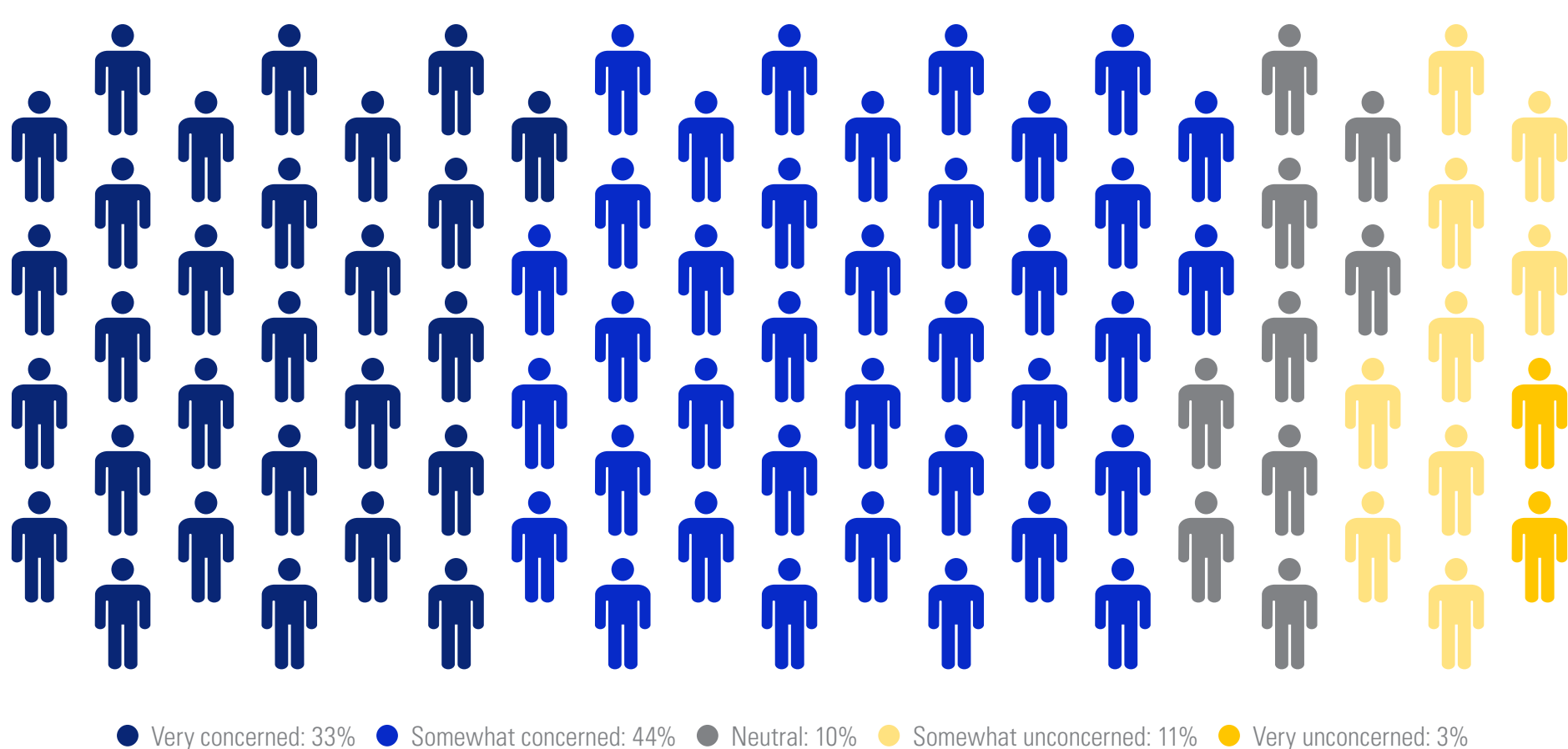


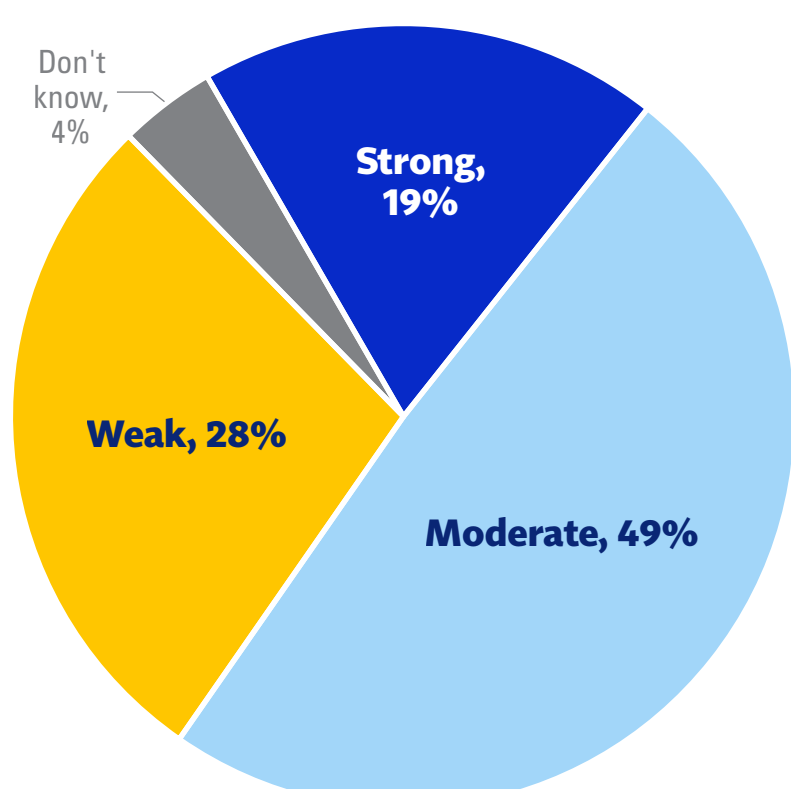
Privacy and Consumer Trust in Spain

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

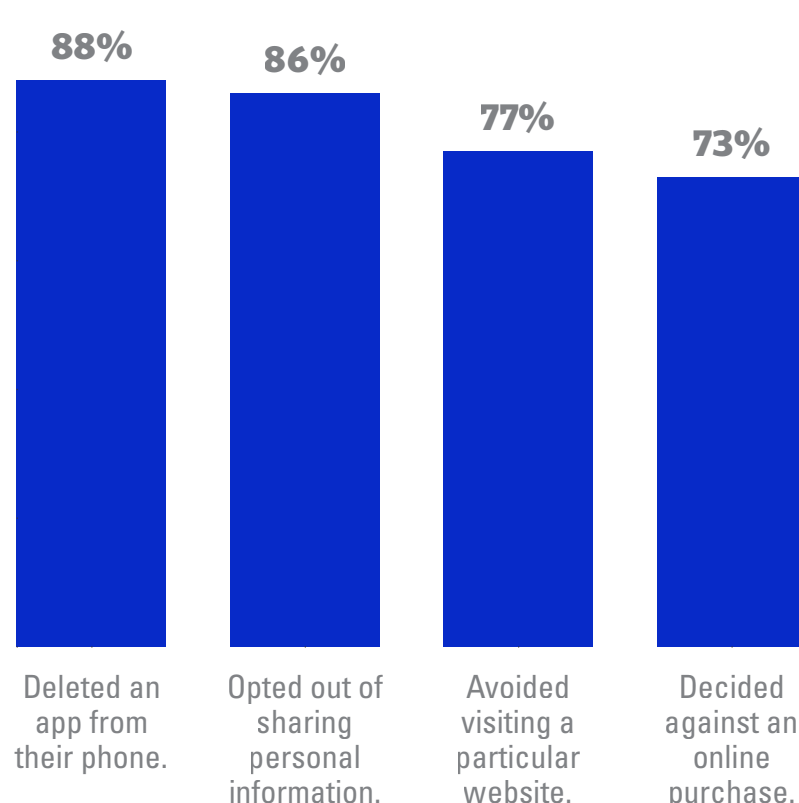
Level of concern about online privacy



Level of understanding about data collection and use

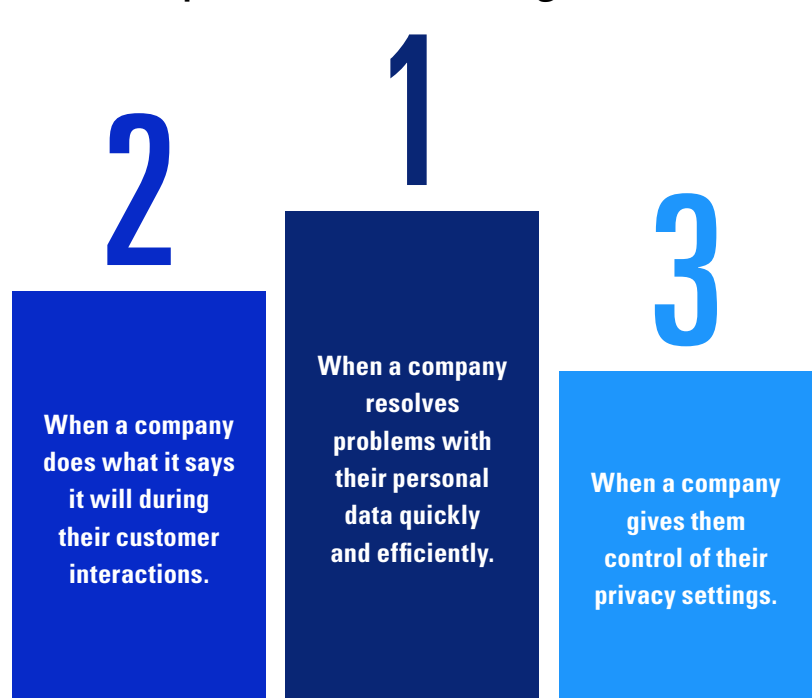


Because of privacy concerns, consumers have...

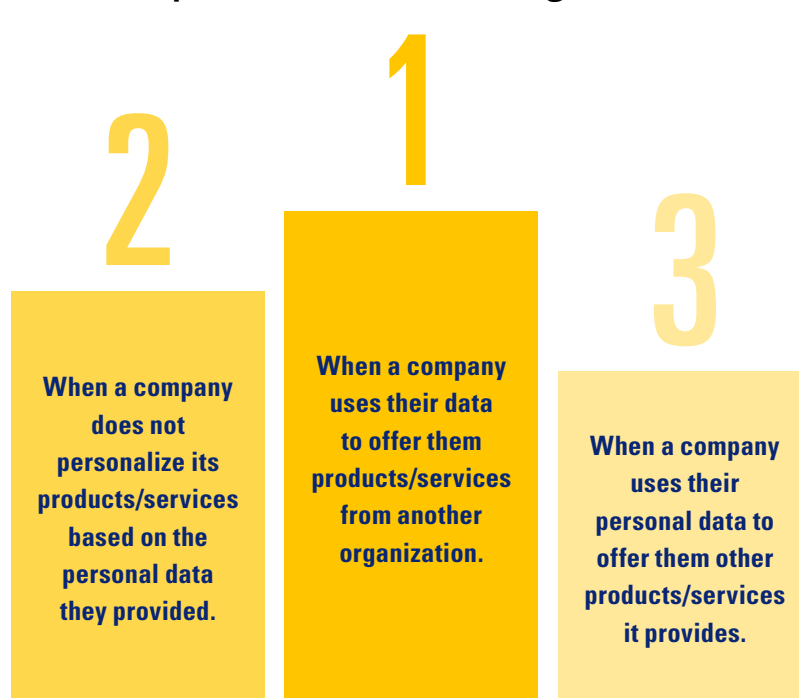


Company actions that enhance or diminish consumer trust

Top three trust-enhancing actions



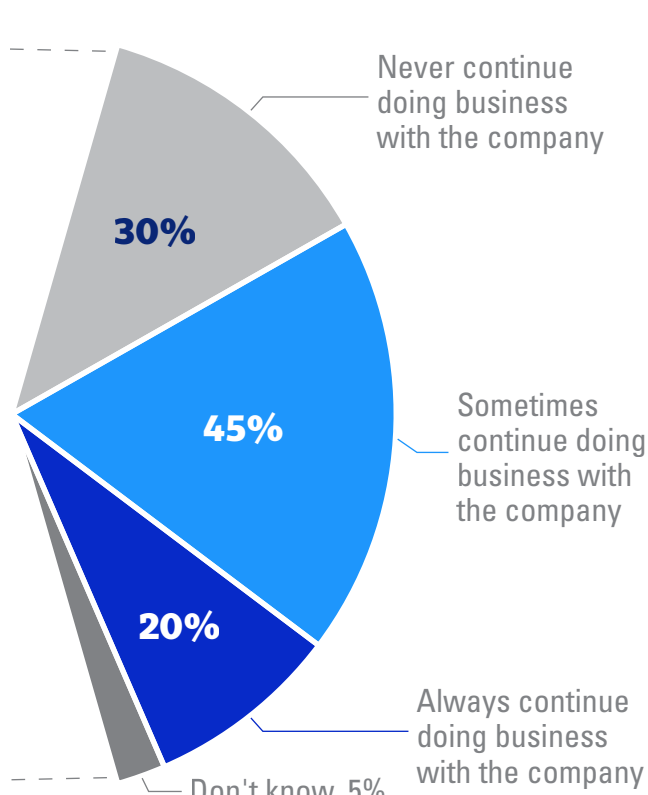
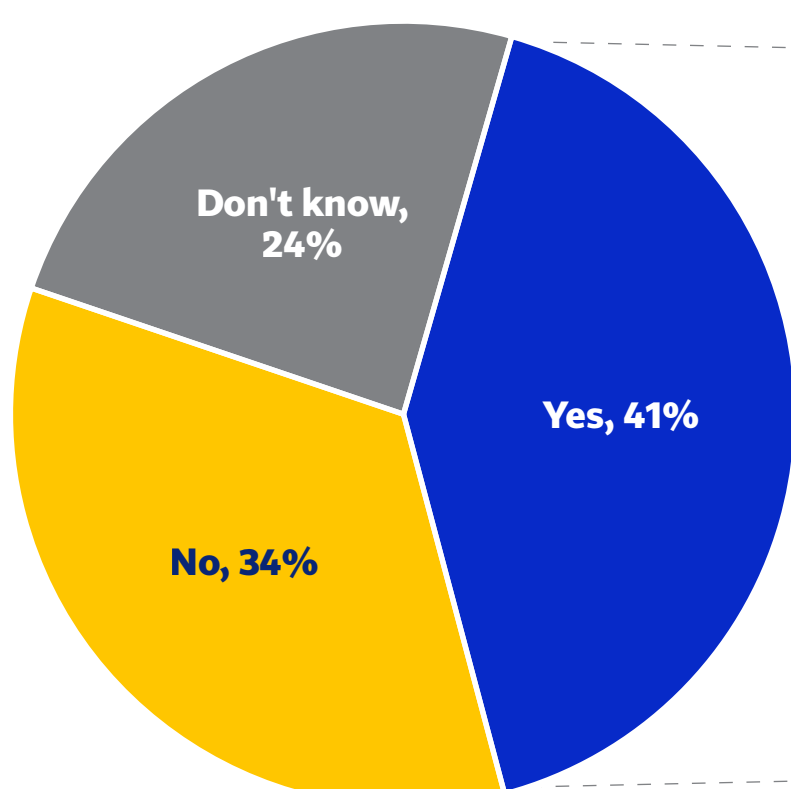
Top three trust-diminishing actions



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, 22%
- 2.** They still trust it with their personal information more than others, 22%
- 3.** Every company gets hacked from time to time, 22%

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.