Consumers exercising Data Subject Access Rights (DSAR)

- **2022:** 8% of participants exercised DSAR
- **2023:** 25% of participants exercised DSAR

Strong support for privacy laws

- 47% of consumers support privacy laws
- 33% of consumers don’t support privacy laws

Consumers’ awareness of privacy law and their confidence in protecting their data

- 60% of consumers are aware of their country’s privacy law
- 40% of consumers are not aware of their country’s privacy law

Support for AI use, but there are also concerns

- 48% of consumers believe AI can be used in a positive way
- 52% of consumers believe AI can be used in a negative way

Steps organizations can take to build trust in AI

- 45% of consumers are more comfortable with AI if organizations undertake ethical measures
- 55% of consumers are more comfortable with AI if organizations explain how AI makes decisions

Gen AI: concerns and actions

- 15% of consumers believe AI can be used in a positive way
- 25% of consumers believe AI can be used in a negative way

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