



Global Data Privacy Experts

# Privacy Made Positive® USA

Data privacy, consumer  
choice and behaviours  
across the US.

Privacy Made Positive®



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## About this research

The research is based on a survey by Kantar of 3,000 adults across the US, weighted to represent the adult population who were surveyed in October 2022. Copyrighted material is referenced in this report on the basis of fair use for research purposes; the moral rights of the original authors are recognised.

Values may not always sum to 100% due to rounding.

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# Introduction

Privacy is out in the open these days. Smart marketers are pitching their new products as protecting privacy.

There is a greater awareness in the Information Age of the risks associated with the use and abuse of data. Axioms such as 'if the lunch is free, you're the lunch' are commonplace. Yet there has also been a perception that data protection is a job for legislators and regulators, and that consumers are merrily selling their data for less than a sandwich.

Despite the number of bi-partisan federal privacy bills that have been laid before Congress, federal legislators appear unable to agree on privacy regulation. There is some momentum behind state-level privacy legislation, with multiple states now boasting comprehensive privacy laws, but a greater number of state-level bills have failed to pass. The FTC and other regulators have stepped up their enforcement of existing federal privacy rules and the number and scale of privacy lawsuits also continues to increase, but the tech industry in particular seems slow to change. It is not a consistent picture.

What does this mean for the relationship between businesses and consumers, organisations and their stakeholders, you and us?







Here at Securys, the home of Privacy Made Positive®, we love privacy and champion the rights of all peoples around the world to protect themselves and their data from unwarranted intrusion. We applaud the moves by some large US corporations to trumpet their privacy credentials and celebrate the growth of the US-based International Association of Privacy Professionals, of which we are a corporate member.

We believe that privacy matters because people matter. So we decided to ask the people what matters to them. In October 2022 we hired international market research agency Kantar to survey 3,000 respondents across the US, asking consumers not just how they felt about privacy and their personal data, but what they had done about it. We asked many of the same questions that featured in our 2021 Privacy Made Positive® European study, so that we could compare attitudes across continents, and we added some questions specific to the US market to help our clients work out how better to serve their customers by enhancing their approach to privacy.

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We believe that privacy matters  
because people matter.

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# What did we learn?

We found that US consumers:

- **care more** about their privacy than European ones;
- **act** on privacy concerns;
- **are more prepared to pay** for better privacy.

This is true across the nation; while there are some regional variations, they are slight. What's the home of privacy in the US? If you have a state with a much-vaunted privacy law in mind, you should read the research and think again.

We also learned how US consumers decide to trust a brand with their data and what they would like brands to improve. We have identified a couple of simple changes you could make to steal a march on the competition – so long as they don't read this report before you do.

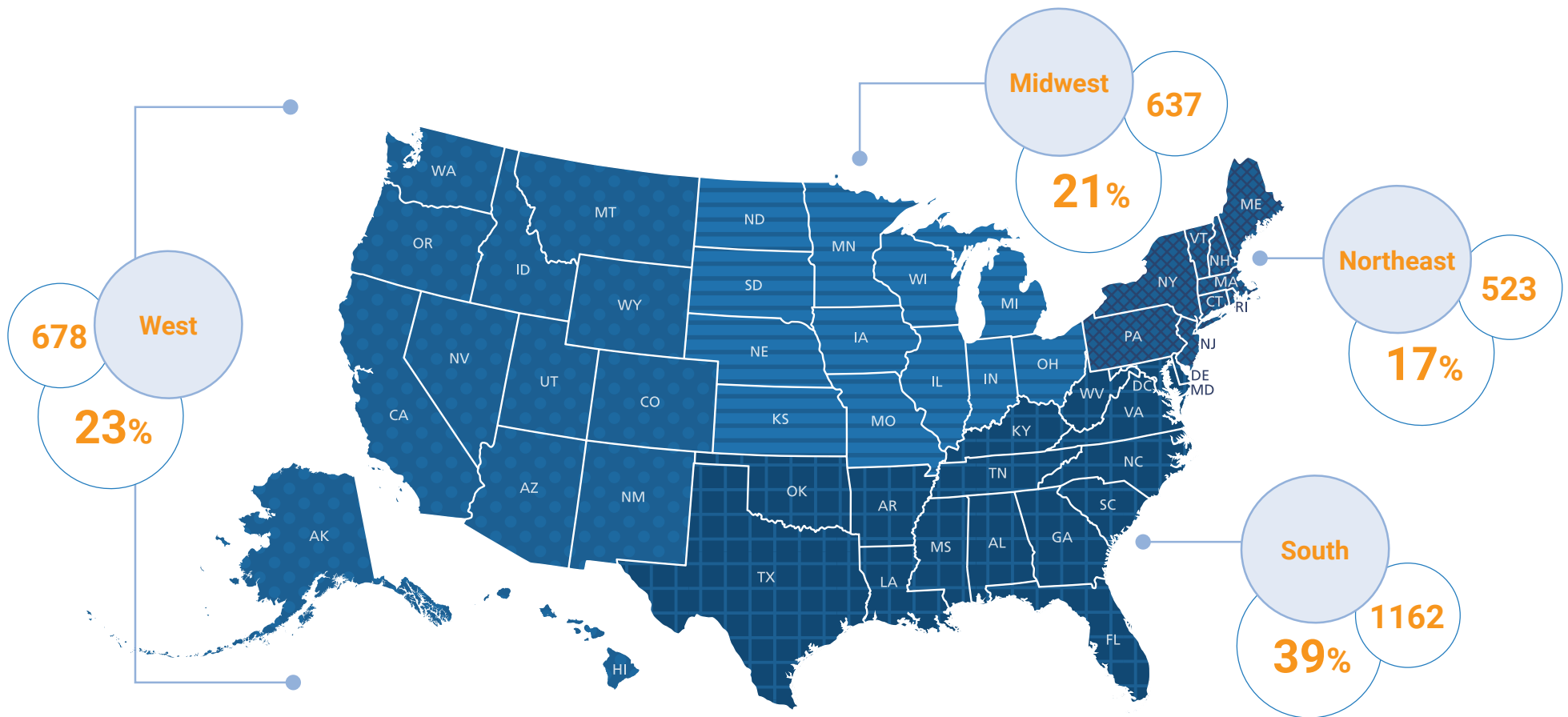
As privacy advocates we are heartened to see so much privacy awareness and engagement.

As privacy consultants we see how this leads to a clear and actionable programme that can serve consumers and gain market share by using privacy as a competitive advantage.

# About the survey respondents

## Survey respondents by region

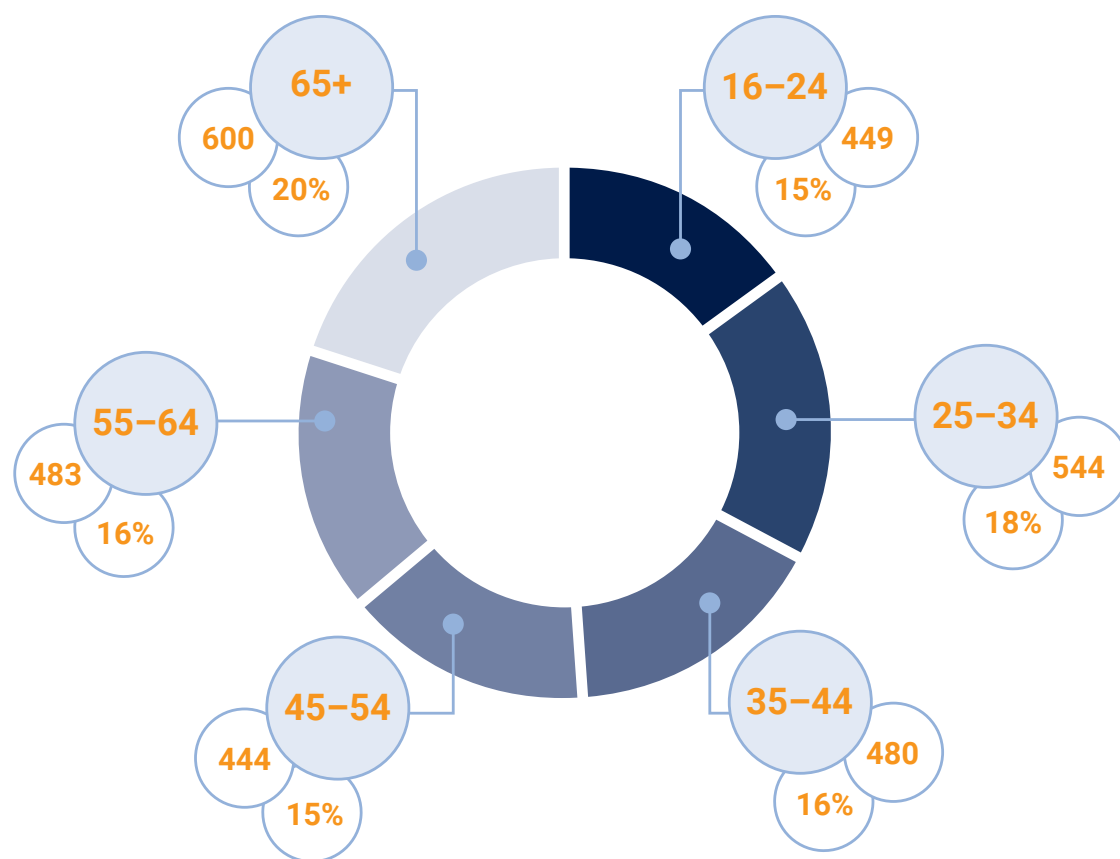
Sample size and percent of total per region.





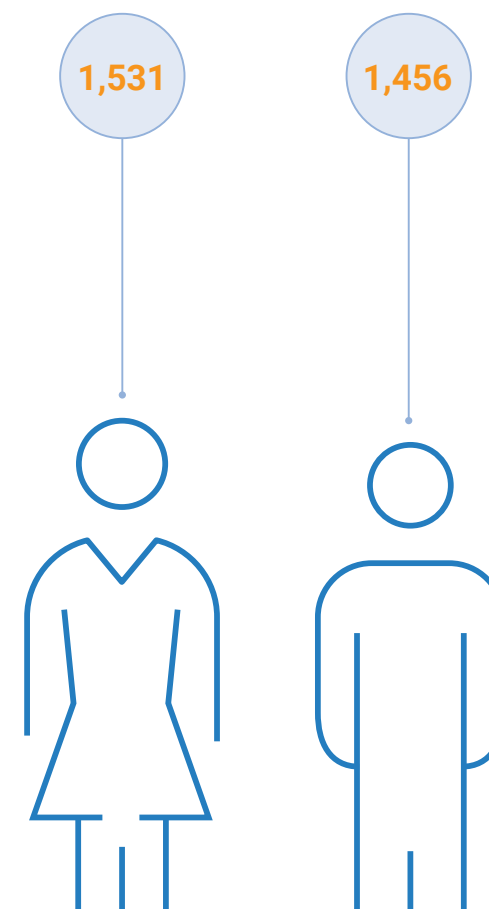
## Survey respondents by **age**

Age, sample size and percent of total



## Survey respondents by **gender**

Sample size split by gender



# Privacy Made Positive®

Securys has an agenda. We're a consulting business, but we didn't get into privacy just to make money. We did it because we believe in privacy.

We believe that everything depends on trust: society, government, commerce. We believe that privacy is an essential component of trust. Trust involves treating customers fairly, being open about how you conduct business, and making sure your benefit isn't at the cost of someone else's harm.

We also believe that trust brings business. Consumers will be more likely to buy from and recommend a company that they trust. Employees will be more likely to join an enterprise that shows them respect and doesn't exploit the power of the employment relationship. Both consumers and employees will desert organisations that lose that trust.

Too many people see privacy as a compliance issue alone: a box to be ticked; a regulator to be placated. That thinking drives a culture of resentment, with privacy seen as an obstacle. It also means that

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**We believe that privacy is an essential component of trust.**

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budgets for privacy are often calculated only in the context of possible fines without considering the commercial upside of good privacy.

We set out to do comprehensive research to prove that privacy is a positive value. To show that you really can do well by doing good, and that consumers and employees respond to privacy in ways that have a measurable effect on your bottom line.

This is the Privacy Made Positive® programme. In our first eBook, we and our research partners Llewellyn Consulting (now Independent Economics), looked at the economic background and the existing research to show how ethical behaviour is

reflected in corporate performance. We showed that ethical behaviour consistently delivers better engagement with customers, employees and investors.

For our second eBook, we conducted new research in partnership with Didomi and commissioned Kantar to survey more than 4,000 adults across France, Germany, Ireland and Great Britain. We asked the respondents how they felt about privacy and – crucially – what they had done about it.

**Previous reports covered the economic argument for good privacy as well as choice and behaviours across Europe.**







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Privacy Made Positive® makes the case for treating privacy as a whole enterprise activity that is central to your brand.

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This research reveals that 80% of people pay considerable attention to privacy before making a purchasing decision, 60% of them actively select for good privacy over price and more than half have stopped buying a product or service because of poor privacy.

Our research shows that privacy is front of mind for an overwhelming majority of consumers. Competing on privacy will bring you more customers. If you commit to safeguarding data beyond the minimum that is required by law you will find that consumers place added value on that. On the other hand, if you merely pay lip service

to data protection, you risk losing existing customers as well as missing out on new ones.

Privacy Made Positive® makes the case for treating privacy as a whole enterprise activity that is central to your brand. Investing in privacy will deliver a measurable return, but not just in reputation protection and avoidance of fines, but in increased sales and profits.

You should embrace privacy because it is a human right – but you can be reassured that it is also a commercial imperative.



**For more information on our research and to download our earlier eBooks, visit**  
**[www.privacymadepositive.com](http://www.privacymadepositive.com)**

# Privacy and the US consumer



97%

Pay attention to privacy.

50%

Prepared to pay a premium for better privacy.

60%

Exercised their privacy rights and requested personal data held.



75%

Chose a supplier due to privacy commitments.

63%

Occasionally or frequently halted a purchase over privacy concerns.

65%

Ended a business relationship over privacy concerns.







# Privacy attitudes and concerns

# Summary

US consumers have a mature understanding of privacy and personal data. They are more concerned about how their data is used than their European counterparts and have a sophisticated attitude and appreciation for privacy.

Privacy attitudes and concern vary by state – or more accurately, by region – but less than might be expected. We were a little surprised to find kindred spirits in California and Texas. As a result it may perhaps come as less of a surprise that political affiliation seems to have little impact on privacy attitudes.

While gender proved not to be significant in determining attitudes to privacy, age and income are major factors. Here we found the young and the old more likely to find common cause in exercising choice and control based

on privacy considerations as well as championing what privacy rights they may have.

Identity theft remains the primary source of concern but we found it even more interesting that the second most important is use of personal data for purposes other than those for which originally collected. Extension of purpose is a privacy frontline so it was heartening for us to see the extent to which our worldview is shared and gives us confidence in promoting better privacy practice across the US.



Whilst privacy attitudes and concerns vary by state, we were a little surprised to find kindred spirits in California and Texas.



# Consumers are aware



Consumers are aware and confident that they know what 'personal data' means.

- 93% say that they understand the meaning of 'personal data'.
  - › These confidence levels are higher than in Europe, including in highest-confidence Germany.
- Confidence is somewhat higher amongst men than women.

## CCPA definition of personal data

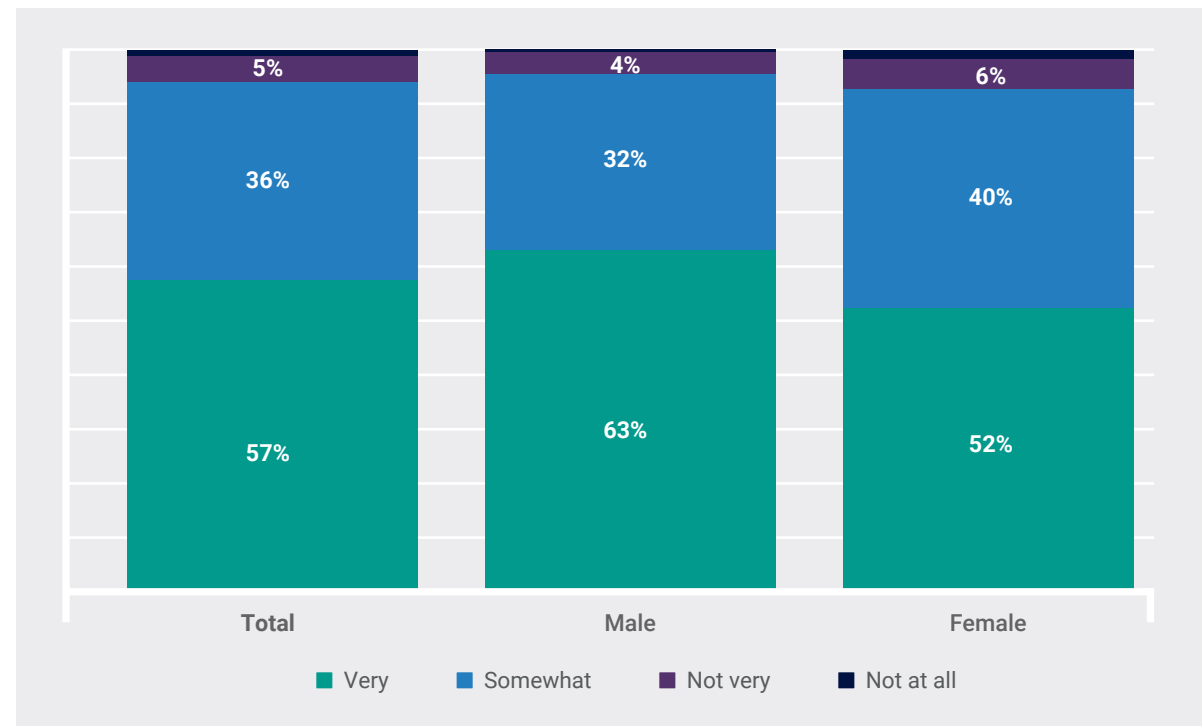
Similarly to other data protection laws in other states and nations, the CCPA defines "personal information" as "information that identifies, relates to, describes, is capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular consumer or household."

It establishes 11 categories of personal information which include the following:

Identifiers; customer records information; characteristics of protected classifications under California or federal law; commercial information; biometric information; internet or other electronic network activity information; geolocation data; audio, electronic, visual, thermal, olfactory, or similar information; professional or employment-related information; education information; inferences.

**Figure 1**

How confident are you that you know what personal data means?



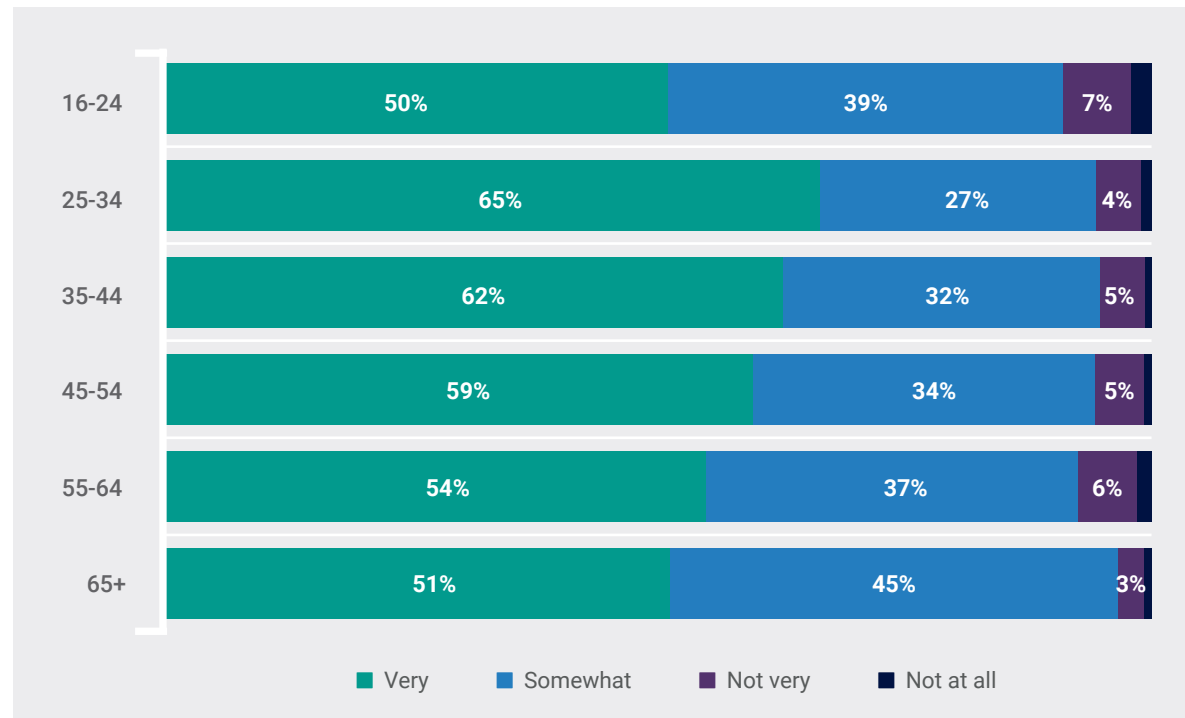
# 'Personal data' is understood by all



Consumers are confident regarding their understanding of 'personal data'.

**Figure 2**

How confident are you that you know what personal data means?



- With the exception of the 16-24 age group, younger people are more confident than older people.
  - It is highest amongst those aged 25 to 34
- Confidence is fairly evenly spread across employment status and education.
- But, people with higher incomes are more confident than those with lower incomes.

# Privacy concerns are widespread

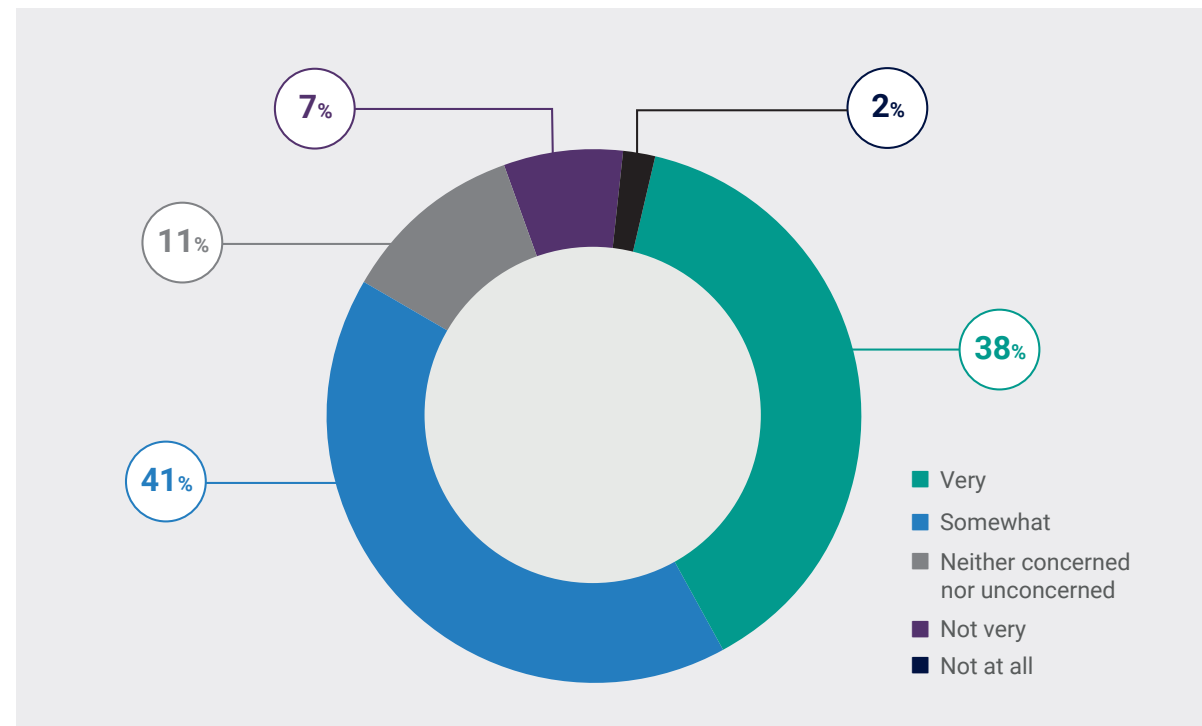


People in the US worry about how their data might be used ... and more so than their European counterparts.

- Over three-quarters are concerned about how their personal data might be used.
  - 38% are 'very concerned' and 41% are 'somewhat concerned'.
  - Just 2% are 'not concerned at all'.
- Concern in the US is higher than in Europe, including in highest-concern Ireland.
- Unlike in Europe where women tend to be more concerned, in the US concern varies little by gender.

**Figure 3**

How concerned are you, if at all, how your personal data may be used?





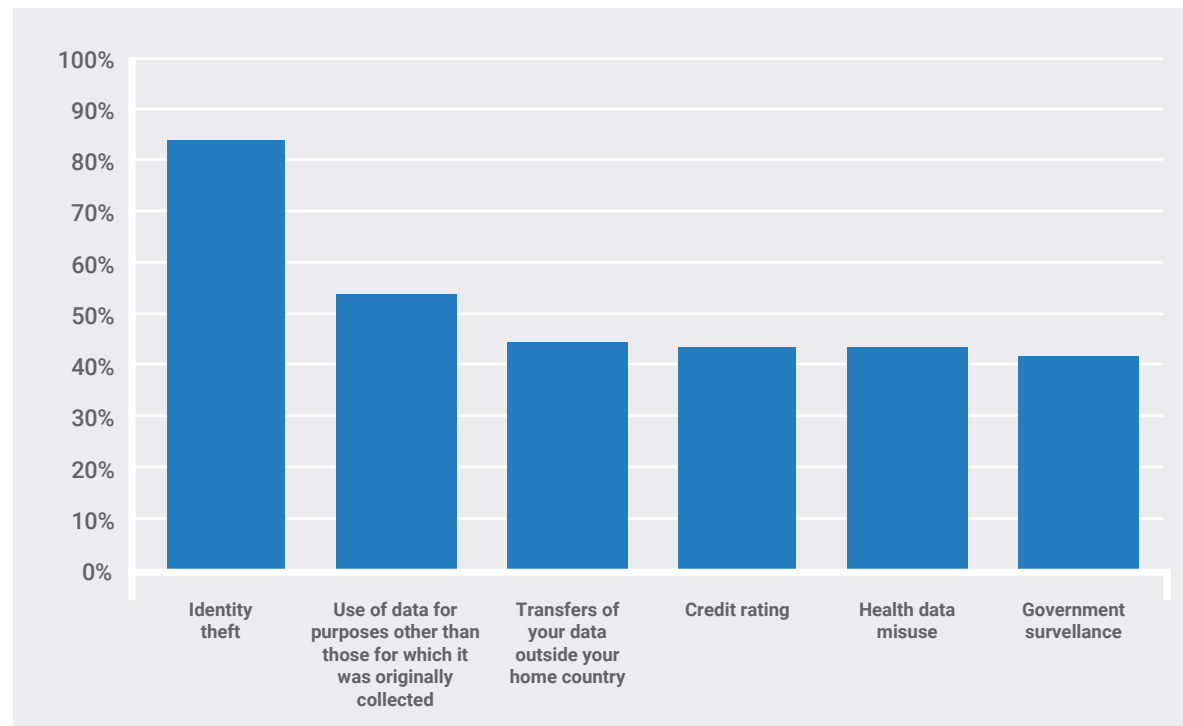
# Privacy concerns range widely



Consumers are most concerned about identity theft.

**Figure 4**

Top six concerns on how personal data may be used across all age groups



- Nearly three-quarters (73%) list identity theft as their #1 data concern: a number similar to that in Europe.
  - 84% cite it within their top five concerns.
- Use of data for purposes other than those for which it was originally collected is next with 54%.
- The top three concerns in the US are the same, and in the same order as in Europe.

# Privacy concern increases with age

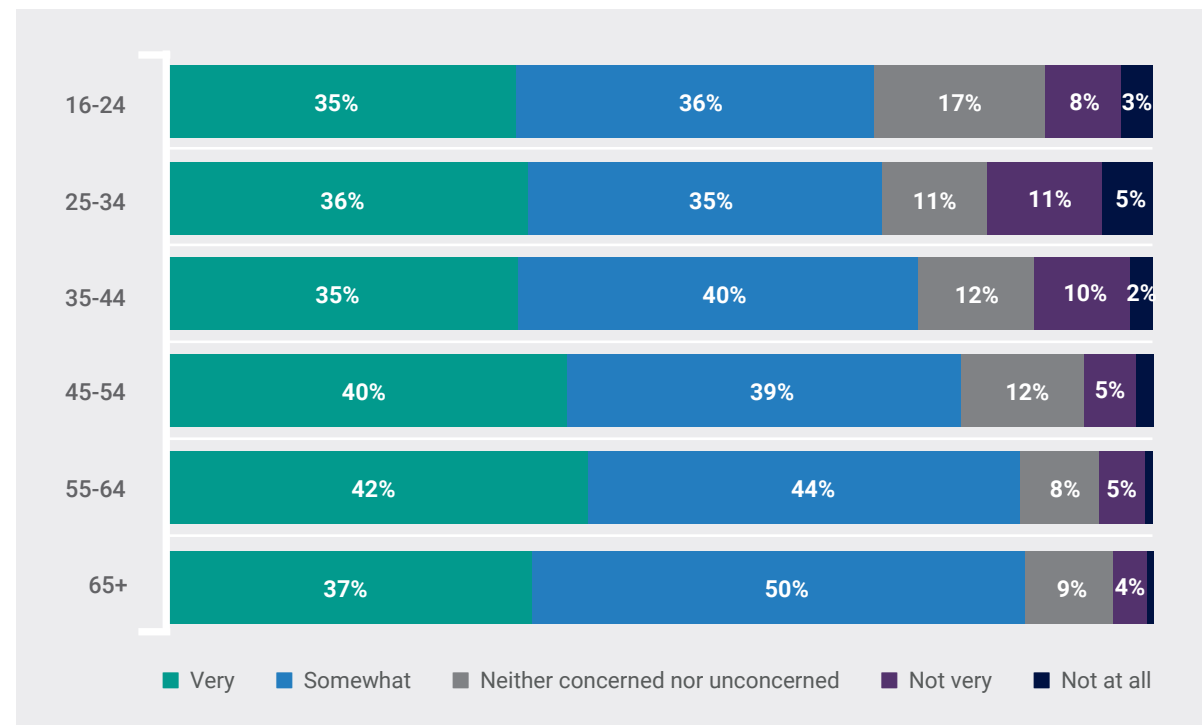


Concern about personal data use increases with age with those over 55 the most concerned.

- As in parts of Europe, concern about how personal data might be used increases with age.
  - › Those over the age of 55 are the most concerned.
  - › Those aged 16 to 24 are the least concerned, closely followed by the 25 to 34 year olds.
  - › Only one in seven of the over 55s is not concerned.

**Figure 5**

How concerned are you, if at all, about how your personal data may be used?



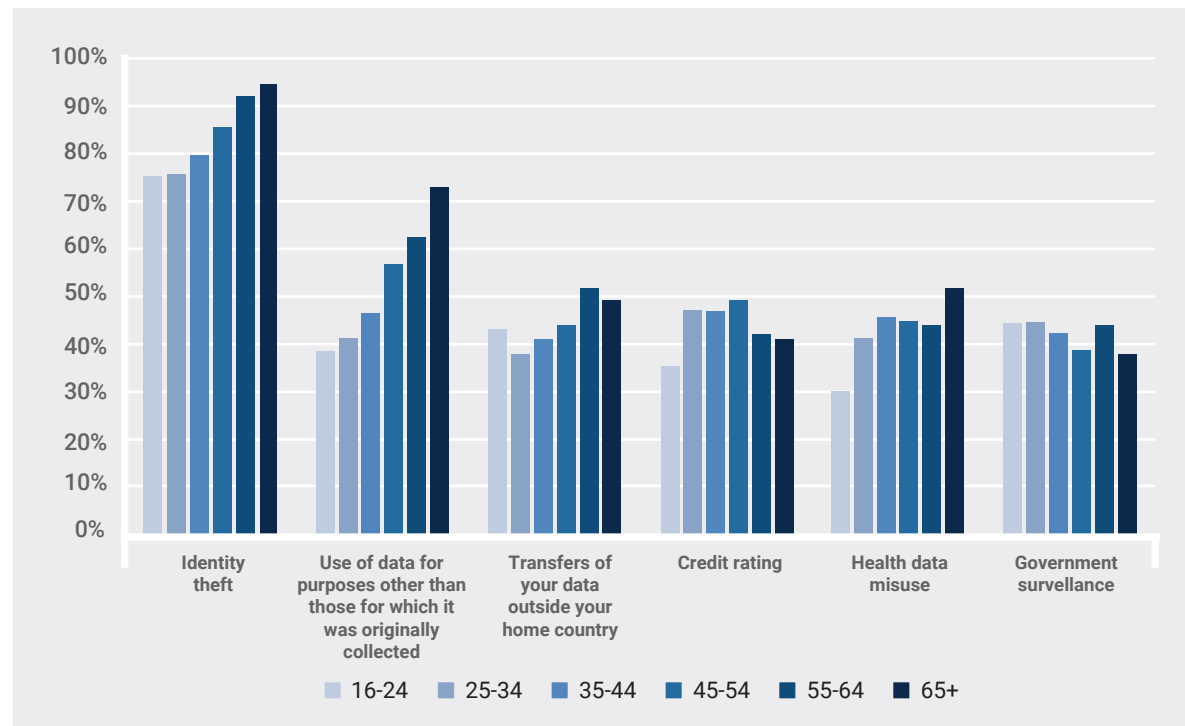
# Top concerns about data misuse



Identity theft, extension of scope and misuse of health data rank highest.

**Figure 6**

Top six concerns on how personal data may be misused by age



- Older consumers are more concerned about identity theft, use of their data for purposes other than those for which it was originally collected, and health data misuse than are younger ones.
- Concerns among the younger cohorts are more diverse.
- Younger citizens are more concerned about government surveillance and credit ratings.
- Identity theft is the leading concern regarding data misuse.



# Privacy precedes purchasing

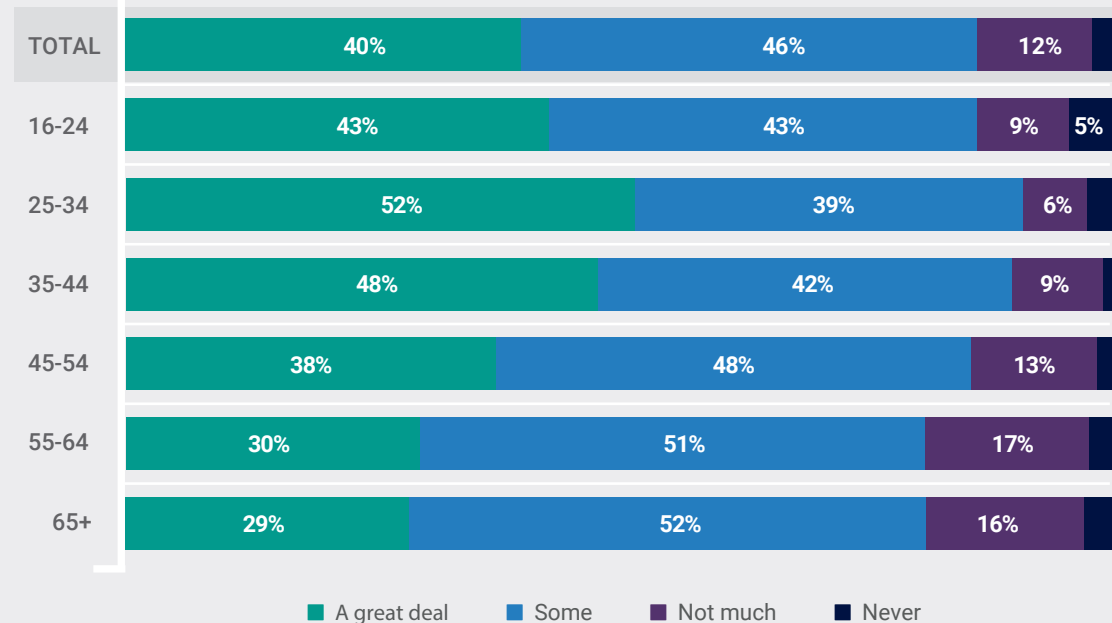


Almost everyone pays some attention to privacy prior to making a purchase.

- Attention to privacy prior to purchase varies by age.
- Younger people tend to pay more attention than do older people. This may be because they purchase more online.
- Those aged 25 to 44 pay the most attention to privacy prior to a purchase. This may be because they purchase more online.
- Attention is fairly consistent between employment and region, but increases somewhat with income.

**Figure 7**

How much attention do you pay to privacy of your personal data before you buy a product or service?





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**Attention to privacy** is an important factor in a consumer's buying process.

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# Privacy precedes purchasing

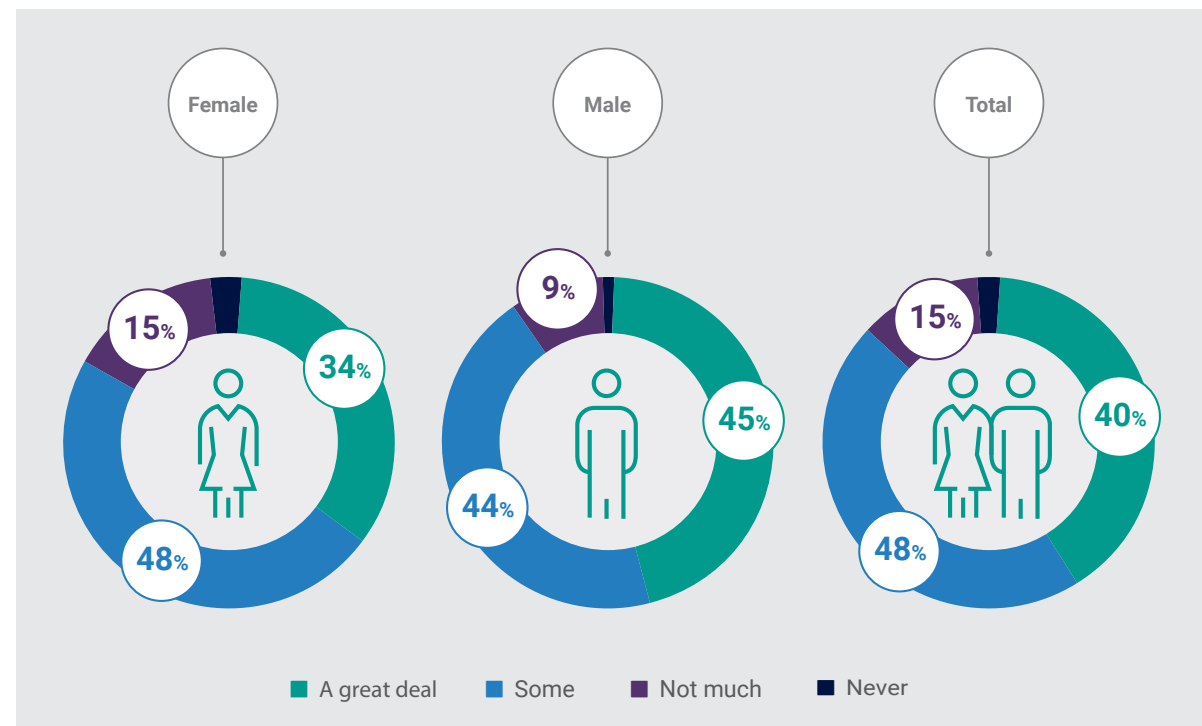


Privacy is a significant factor in the buying process for men and women.

- Attention to privacy is an important factor in a consumer's buying process. This is true for both men and women.

**Figure 8**

How much attention do you pay to privacy of your personal data before you buy a product or service?





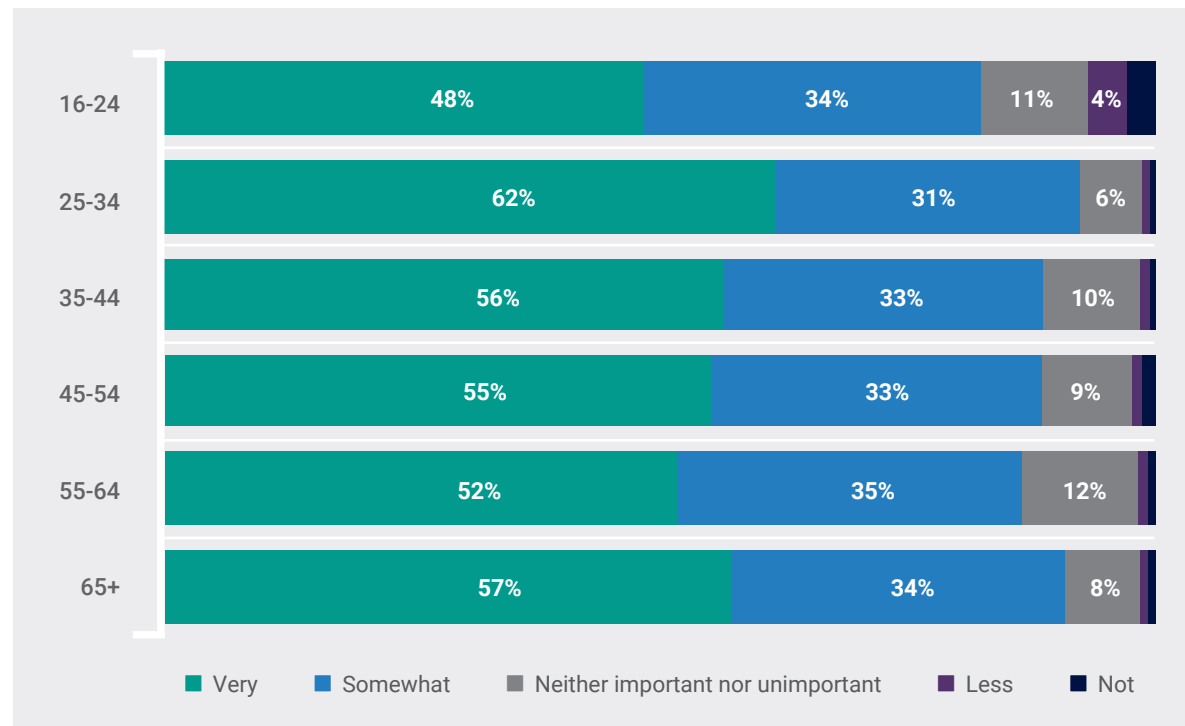
# Transparency matters



Transparency is most important to those aged 25 to 34 ... closely followed by the oldest age cohort, the over 65s.

**Figure 9**

When thinking if you trust a company or brand, how important is good privacy information?



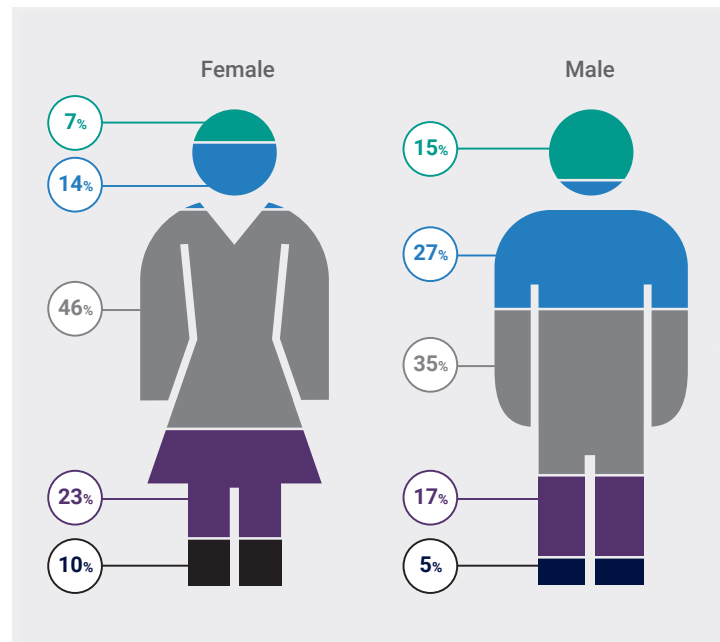
- 25-34 year-olds believe the most that it is important, with 93% believing it is very or somewhat important.
  - Those aged 65+ are closely behind at 91%.
- 16-24 year olds place the least importance on privacy transparency, albeit with a still-high 82%.

# Automation threatens trust



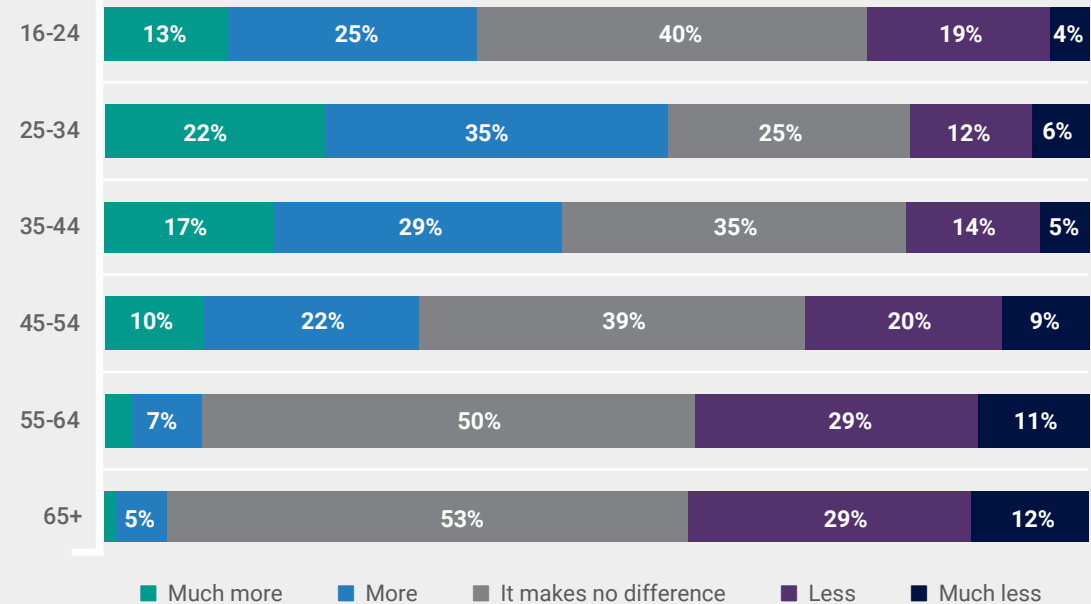
Organisations that automate the processing of data risk losing customer confidence.

- Trust in automation varies by age and gender.
- Men are generally more trusting than women and younger consumers more trusting than older consumers.



**Figure 10**

Do you trust organisations more or less if they automate their interactions with you?



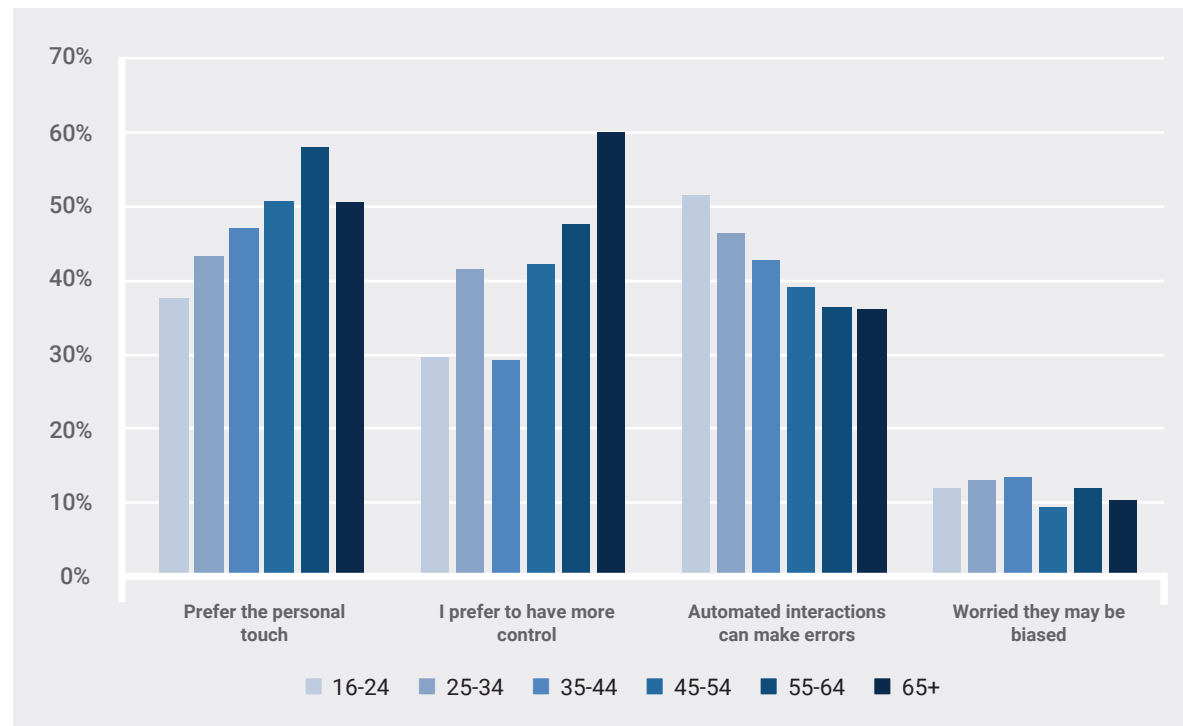
# Attitudes to automation vary by age



Older people prefer the personal touch and more control ... and younger people are more concerned about efficiency.

**Figure 11**

Why do you trust organisations less if they automate\* their interactions with you?



- The importance attached to 'the personal touch' increases with age as does the importance of having control.
- Younger people by contrast care most about the efficiency of automated interactions and the risk of errors being made.



\*By automated interactions, we mean chatbots, automated decision making, voice menu or control centres.

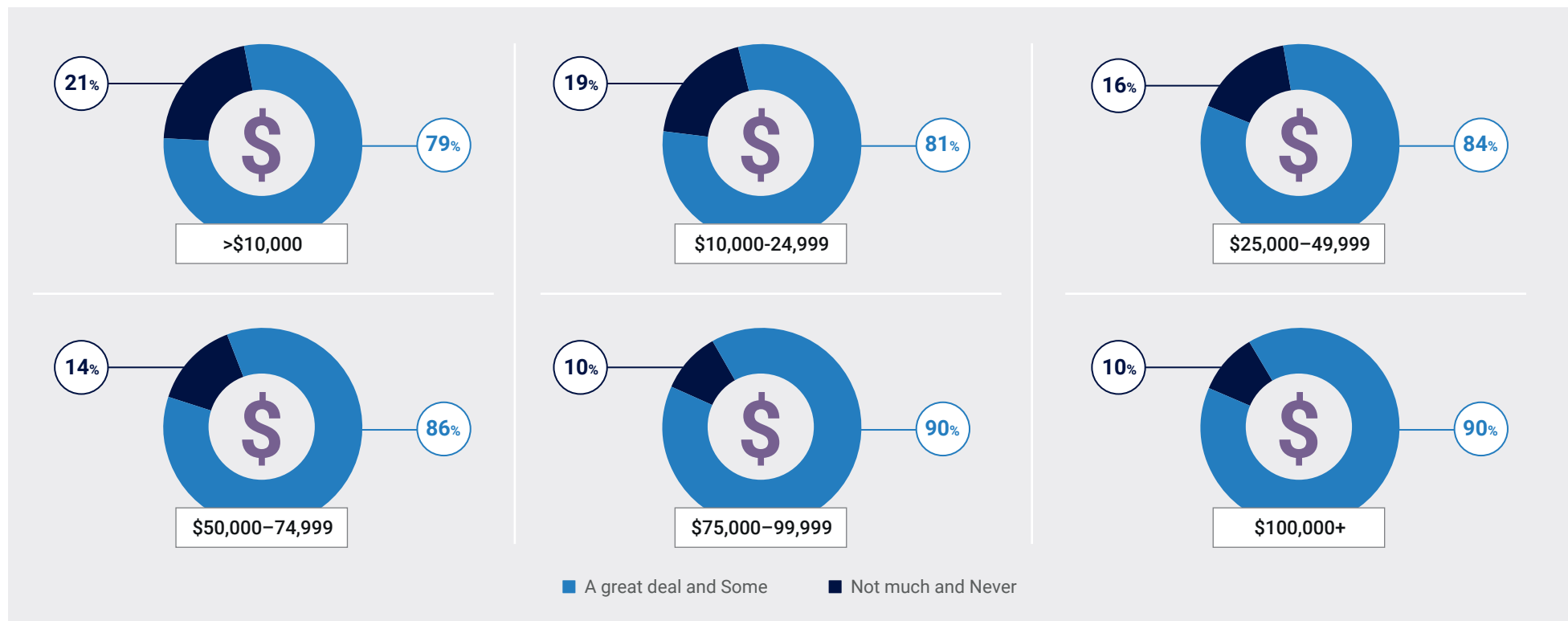


# Privacy is important to everyone

## By annual income

**Figure 12**

How much attention do you pay to privacy of your personal data before you buy a product or service?

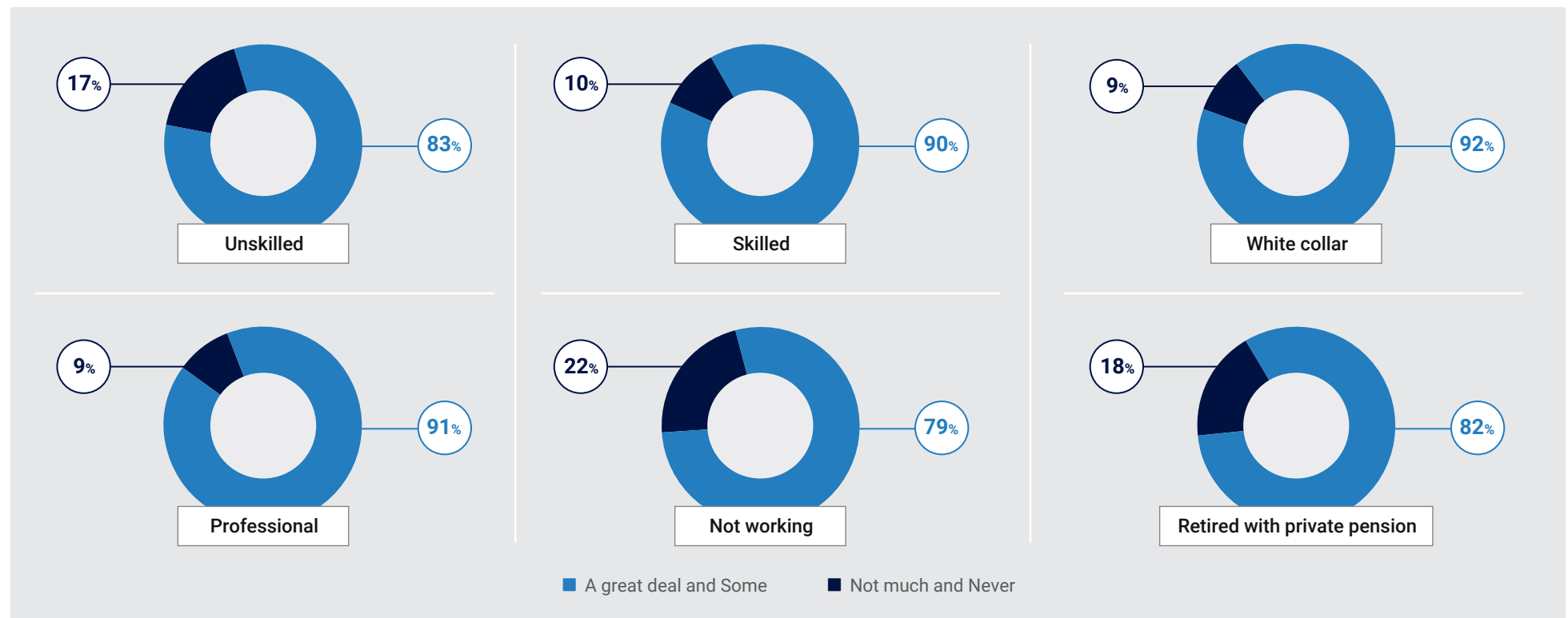


# Privacy is important to everyone

## By employment status

**Figure 13**

How much attention do you pay to privacy of your personal data before you buy a product or service?

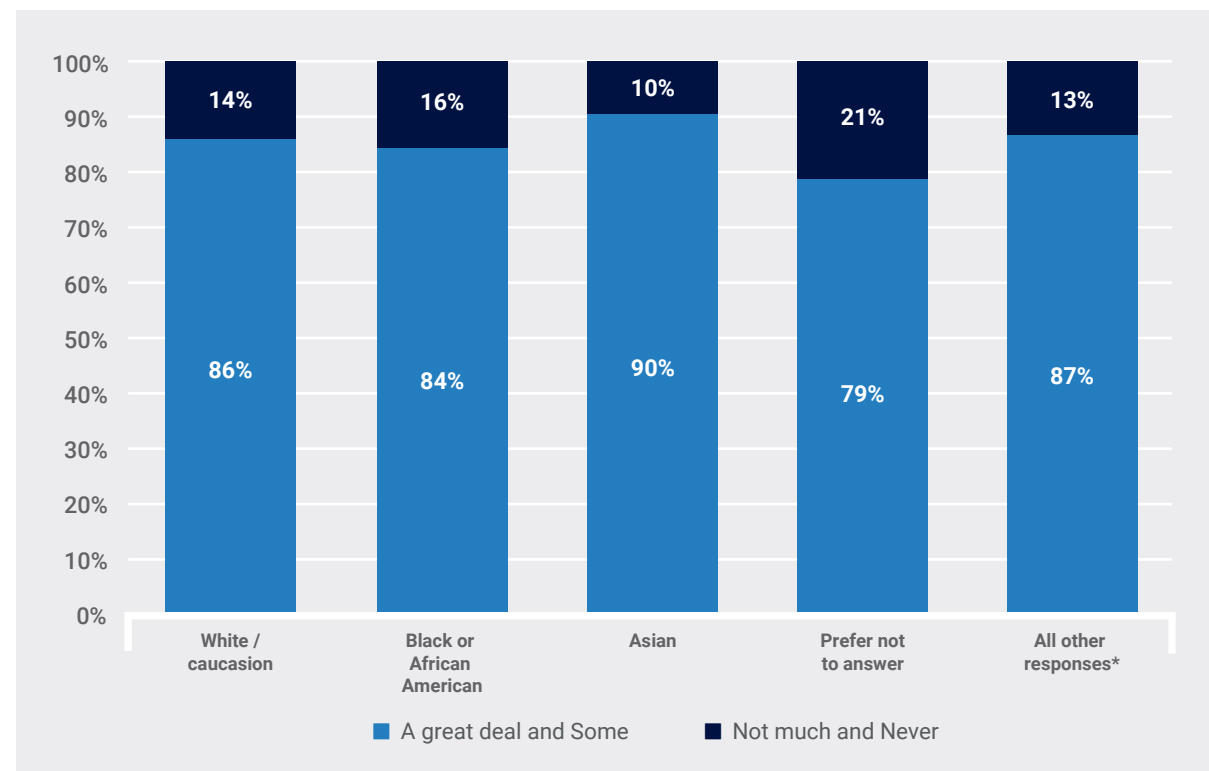


# Privacy is important to everyone

## By ethnicity

**Figure 14**

How much attention do you pay to privacy of your personal data before you buy a product or service?



**i**

\*All other responses includes those selecting any of the following responses: Two or more races, American Indian or Alaska Native, Native Hawaiian or Other Pacific Islander, or Other.

# Privacy concern and political affiliation

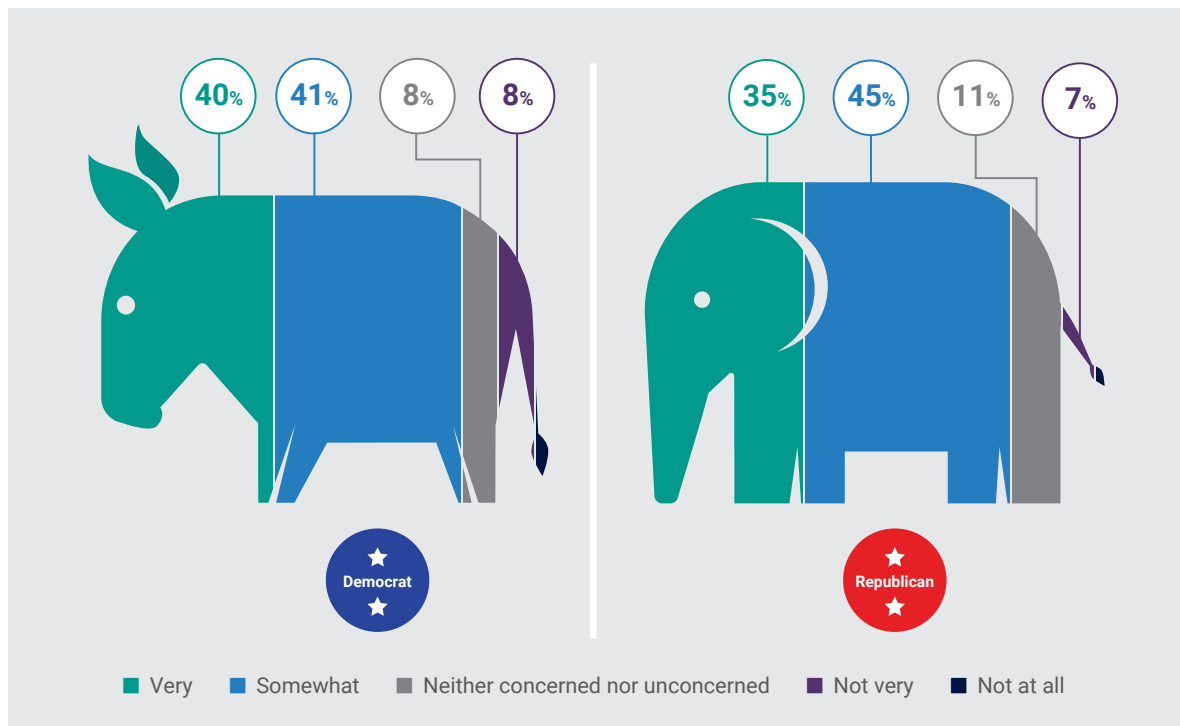


Concern about personal data misuse is not affected by political affiliation.

**Figure 15**

How concerned are you, if at all, how your personal data may be used by organisations?

- Concern about data misuse is not affected by political affiliation with the results for the two main parties being broadly similar.



# A land of surprises

## PRIVACY ATTITUDES AND TRUST

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- **Where is the heartland** of privacy in the US? Not California, as one might assume by a survey of current legislation but **Texas**.
- In general **the South has (slightly but measurably) higher levels of concern** than the West, which in turn ranks ahead of the North East.
- **Americans are concerned about data being transferred outside the US** – even though there are no US regulations governing such transfers. Given the degree of consternation expressed in Europe about other transfers in the US, this may be an area for further research.
- **Europeans share similar ranking** of privacy concerns, although relatively lower levels were reported. These reduced levels of concern may be related to the existence of regulation and active enforcement.
- On the other hand, **Europe does not show the same correlation between age and levels of concern** about privacy.





1

## Focus on people not state

Privacy concern is not correlated to the presence of state privacy laws, so your privacy programme should go beyond compliance exercises to focus on people.



2

## The young want transparency

Younger consumers are the most interested in better transparency. Remember that their preferred medium is unlikely to be written text.



3

## Age, wealth and privacy

Older consumers presently control most of the wealth and disposable income – and are the most concerned about privacy. If your business targets that demographic, make sure your privacy information and practices do also.





# Privacy activism

Privacy Made Positive®

# Summary

Privacy Made Positive® is about privacy as a competitive advantage. We believe that doing right by people by doing privacy well will lead to greater commercial success. Our survey asks people what they have done about privacy, not merely how they feel.

Our respondents' embrace of good privacy is not restricted to sentiment and opinion but is also expressed in action: two-thirds report having ended a commercial relationship on privacy grounds.

US consumers are more likely to vote with their pocketbooks on privacy than their European counterparts, who may expect the state to be active on their behalf. This is particularly noticeable in purchasing propensity, with more than 70% of respondents considering brands and products based on their approach to privacy, and in basket abandon, where

a similar percentage have chosen not to complete purchases where they have privacy concerns.

Age matters...at both ends of the spectrum. Older consumers prove to be more concerned, but younger ones are significantly more active.

As for the exercise of privacy rights, consumers in the West have exercised their data rights most frequently: in California, of course, they have been given the tools to do so by the CCPA more broadly than just in terms of credit reports.



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More than two-thirds of consumers consider brands and products based on their approach to privacy.

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# Good privacy attracts, poor privacy repels

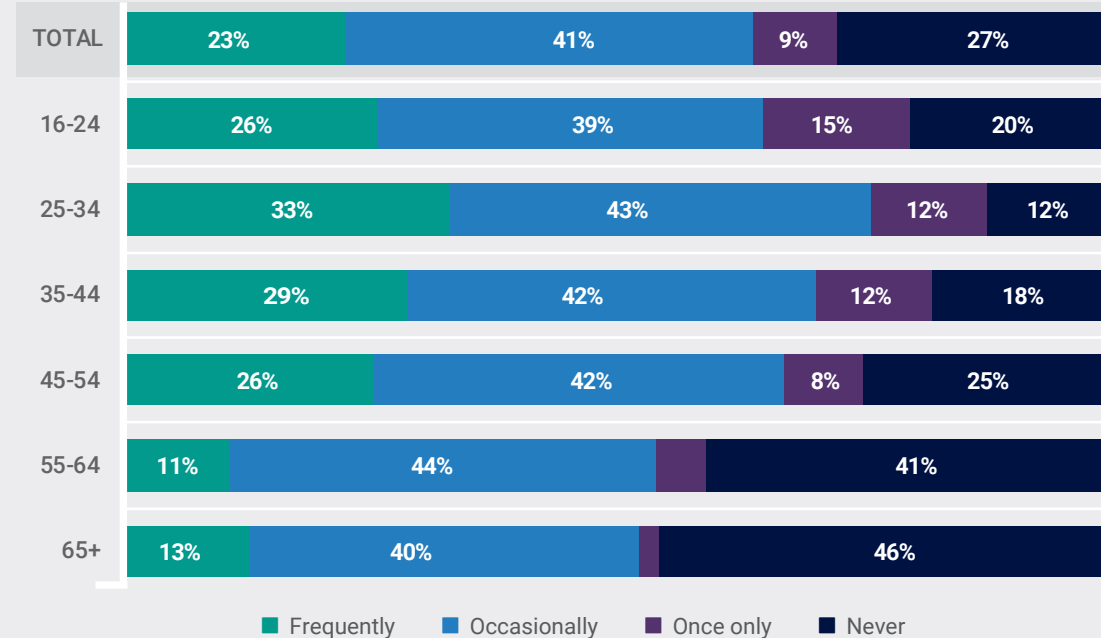


Nearly three-quarters have chosen a supplier due to privacy commitments.

- Differences between age groups are considerable.
- Those aged 25-34 are the most active on this front, the over 55s the least.
- Older people are less likely to choose a supplier because of their privacy commitments.
- Results are consistent across gender, region, employment status and incomes.

**Figure 16**

How often have you personally decided to buy a product or service from a supplier because of their commitment to consumer privacy?



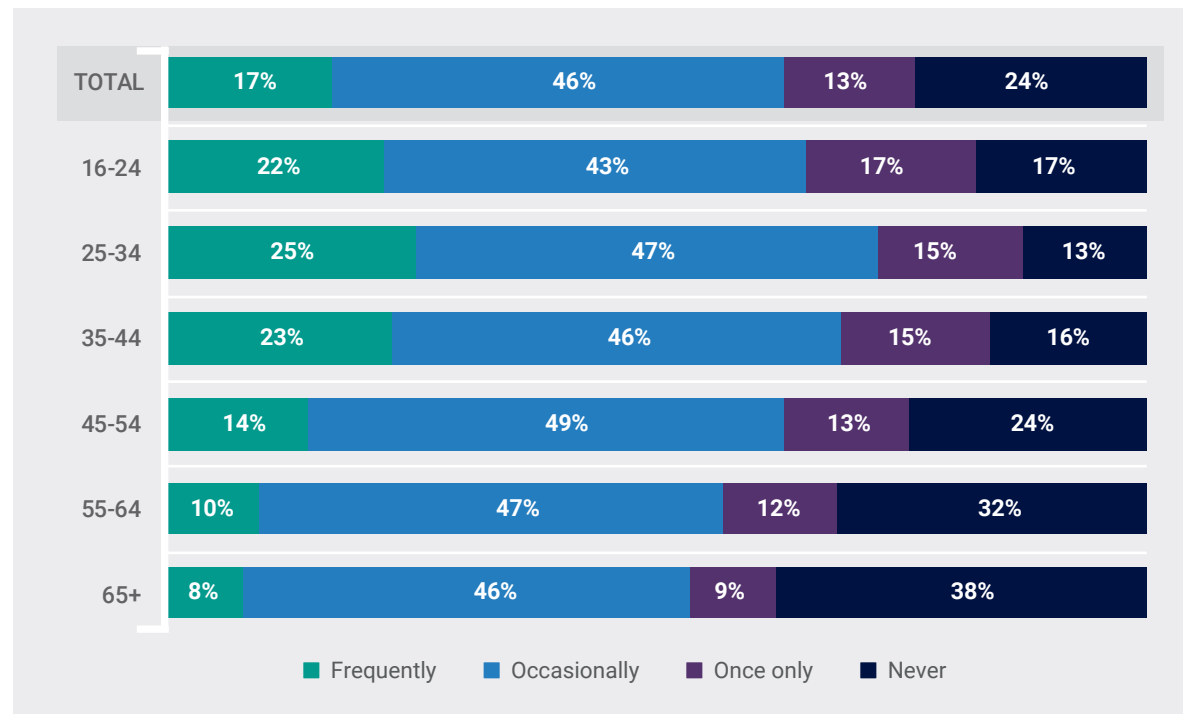
# Privacy concerns affect buying decisions



Over three-quarters have halted a purchase over privacy concerns.

**Figure 17**

How often have you decided not to go through with a purchase because of concerns about privacy?



- Those aged 25-34 are the most active in stopping a purchase due to privacy concerns, the over 55s the least.
- Older respondents are less likely not to complete an intended purchase because of privacy concerns.
- Results are consistent across gender, region, employment status, and incomes.
- More than one in five consumers under 45 frequently abandon a purchase due to privacy concerns.



# Consumers cancel over privacy concerns

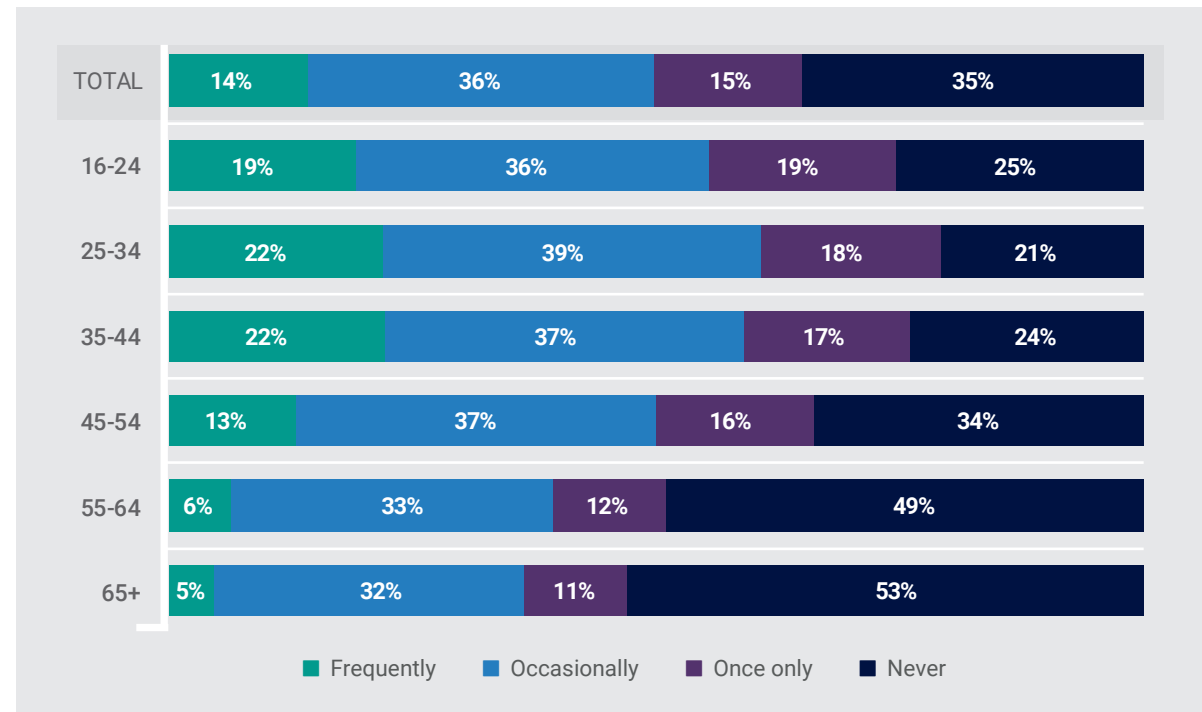


Two-thirds have ended a business relationship over privacy.

- Those aged 25-34 are the most active in terms of cancelling a service or stopping buying from a supplier due to privacy concerns, the over 55s the least.
- Results are consistent across gender, region, employment status, and incomes.

**Figure 18**

How often have you personally cancelled a service or stopped buying a product from a supplier because of concerns about privacy?



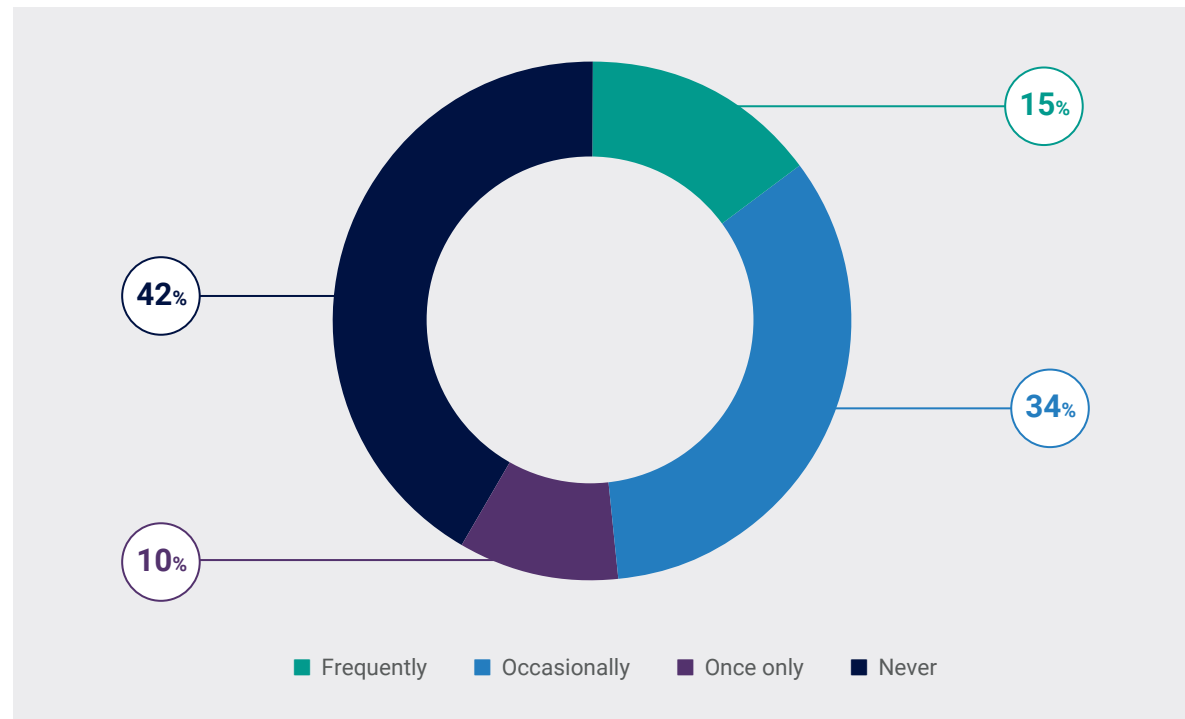
# Consumers act on their privacy data rights



Most consumers have exercised their personal data rights.

**Figure 19**

How often, if ever, have you requested a copy of any data held on you, asked for a correction or deletion, asked for processing data to be stopped and/or asked for your data not to be sold on?



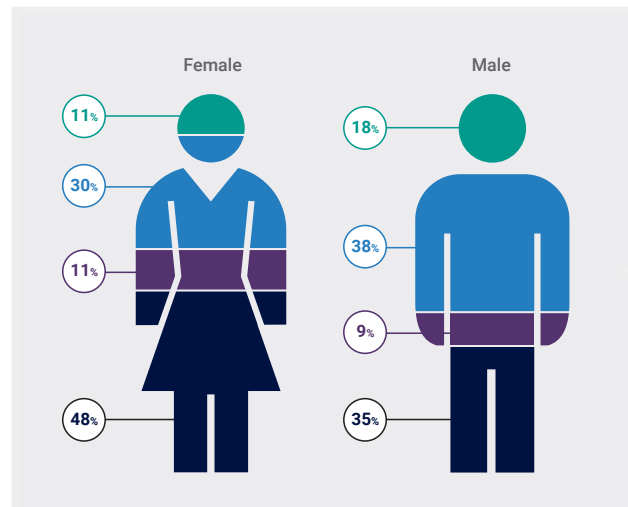
- Nearly 60% have requested data held on themselves; asked for corrections or deletions, processing of their data to be stopped, or for their data not to be sold on.
- 48% have done so more than once.
- Nearly half do so occasionally or frequently.

# Exercising privacy rights



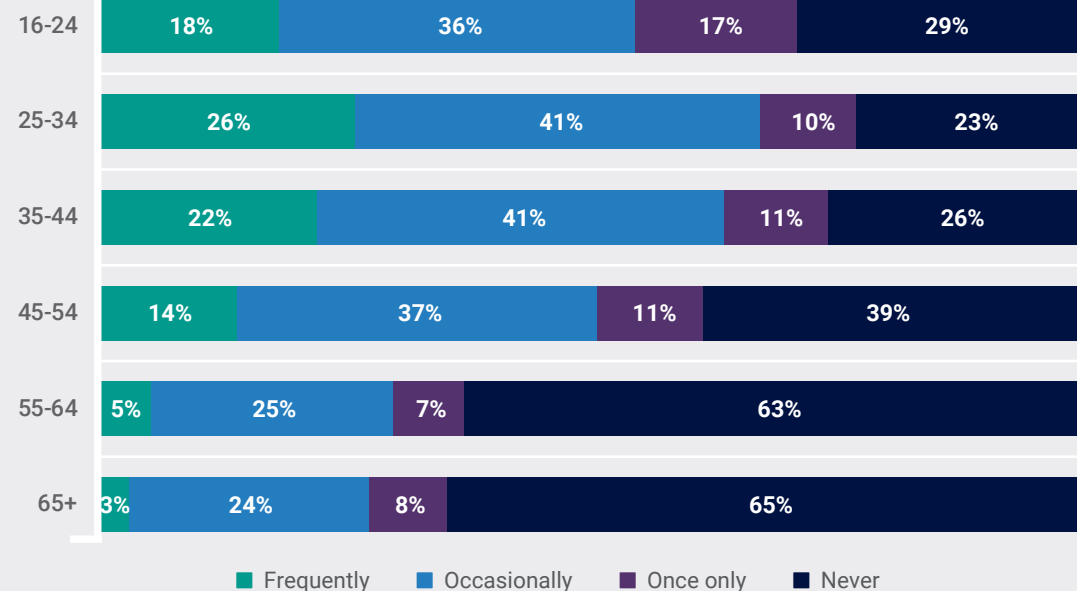
Men are more likely to act on their data than women ... and so are younger people.

- 65% of men have requested a copy of data held on themselves; asked for a correction or deletion, processing of their data to be stopped, or for their data not to be sold on.
- This compares with just over 50% of women.
- Younger people are more likely to exercise their privacy rights than older people, with those aged 25-44 the most likely to act.



**Figure 20**

How often, if ever, have you requested a copy of any data held on you, asked for a correction or deletion, asked for processing data to be stopped and/or asked for your data not to be sold on?



# Exercising data rights

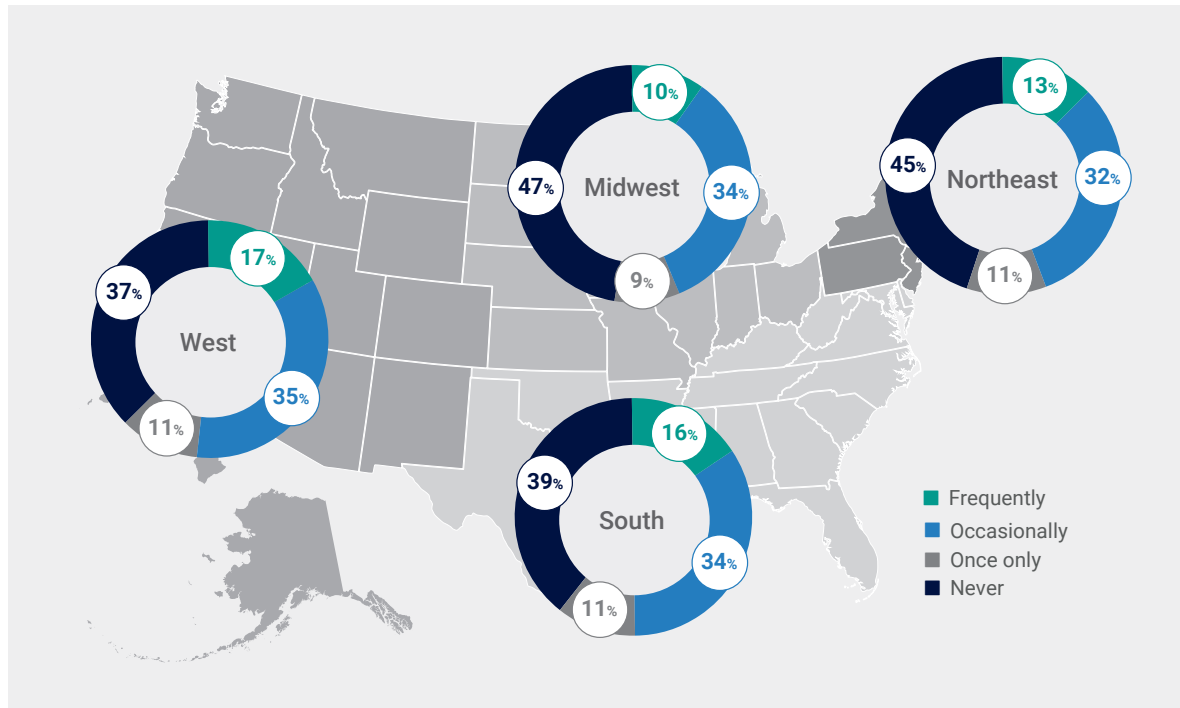


Those in the West are most active on their data.

**Figure 21**

How often, if ever, have you requested a copy of any data held on you, asked for a correction or deletion, asked for processing data to be stopped, asked for your data not to be sold on?

- People in the West are more active, perhaps because they have greater opportunity.
- Nearly half of those in the Midwest have never acted on their data.



# Privacy in action

## PRIVACY ACTIVISM

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- **US citizens are keen on exercising their data rights**, which may seem surprising given how limited those rights are relative to Europe.
- We expect much of this will relate to FCRA and credit reports, although this raises questions about **the higher proportion of men who have exercised their rights**, given that women have more credit cards and higher balances, on average, than their male counterparts.
- **The exercise of data rights is heavily skewed towards the younger end** of the demographic. It is likely this some combination of awareness of rights and greater sensitivity to creditworthiness.
- **European activism rates are about ten percentage points lower** than in the US, perhaps because Europeans rely on their governments to protect them from abusive practices.
- **Younger consumers** the world over appear to be **taking control of their digital selves and digital interactions**.
- **Gender differences are not pronounced.** Whereas in Europe women are more active; in the US it is men.

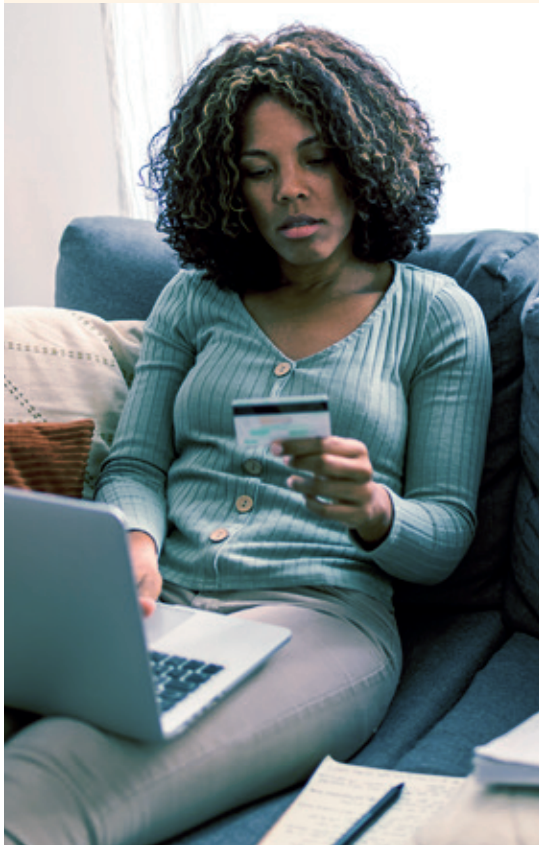




1

## Privacy drives decisions

7 out of 10 consumers select for privacy and abandon purchases if uncertain about data protection.



2

## Bad privacy costs customers

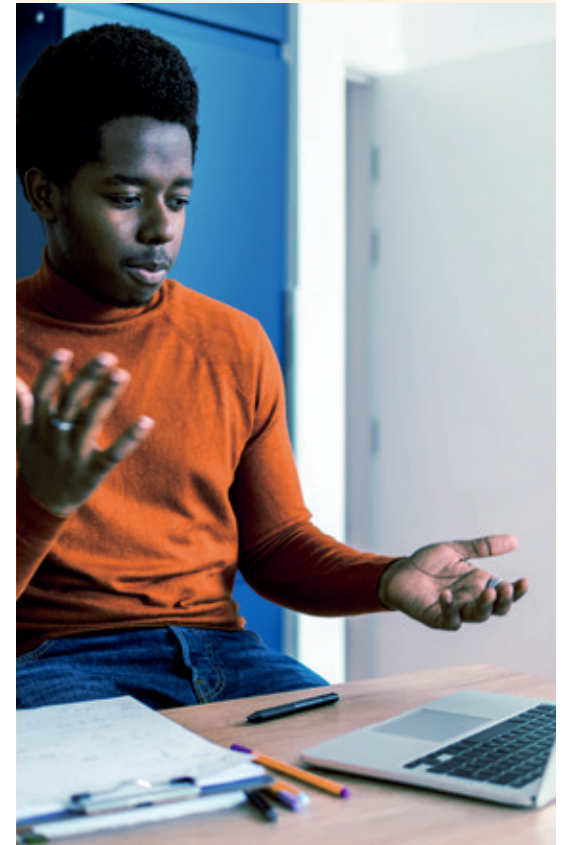
Two-thirds of existing customers will leave if they become uncomfortable about how their data may be used.



3

## People, especially younger people, know about their rights and use them.

As more state privacy laws are passed, we will see wider rights to control personal data and even greater exercise of those rights.





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**Younger consumers** the world over appear to be **taking control of their digital selves** and digital interactions.

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# Privacy opportunity

Privacy Made Positive®

# Summary

Privacy rewards. Where privacy is not guaranteed by law, people will pay extra to get it. Even where it is regulated, there is still a market for going above and beyond the bare minimum. Wealthier consumers care more and will pay more.

Privacy is a critical component of brand trust. As consumers have greater control over the use of their data for marketing, privacy becomes a more important enabler and accelerator of marketing activity.

Brand trust is also a critical component of privacy confidence – broader ethical probity is a proxy for stewardship of data.

Automating customer interaction may reduce cost but can also reduce trust. What is more, automated decision

making is being regulated worldwide so the risks increase further while the benefits may be marginal.

Everyone cares about and reads privacy notices and the young are most likely to seek out and rely on these communications.

Privacy information must be presented simply and straightforwardly. People still want written privacy information, although contextual pop-ups and video are also popular, especially with the young.



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Automating customer interaction may reduce cost but can also reduce trust.

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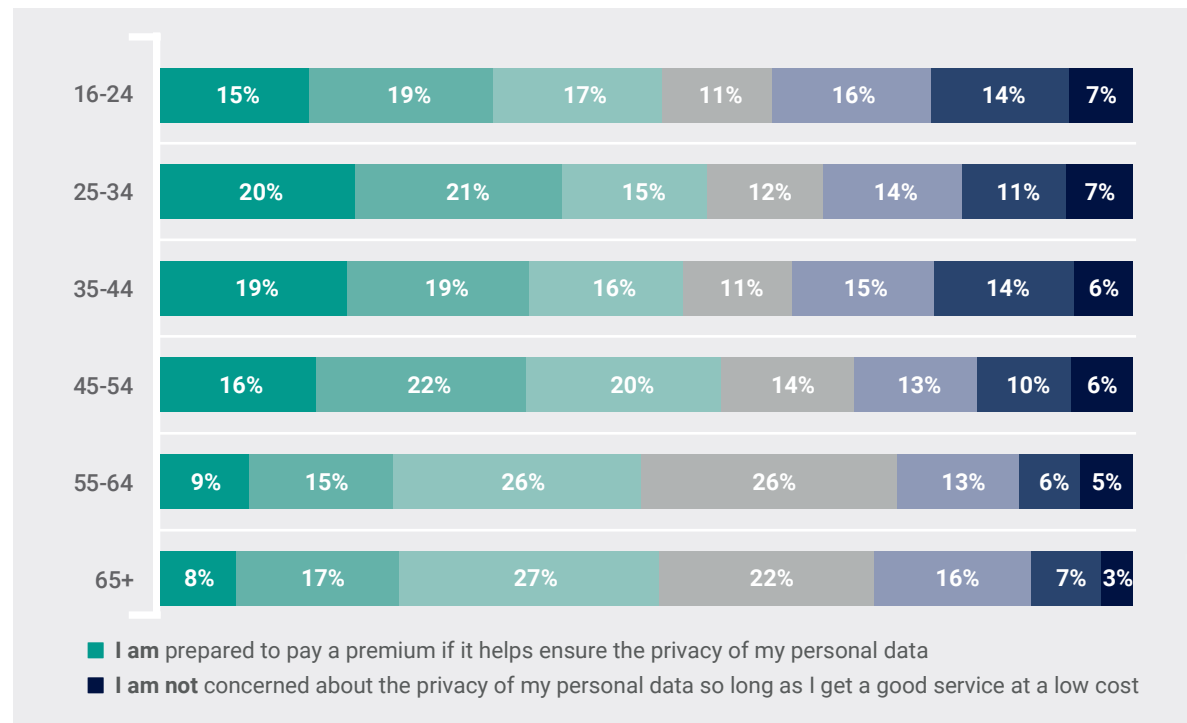
# Privacy adds value



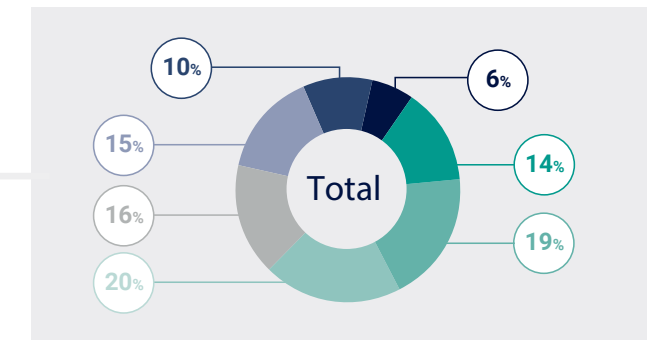
Over half of consumers are prepared to pay a premium for better privacy.

**Figure 22**

I am prepared to pay a premium if it helps ensure the privacy of my personal data



- 53% are prepared to pay a premium for better privacy.
  - Far higher than in Europe, where the average is just over 33%.
- Younger people tend to be the most prepared to pay a premium.
  - 25–44-year-olds are the most prepared to do so.
- Younger people tend to feel more strongly either way compared with older people.
- Results are fairly evenly spread across employment status, education, gender, and income.



Respondents were asked to select an option from a scale of (1) to (7) in accordance with the strength of their preference where (1) is the highest.

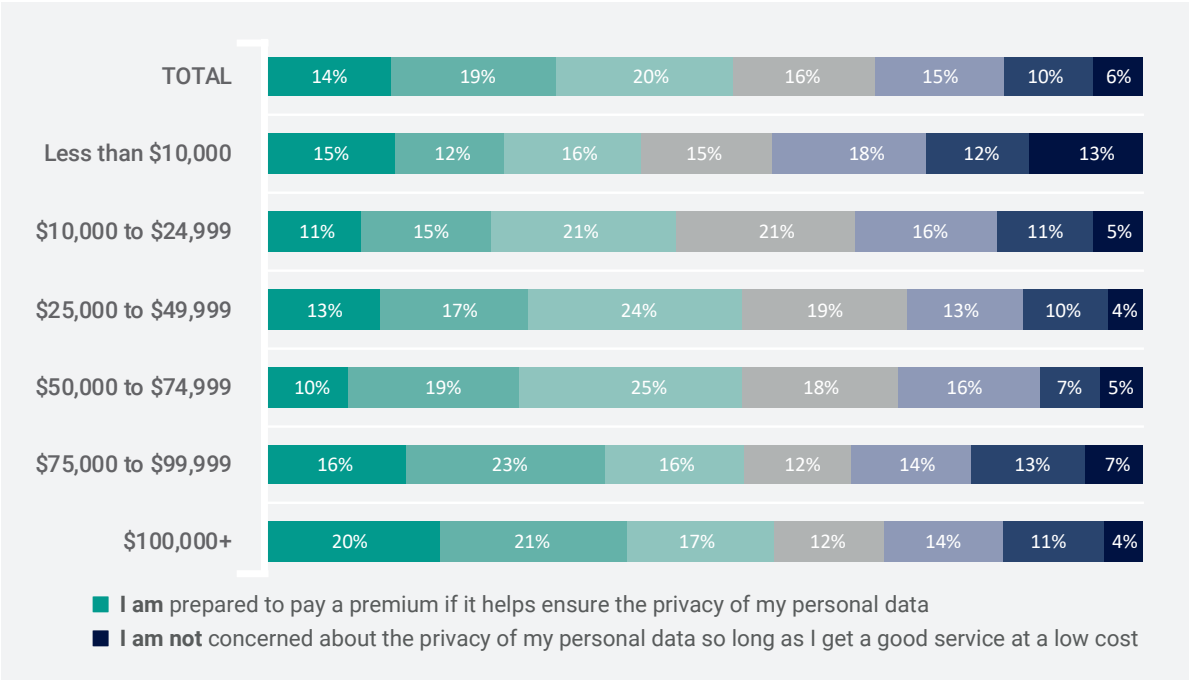


# Consumers value privacy

Consumer willingness to pay for better privacy increases with income.

- 53% of people are prepared to pay a premium to help the privacy of their personal data.
- Preparedness differs by income group, and increases with income.

**Figure 23**  
I am prepared to pay a premium if it helps ensure the privacy of my personal data



Respondents were asked to select an option from a scale of (1) to (7) in accordance with the strength of their preference.

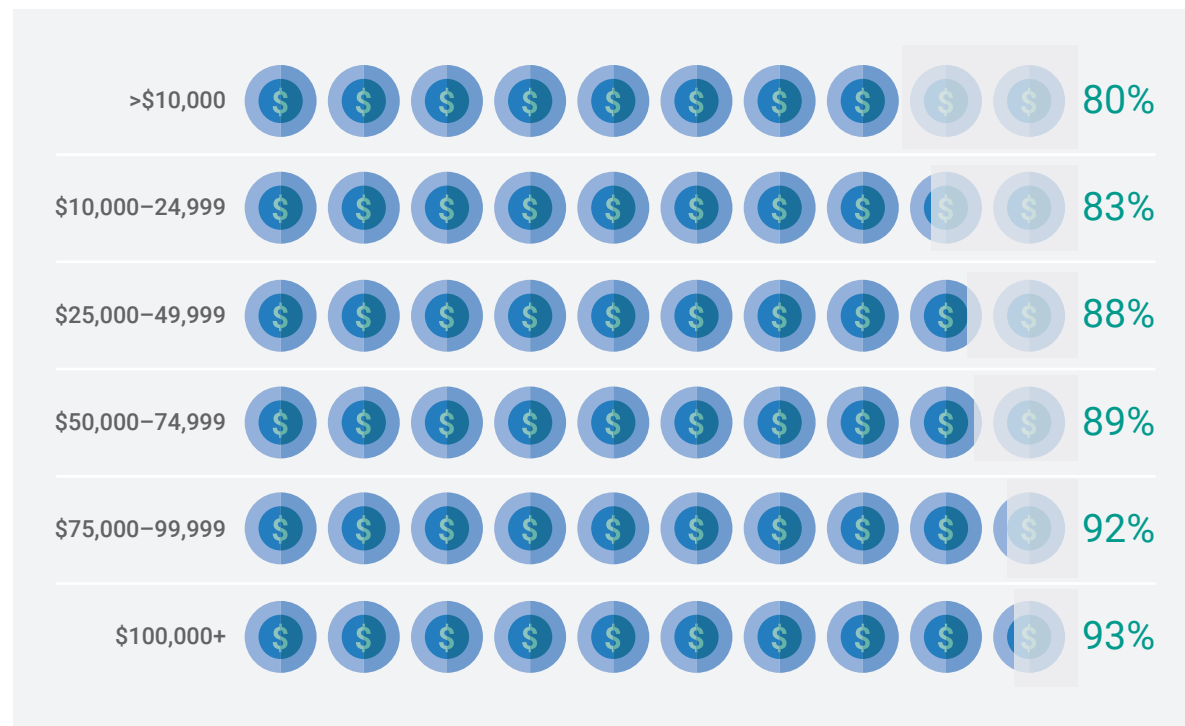
# Privacy is a key component of brand equity



The importance of privacy increases with income.

**Figure 24**

When thinking about whether you trust a company or a brand, how important is good privacy information?



- Nearly 93% of those earning more than \$100,000 a year believe that good privacy is important for trust.
- This compares with 80% for lowest income earners.



\*By good privacy information, we mean clear communication, of privacy terms, including, privacy policies/notices, consent banners, email and other contact opt-out choices

# Good privacy helps marketing engagement



Good privacy makes people more likely to accept marketing emails and cookies.

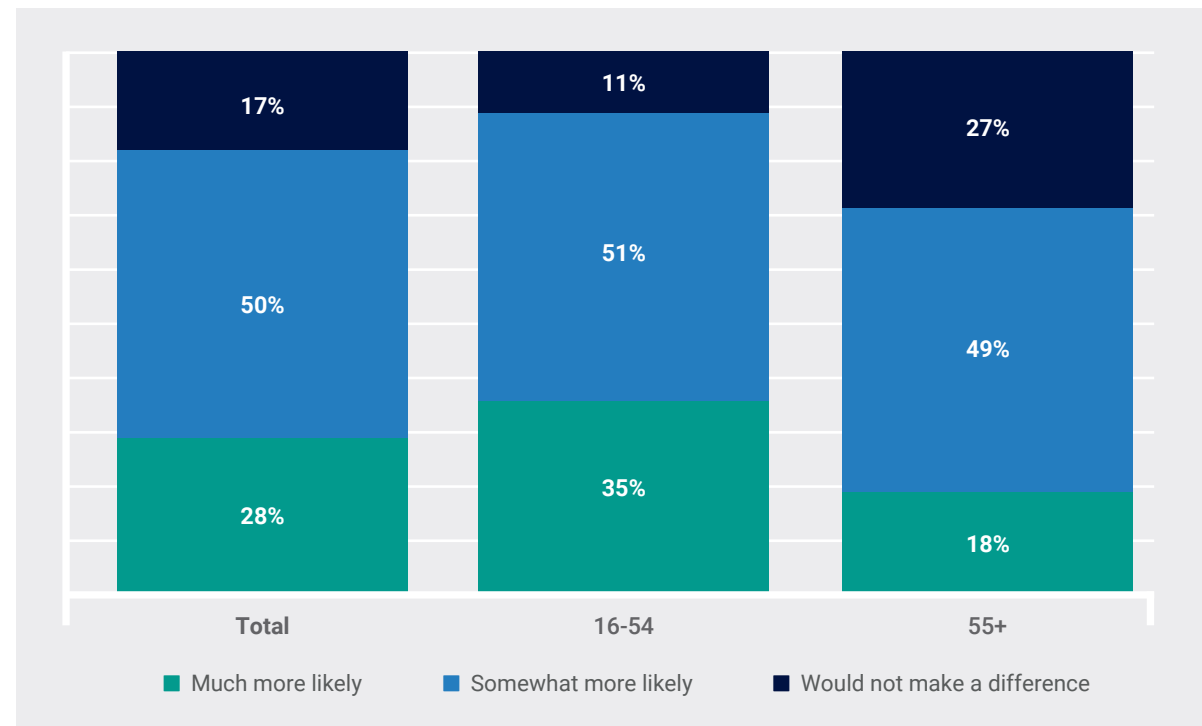
- Over three quarters (78%) are more likely to accept marketing emails and cookies from companies with good privacy information.
  - This is higher than in Europe, where it averages just over 70%.
- Those aged 16-54 are more responsive to good privacy than the older generations.
- Differences by gender and by region are small.



\*By good privacy information, I mean clear communication of privacy terms, including, privacy policies/notices, consent banners, email, and other contact opt-out choices.

**Figure 25**

If a company provides good privacy information\* from the start, how much more likely are you to accept cookies or marketing emails?



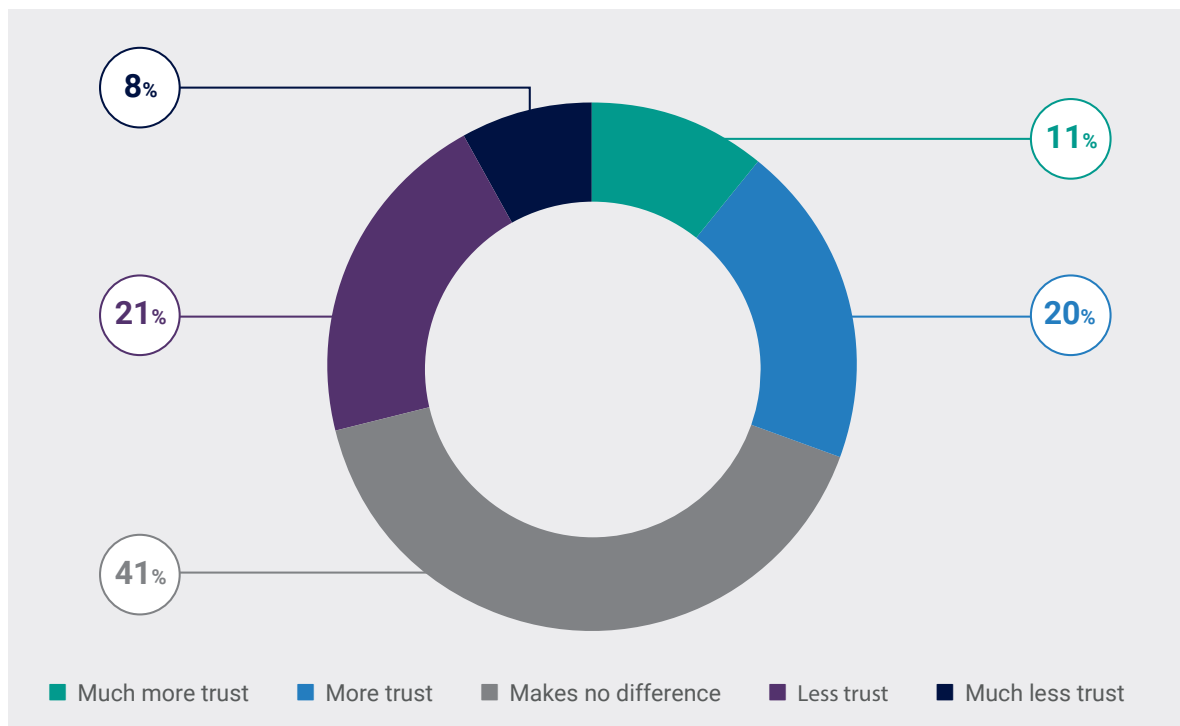
# Automation affects consumer trust



Automation affects the trust placed in a company for nearly 60% of consumers.

**Figure 26**

Do you trust organisations more or less if they automate\* their interactions with you?



- The use of automated systems has a negative impact on trust for nearly 60% of consumers.
  - › One third of consumers are less trusting of automated systems than of non-automated systems.
  - › One third are more trusting.



\*By automate we mean chatbots, automated decision making, voice menus, self service online control centres.

# Trust with data is based on trust in brand

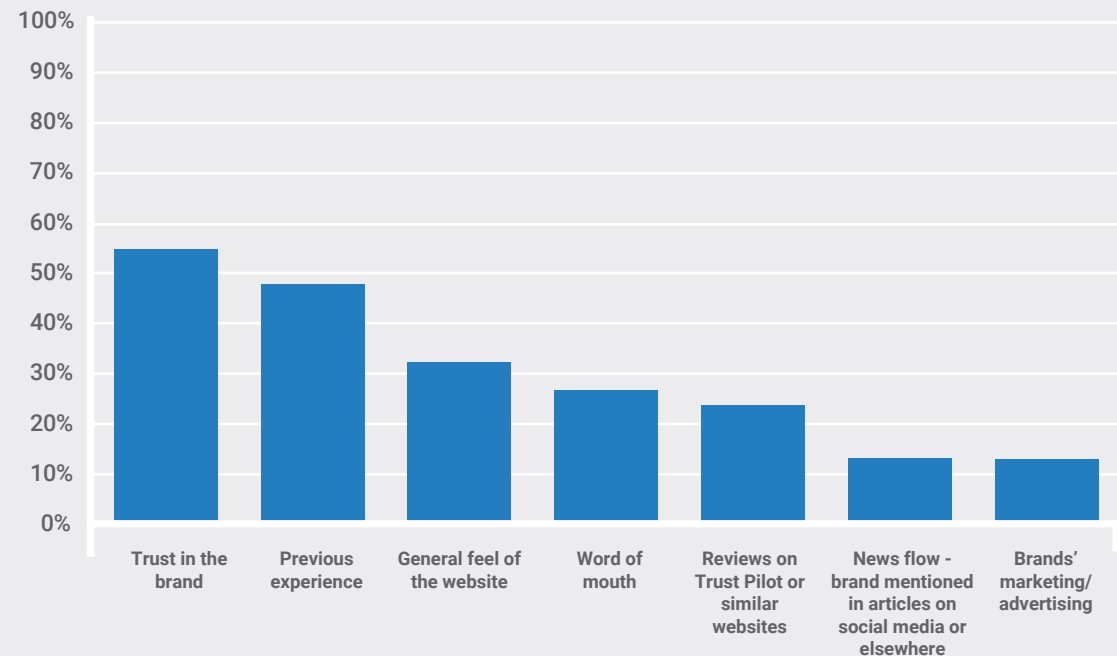


Trust is also influenced by previous experience, websites and word of mouth.

- Trust with personal data is heavily based on the trust people place in the brand itself.
- Previous experience is particularly important.
- The general feel of the website, word of mouth, and reviews on third-party websites come next.
- Marketing and advertising, news flows, and other factors are less important.

**Figure 27**

Factors that influence brand trust ranked in importance



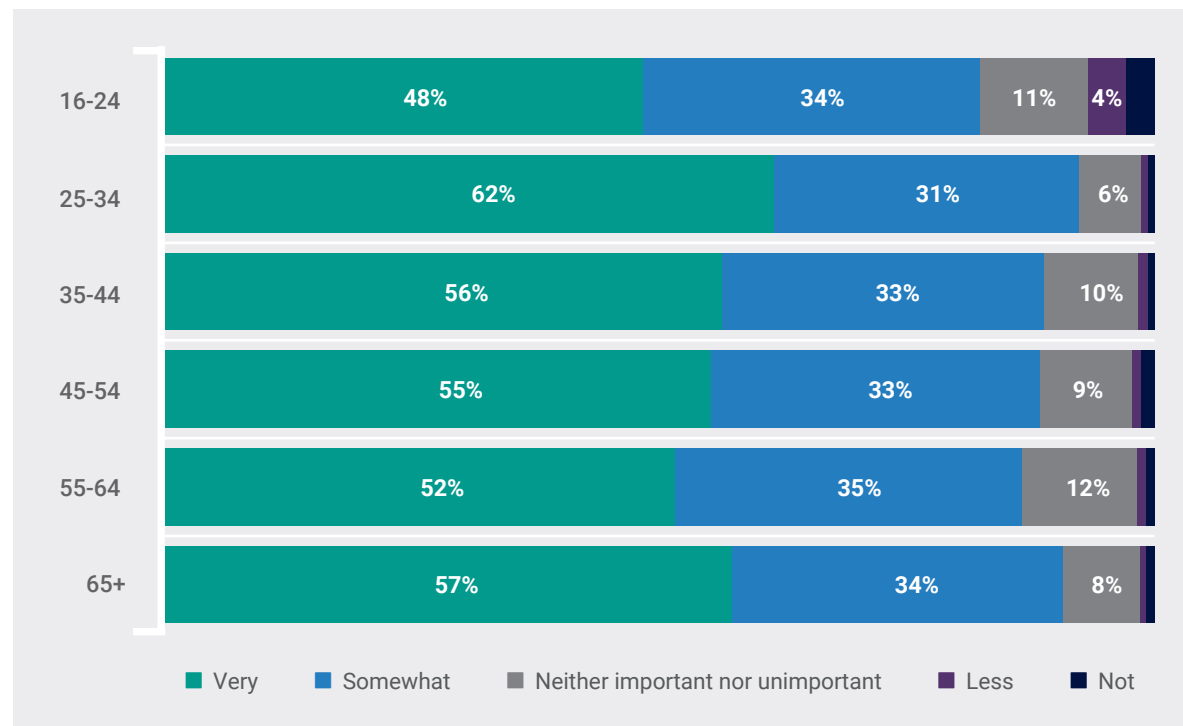
# Transparency matters



Transparency about data management is important to people of all ages.

**Figure 28**

When thinking about whether you trust a company or a brand, how important is good privacy information\*?



- 25-34 year-olds believe the most that transparency is important with 93% believing that it is very or somewhat important.
  - 65+ are closely behind, at 91%.
- More than four out of five 16-24 year olds - the consumers of the future - think that transparency matters.



\*By good privacy information, we mean clear communication of privacy terms, including, privacy policies/notices, consent banners, email and other contact opt-out choices.

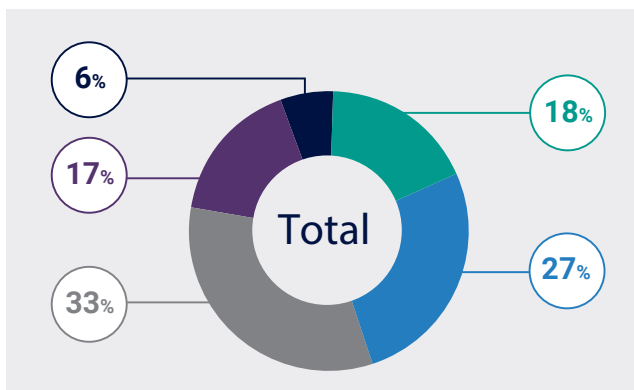


# Privacy notices matter



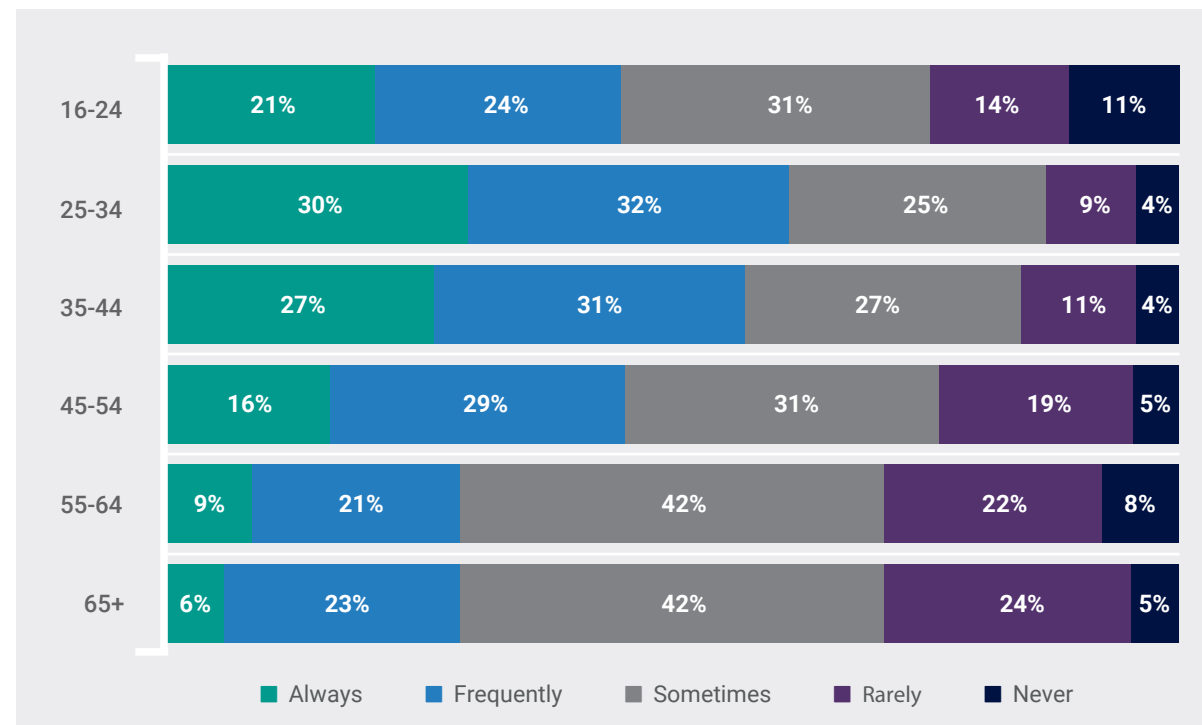
Nearly all in the US have read privacy notices at some point.

- Three quarters of people read privacy notices.
- And nearly half (44%) always or frequently do so.
- Those who never do so are a tiny minority.
- Those aged 25-44 are the most avid readers of privacy notices.
- The older age cohorts are least likely to read them.



**Figure 29**

Do you read privacy policies/notices?



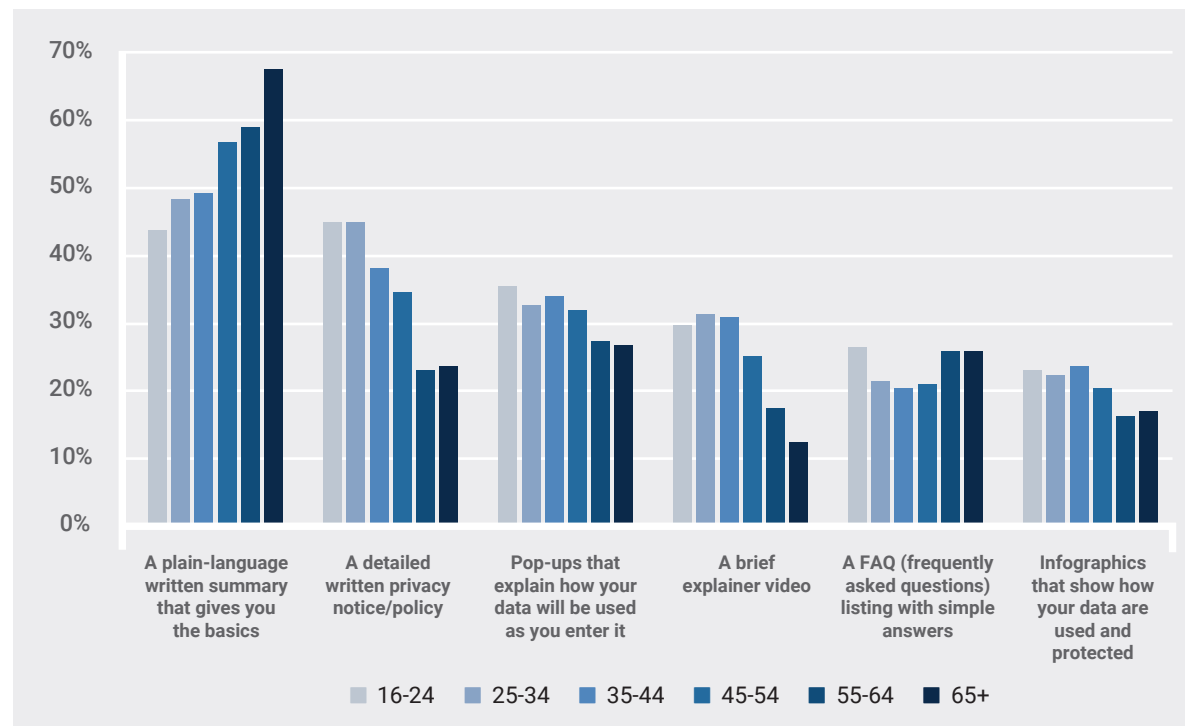
# Privacy should be clear and simple



Most people prefer plainly-written summary privacy notices up front.

**Figure 30**

The importance of plainly-written summary privacy notices versus other formats



- The majority (55%) prefer privacy notices in plain-language summary form.
  - And this becomes more valued with age.
- Over one third (35%) prefer more detailed written policies/notices.
  - And this is more important to younger people.
- The popularity of explanatory pop-ups and videos decreases with age.
- Enthusiasm for infographics and FAQs is more evenly spread over the age groups.

# Sources of trust

## PRIVACY OPPORTUNITY

53

- Privacy confidence comes from brand confidence, past experience and the overall feel of the website – so **brand values matter**.
- **Just under a third of millennials always read privacy notices**, despite how hard they can be to find... and read... and understand.
- **Younger male respondents were most enthusiastic** for automation, older generations and women were more resistant.
- **The older you are, the more likely you are to want a simply written summary of basic privacy information**. The younger you are, the more likely you are to want pop-ups and video.



1

## Privacy and brand make good bedfellows

Embed ethical behaviour and good data stewardship into your brand messaging if you want to benefit from purchasing decisions guided by privacy principles.



2

## Privacy information needs to be accessible

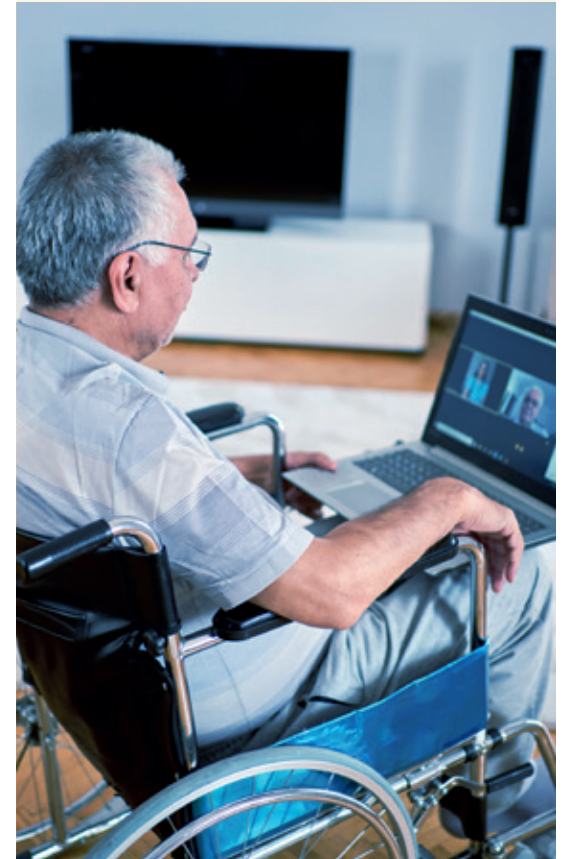
Think about multiple channels and formats rather than a single, legalistic privacy notice.



3

## Automation should be an option, not a requirement

Attitudes and reactions to automation vary enormously by cohort – and alternatives should always be available.





# Conclusions





# Research conclusions

We approached the US Privacy Made Positive® study with an open mind. The result that consumers really care about privacy, and are more concerned about their privacy than their European counterparts, reinforced our belief that privacy is more than a reactive compliance exercise and offers a real opportunity to secure a competitive advantage.

Whatever happens in terms of US legislation, the rest of the world is moving to a consensus on privacy as a fundamental right.

## **Privacy, brand and trust are interlinked**

Consumers in the US exercise strong selection preferences with reference to privacy, and they look at the whole brand, not just the product and the processing. To gain their trust privacy needs to be an integrated part of your whole operating model, and a core ethical value. Like other aspects of ESG, lip service is no longer enough. You need to lean into privacy and make an active choice to offer your customers protection, control and transparency.

## **Benefit from an early mover advantage**

Effective privacy is partly an exercise in managing risk and compliance, of course. Not only is privacy regulation continuing to develop in the United States – at both state and federal level – but the frequency and scale of lawsuits relating to breaches and abuse of data continues to rise. However, if you allow the tempo and scope of your privacy programme to be dictated by the pace of legislation you will miss the opportunity to gain early mover advantage.

## **Securing global market access**

Whatever happens in terms of US legislation, the rest of the world is moving to a consensus on privacy as a fundamental right. More than 135 countries now have privacy regulations based on the core principles that also underpin the GDPR. Adopting the same approach in your organisation makes it much easier to gain access to this global market as well as preparing you for a




potential future federal privacy act or the extension of state privacy laws across the Union.

### Leadership's critical role

Privacy leadership as an enterprise starts with privacy leadership in the board room. You need to embed proper stewardship and ethical use of data and to make everyone at every level aware of their duties and responsibilities in realising that commitment. If you can do that, your people will stay loyal for longer, your marketing team will have a real differentiator that they can use to reach current and former customers and your leadership and stakeholders will see the benefit in your bottom line.

### Privacy commitments for all stakeholders

We have also learned that it is not just about customers. Our first Privacy Made Positive® e-book looked at the wider research into privacy and ethical behaviour and their relationship to business success. We found strong evidence that ethics, including privacy, are fundamental to effective recruitment, motivation and retention of employees. Making sure that your commitment to privacy principles extends to all of your stakeholders will multiply the positive return from your privacy programme.



Privacy needs to be an **integrated part of your whole operating model**, and a core ethical value.

# The Securys approach

Securys is a specialist data protection and data privacy consultancy that operates in over 50 markets globally, working with some of the largest firms in their sectors.



## Global coverage

Securys is a specialist data protection and data privacy consultancy that operates in over 50 markets across every continent, working with some of the largest firms in their sectors. As the creators of Privacy Made Positive® we show how following good privacy practice delivers quantifiable business benefits.

## Sectoral expertise

Our client base is wide and varied, but we have notable strength across the financial, healthcare, ecommerce, retail, luxury goods and the mining & energy sectors.

## Privacy operating model

Securys has developed a privacy operating model for enterprise clients which integrates and collaborates with key functions across any organisation, including risk, compliance, legal, technology, operations, HR and marketing.

## Benchmarking

We have developed privacy benchmarking tools order to give our clients insight into where they sit within their sector and the wider world of privacy, and supporting them in the promotion of privacy as a competitive advantage.

## User journey

As part of Privacy Made Positive® Securys maps and evaluates user journeys through the prism of privacy in order to help clients develop more open, transparent and user-friendly engagement with consumers.

## Governance

Securys provides a suite of data protection governance activities, including Data Protection Officer and EU Representative services, for clients seeking to enhance their privacy compliance.

## Future facing

Privacy regulation is evolving at pace in the US, Europe and across the world. We bring global experience of data privacy and information security assessment and remediation from multiple sectors and perspectives and our approach is strategic, risk-based, positive and practical. With our support, clients meet their compliance requirements efficiently and affordably.

→ Find out more at [www.securys.co.uk](http://www.securys.co.uk).

# About the authors



**Ben Rapp**

Founder & Principal  
SECURYS

Ben is a Certified Information Systems Security Professional with the Information Systems Security Management concentration, a Certified Information Privacy Professional/Europe, a Certified Information Privacy Professional/US, a Certified Information Privacy Manager and an IAPP Fellow of Information Privacy; he is also a Chartered Information Technology Professional and a Fellow of the British Computer Society. He previously founded and ran Managed Networks, the leading provider of IT services to the UK entertainment industry.



**John Llewellyn**

Partner  
INDEPENDENT ECONOMICS

Alongside his role as practice lead, John plays a major role in the firm's conjunctural and other economic analysis. With a background that spans academia, international and national policymaking and investment banking, he is the former Global Chief Economist and Senior Economic Policy Advisor at Lehman Brothers. Whilst acting as adviser to HM Treasury regarding the 2008 Global Financial Crisis and its aftermath, he co-founded Independent Economics in 2009.

He held several senior roles at the Organisation for Economic Cooperation and Development (OECD) in Paris and, prior to this, worked at the Faculty of Economics, University of Cambridge and was also a Fellow of St. John's College.



**Ruth Parkinson**

Head of Marketing  
SECURYS

As Head of Marketing, Ruth is responsible for the marketing strategy for the firm, a key element of which is the continued development of the Privacy Made Positive® brand and research programme.

She has held senior positions in marketing and business development for professional services organisations and a FTSE-listed business. With particular strength in brand communications, she has successfully launched an annual global survey targeted at C-suite executives and a client magazine.

Recognising the importance of data privacy, she gained a qualification in data protection and is a firm believer in the role privacy can play as a brand differentiator.











# About Securys

Securys is a specialist data privacy consultancy with a difference.

We're not a law firm, but we employ lawyers. We're not a cybersecurity business but our staff qualifications include CISSP and CISA. We're not selling a one-size-fits-all tech product, but we've built proprietary tools and techniques that work with the class-leading GRC products to simplify and streamline the hardest tasks in assuring privacy. We're corporate members of the IAPP, and all our staff are required to obtain one of more IAPP certifications. We're ISO 27001 and ISO 27701 certified and have a comprehensive set of policies and frameworks to help our clients achieve and maintain certification. Our relentless focus is on practical operational delivery of effective data privacy for all your stakeholders.

We're not just a consultancy. We're your privacy engine room. We can stand in your boardroom and do strategy with the best of them, and work with your compliance teams to solve knotty problems. We can audit your compliance and deliver drillable risk dashboards across the organisation. But above all, we can get involved at ground level and help your frontline teams get the job done. That's Privacy Made Practical®.

