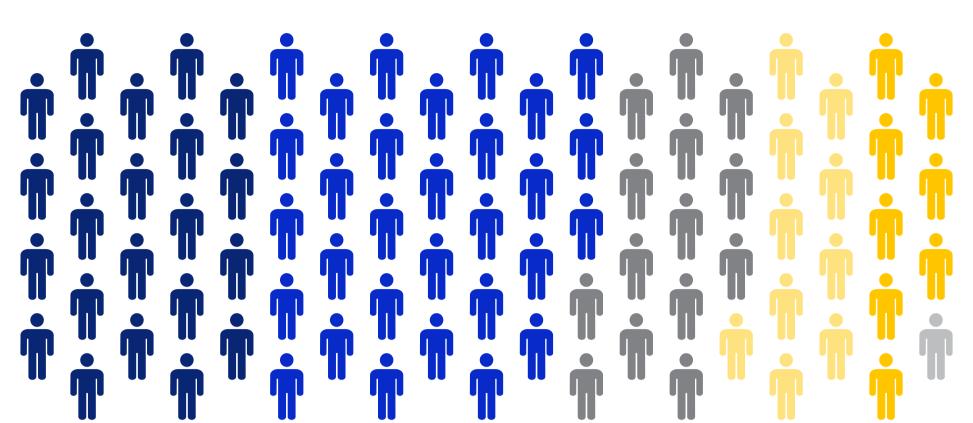
Privacy and Consumer Trust in the United States

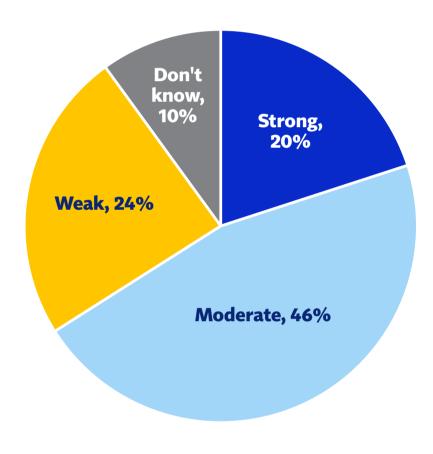
By IAPP Principal Researcher, Privacy Law and Policy, Müge Fazlioglu

Level of concern about online privacy

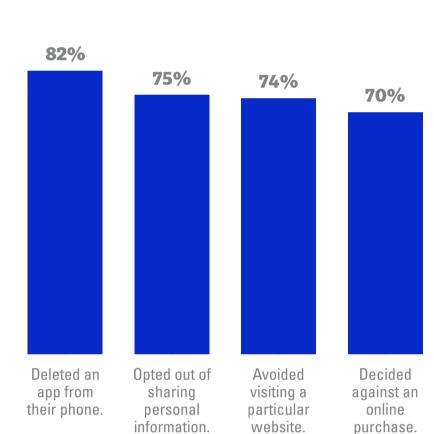


Very concerned: 26%
Somewhat concerned: 35%
Neutral: 16%
Somewhat unconcerned: 12%
Very unconcerned: 9%
Don't know: 2%

Level of understanding about data collection and use



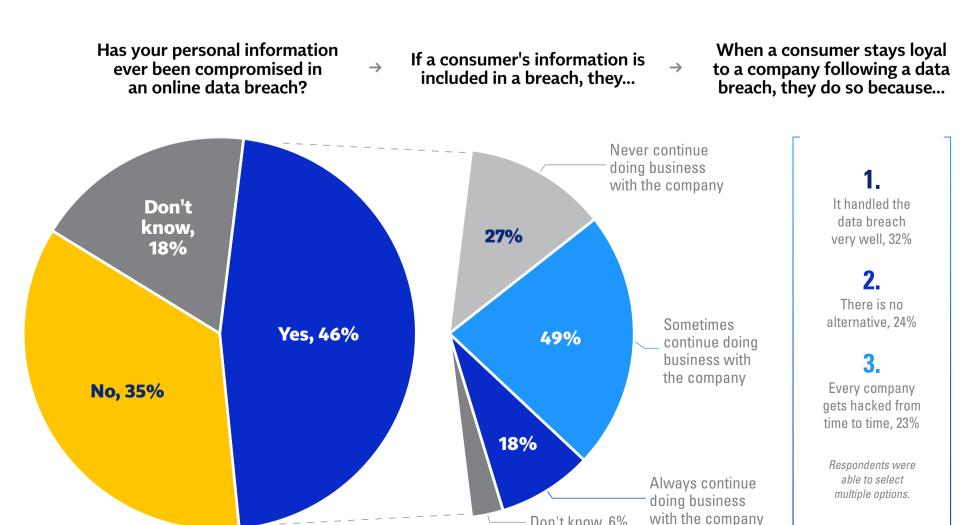
Because of privacy concerns, consumers have...



Company actions that enhance or diminish consumer trust

Top three trust-enhancing actions When a company's When a clear privacy company's staff appear to be well information When a company enables them to trained on the makes it clear understand how importance of protecting it processes their privacy/handling personal personal personal data. information is information. imperative.

Top three trust-diminishing actions When a company uses their data When a company to offer them uses their When a company products/services personal data to requests from another offer them other information from organization. products/services them without it provides. clarifying why it is needed.



_ _ _ _ Don't know, 6% with the company

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