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 with the use of artificial intelligence, facial recognition and speech recognition?

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

How comfortable are consumers with sharing personal data with brands?

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

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

- Forty-two percent are positive.
- Twenty-seven percent are negative.
- Thirty-one percent are undecided.

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

Conclusion:
Consumers want to trust brands, but they have expectations.