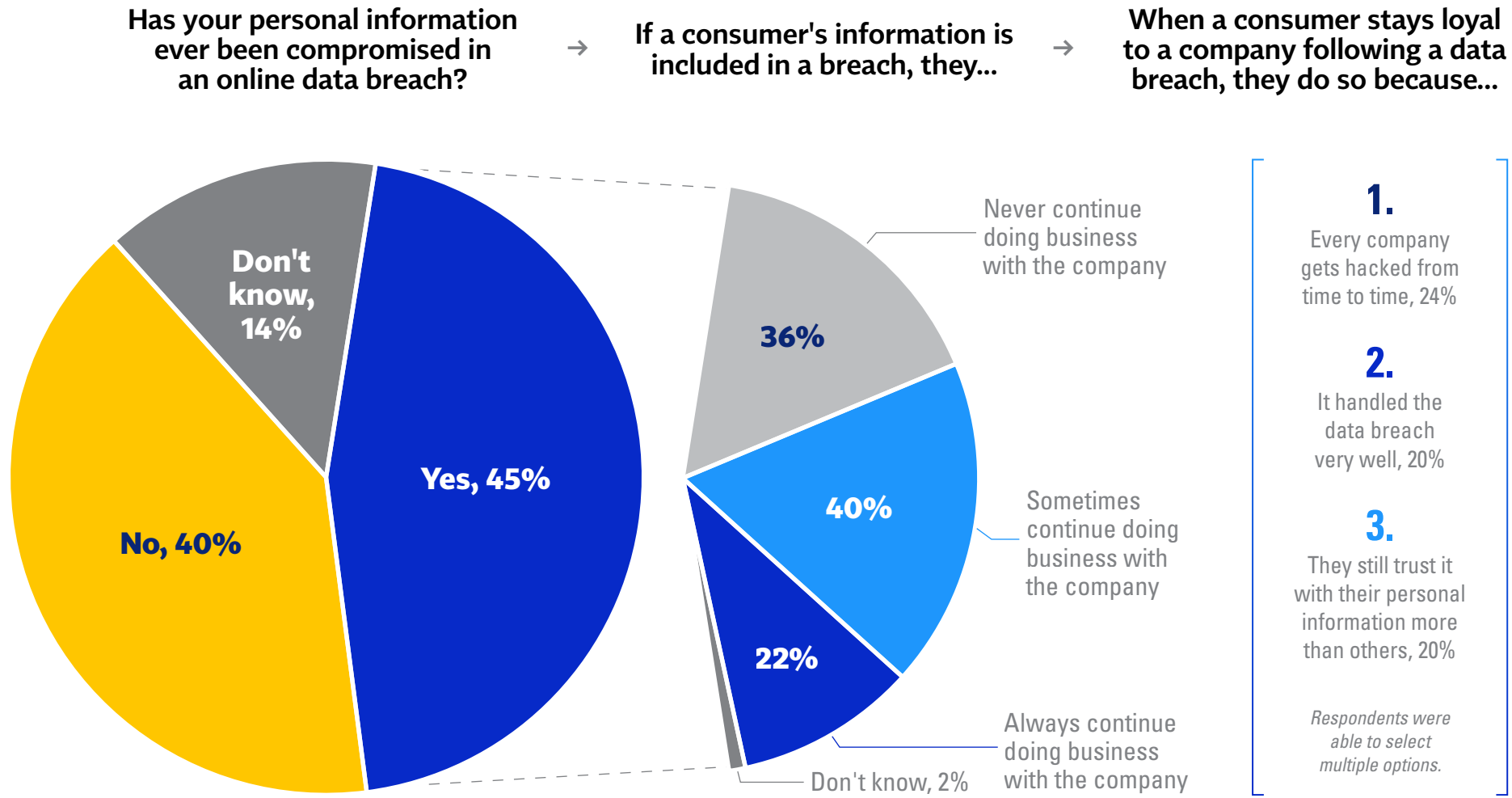
Level of understanding about data collection and use



Because of privacy concerns, consumers have...



Company actions that enhance or diminish consumer trust



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