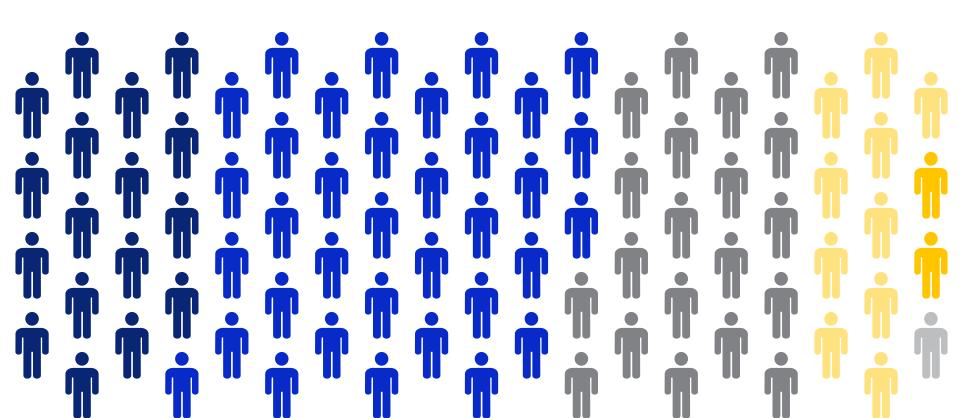
Privacy and **Consumer Trust** in Germany

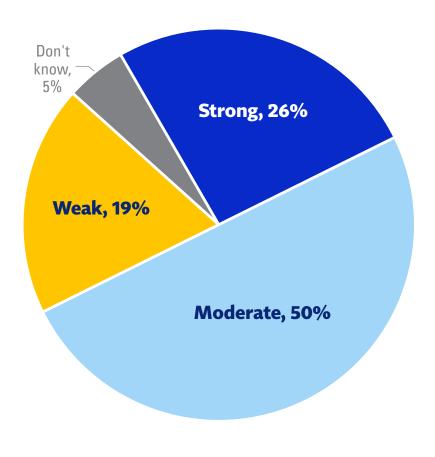
By IAPP Principal Researcher, Privacy Law and Policy, Müge Fazlioglu

Level of concern about online privacy

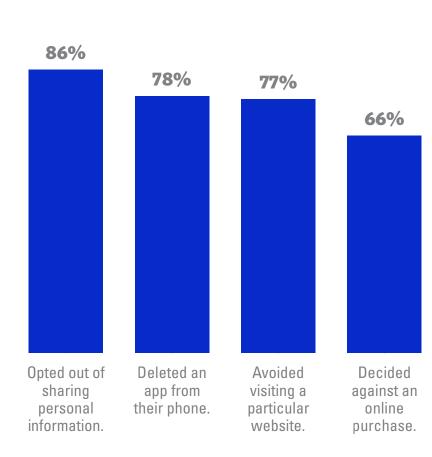


Very concerned: 20%
Somewhat concerned: 42%
Neutral: 24%
Somewhat unconcerned: 12%
Very unconcerned: 3%
Don't know: 1%

Level of understanding about data collection and use



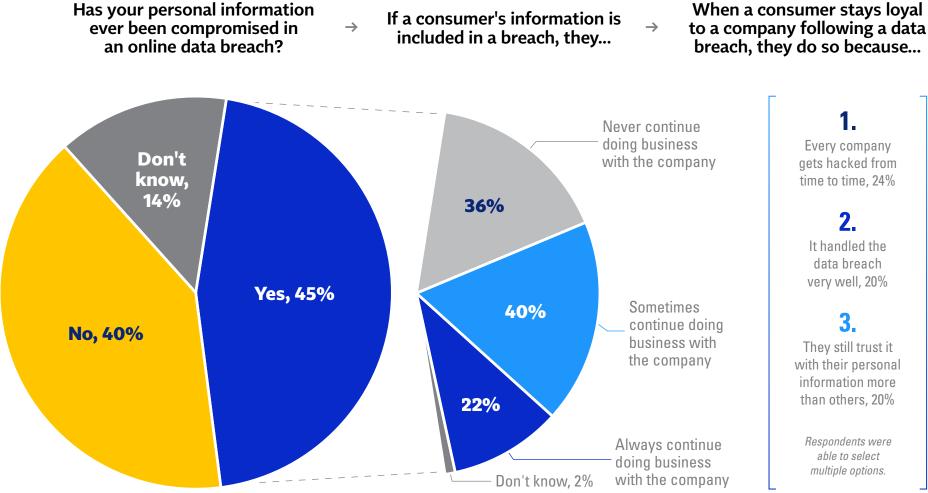
Because of privacy concerns, consumers have...



Company actions that enhance or diminish consumer trust







breach, they do so because...

time to time, 24% 2. It handled the data breach very well, 20% 3. They still trust it with their personal information more than others, 20% Respondents were able to select multiple options.

1.

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