



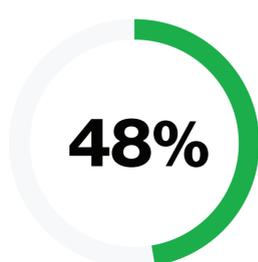
A matter of trust

Building consumer confidence in data sharing and new technology

The global pandemic has accelerated the flight to digital, and consumers are sharing more of their personal data with brands than ever before.

So how do they feel about it?

We surveyed 6,000 consumers in 15 countries to learn how they feel about their digital interactions with brands, including sharing their data.

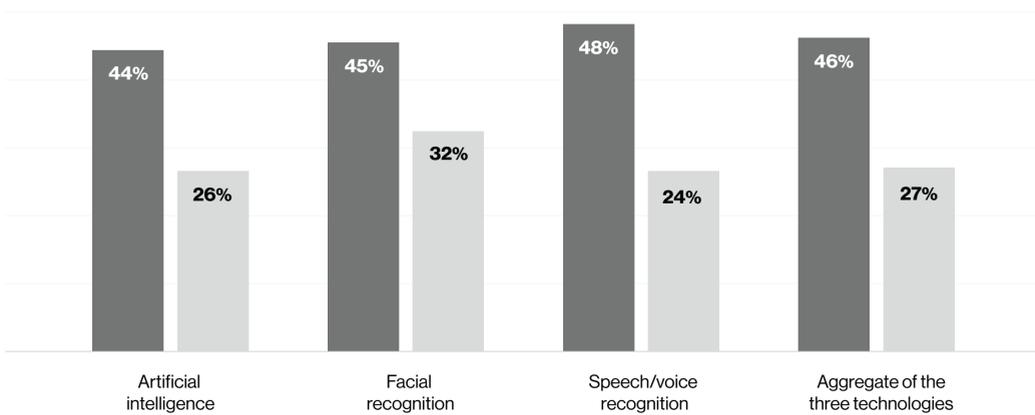


How comfortable are consumers about sharing personal data with brands?

Forty-eight percent of all respondents, across all countries, are somewhat or extremely comfortable.

How comfortable are consumers with the use of artificial intelligence, facial recognition and speech recognition?

Comfortable Uncomfortable



How do consumers feel about receiving personalized ads and product offers?

42%

Forty-two percent are positive.

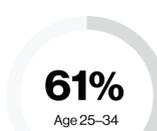
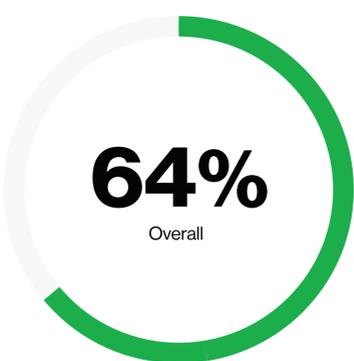
27%

Twenty-seven percent are negative.

31%

Thirty-one percent are undecided.

How do consumers feel about the use of third-party data?



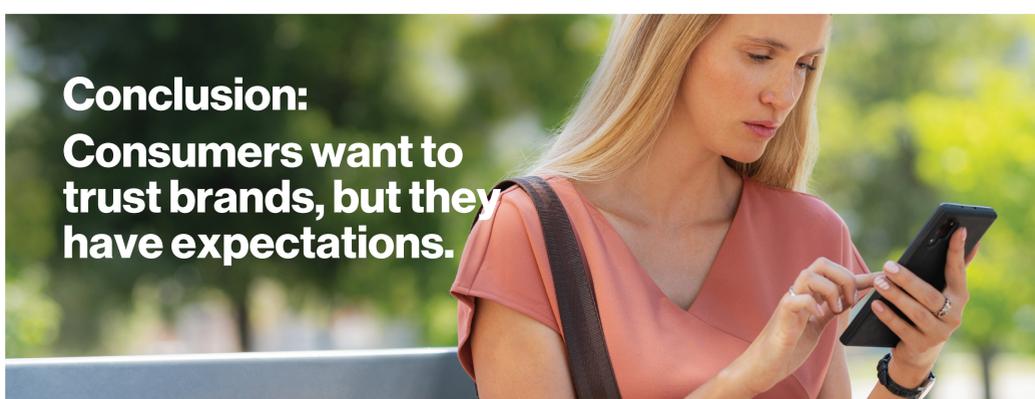
Share of respondents who somewhat or strongly agree with the following statement:

"I do not want companies I interact with to obtain data about me from external (third-party) sources."

How do consumers feel about brands that have had data breaches or misused their data?

For brands to regain their trust after a negative data experience, consumers want:

- A promise not to share personal data externally in the future
- Acknowledgment of the breach
- An explanation of the steps being taken to improve data practices



Our four takeaways from the research:

1. Be transparent if you use third-party data
2. Give consumers a choice in how they interact with you
3. Make it easy for consumers to control their own data
4. Be quick and honest about breaches



The analysis in this report is based on a survey of 6,000 consumers conducted in September 2020. The survey was carried out by Longitude, a Financial Times company, on behalf of Verizon. The respondents lived in 15 countries, were aged between 18 and 65, and were evenly split between men and women.

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