The Growing Imperative of Getting Data Privacy Right

Emergence of “privacy active” consumers

- 84% Care about privacy
- 80% Wiling to act
- 48% Already acted by changing providers

Atitudes of Privacy Actives

- 90% Those that are aware of regulation like GDPR are more comfortable with new uses of their data
- 91% Won’t buy if don’t trust how data is used

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Government role + GDPR

- 45% Who should be primarily responsible for protecting our privacy? National Government

Challenges going forward