



Customer Attitudes to Privacy in Europe in 2018

The importance of Trust, Transparency and Control

25 May 2018

A watershed moment to
transform your approach to
privacy

The opportunity for business

“UK businesses should seize upon GDPR as the catalyst to transform their businesses into human-centric ones.

They should use the GDPR framework as the foundation for an authentic and transparent relationship with their customers.”

we are the dma future foundation




Data privacy:
What the consumer
really thinks
2012



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Data privacy:
what the consumer
really thinks
June 2015



Research partner
**FORESIGHT
FACTORY**

we are the dma acxiom



Data privacy:
What the consumer
really thinks
February 2018

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Consumer attitudes

from 2012 to today



Pragmatist

who will make trade-offs depending on the service or enhancement of service offered



Fundamentalist

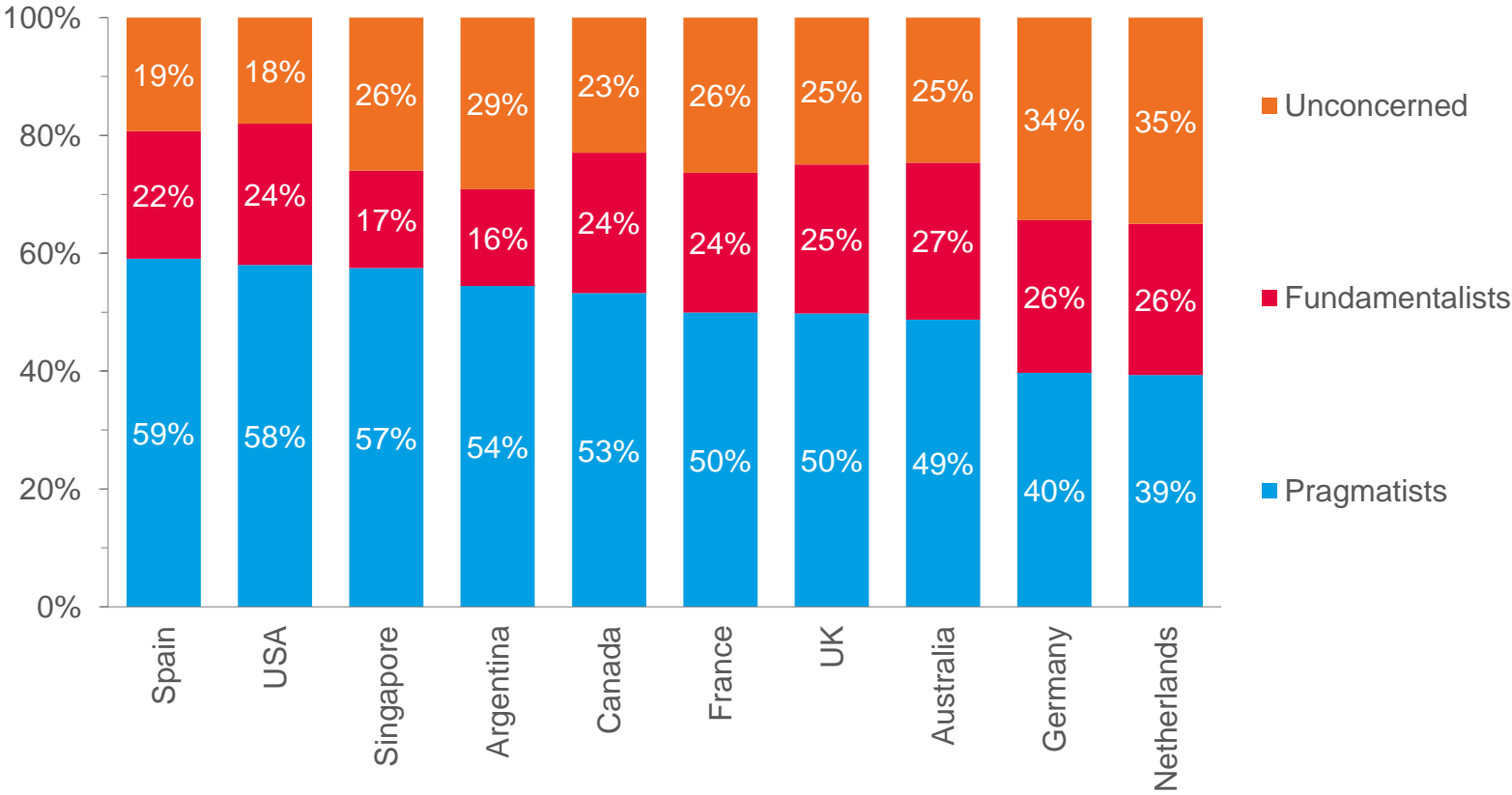
who are unwilling to provide personal information even in return for service enhancement



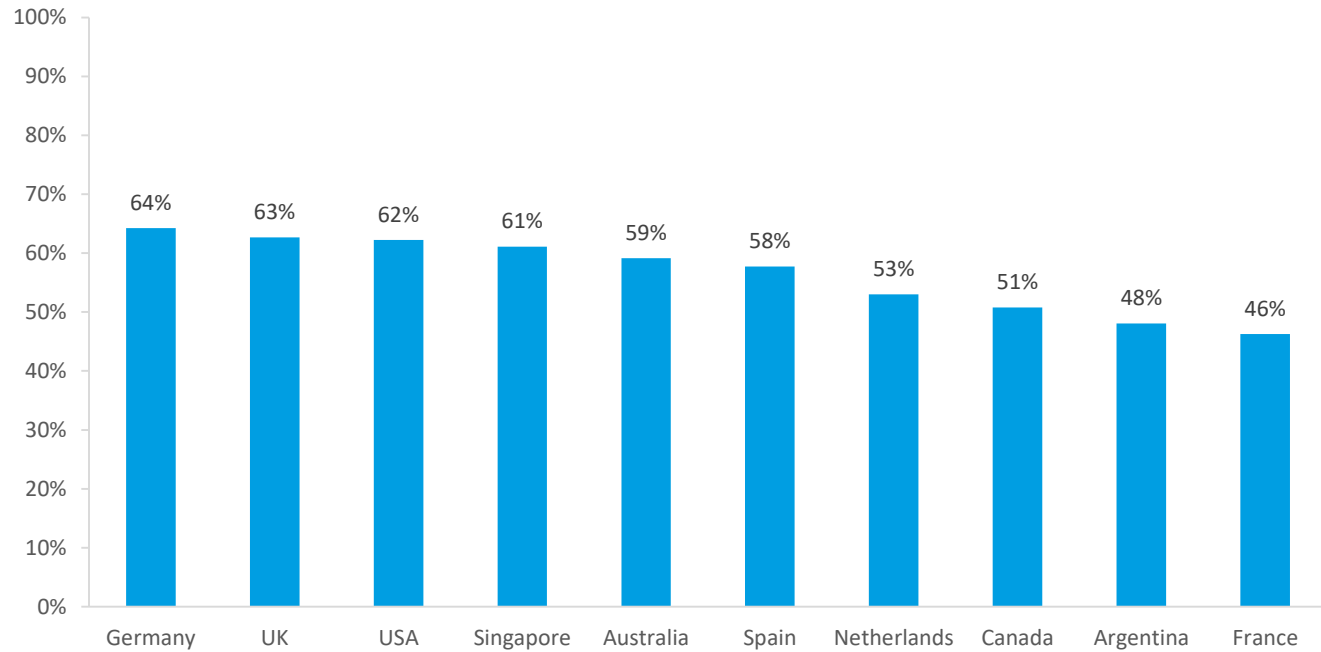
Unconcerned

who are unconcerned about the collection and use of personal information

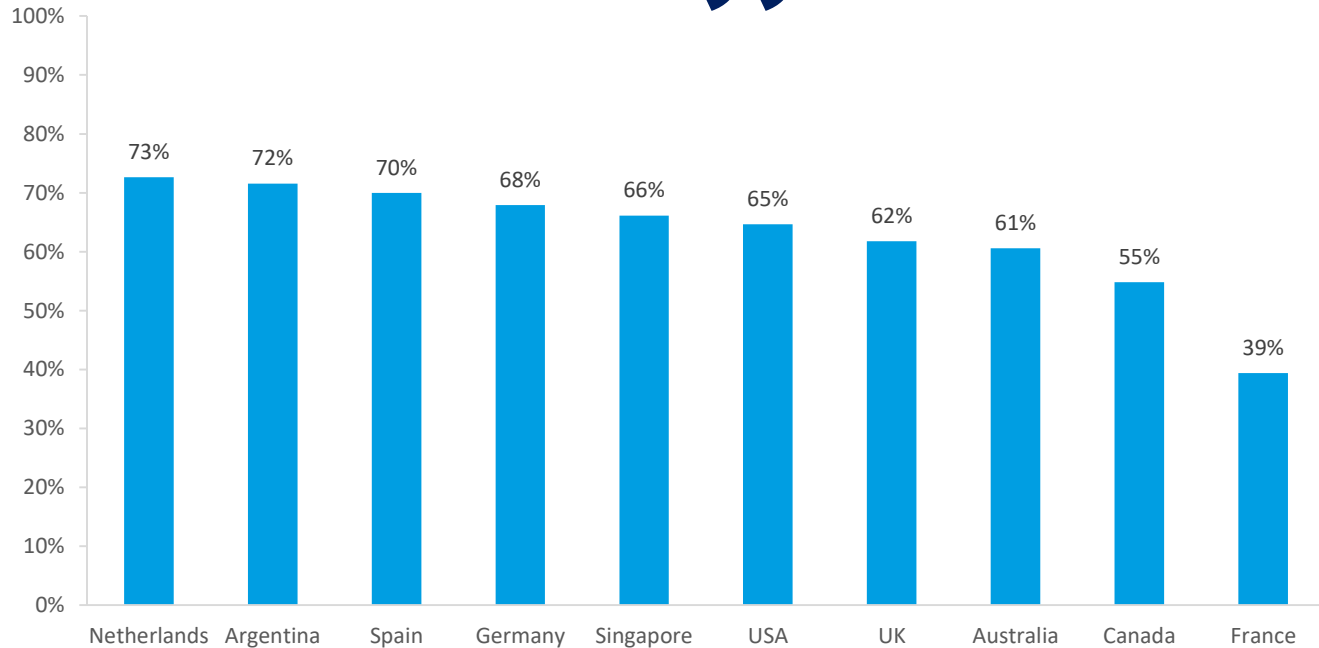
Data sharing personas:



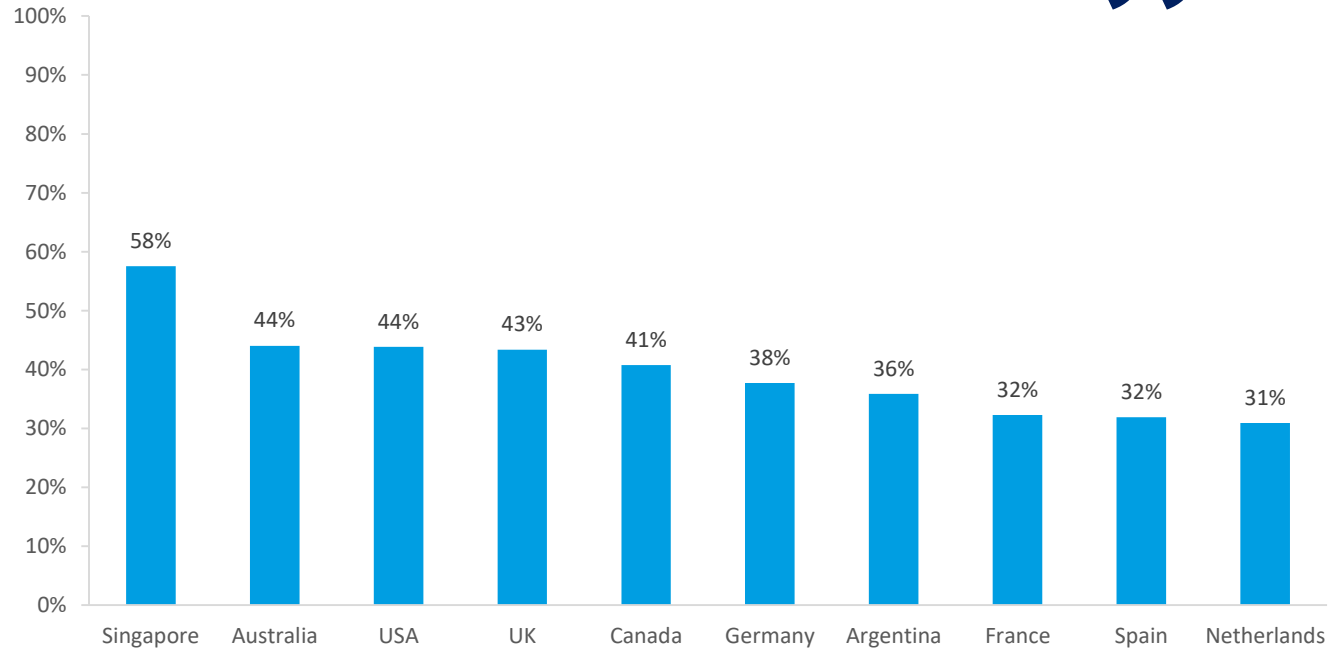
“ Sharing data is part of the modern society ”



“ I feel **more aware** of how my data is used and collected than in the past ”

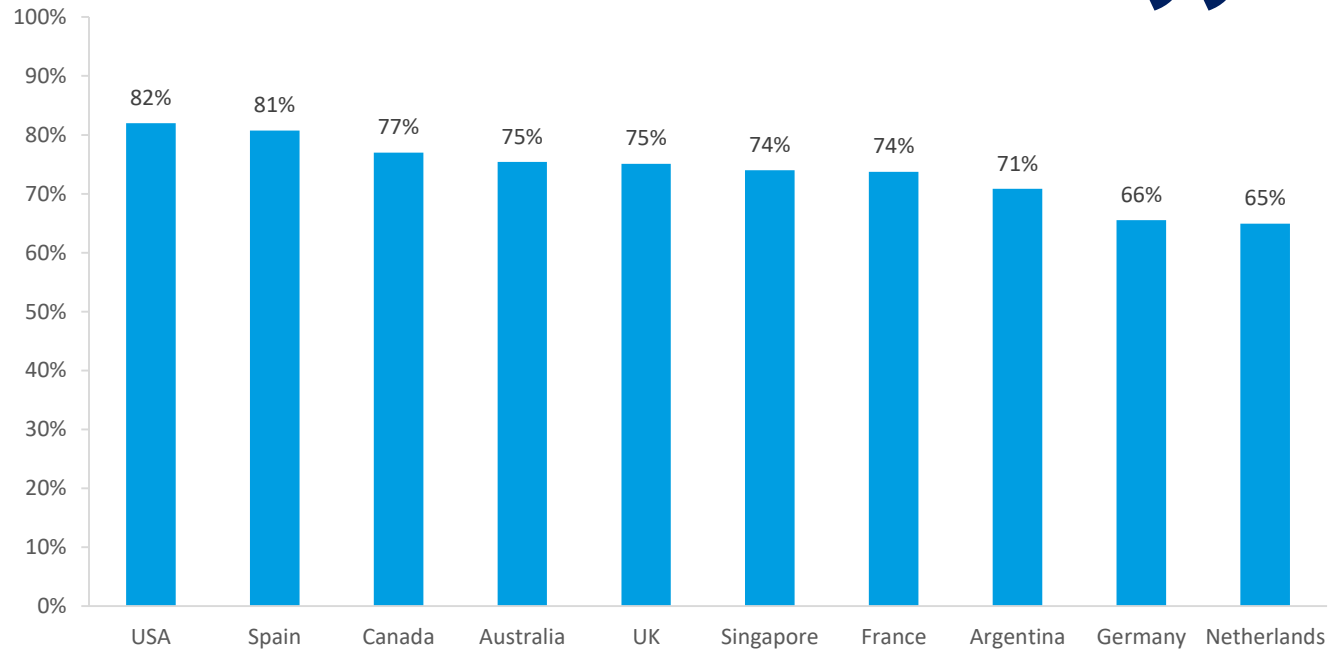


“ I feel **more comfortable** with data exchange with companies than previously ”

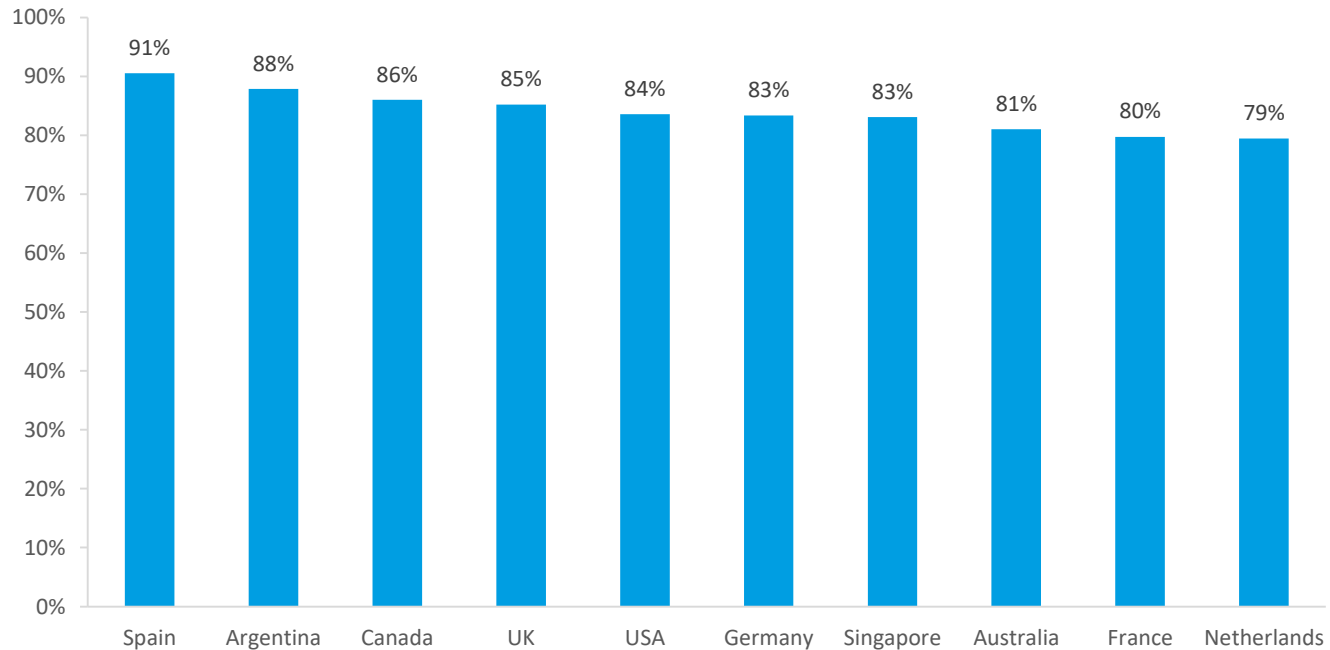


BUT....

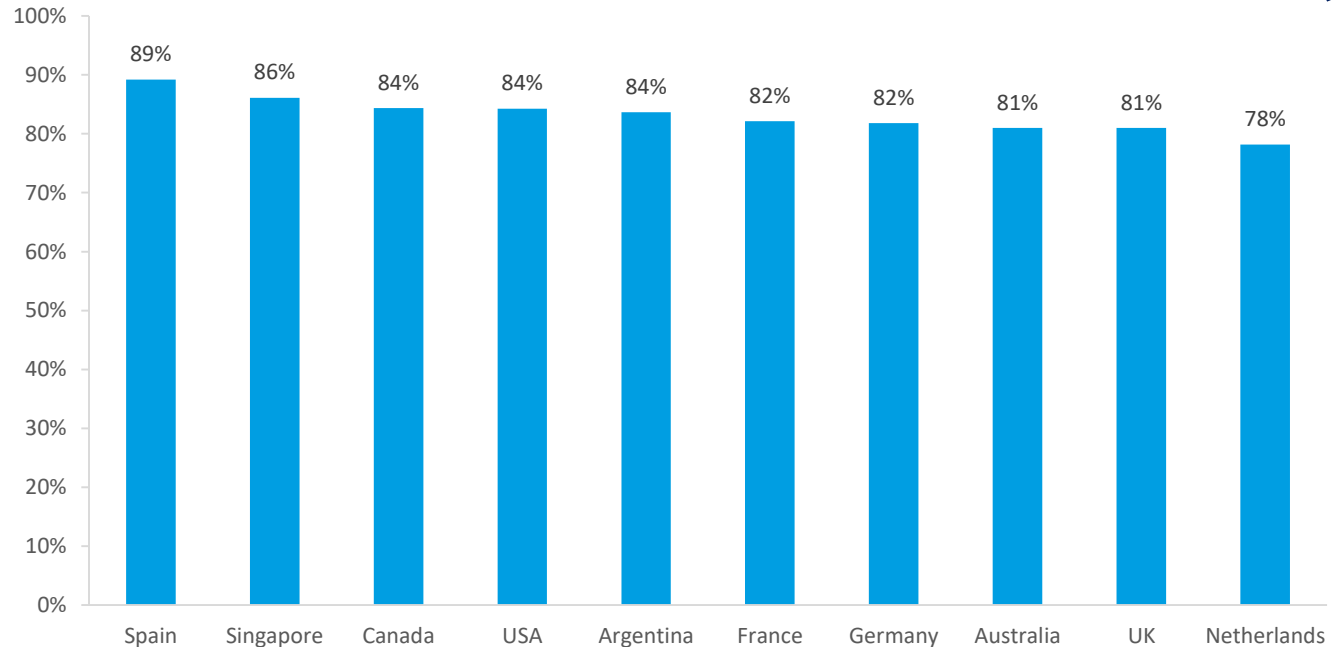
“ How do you rate your **levels of concern** about the issue of online privacy these days? ”



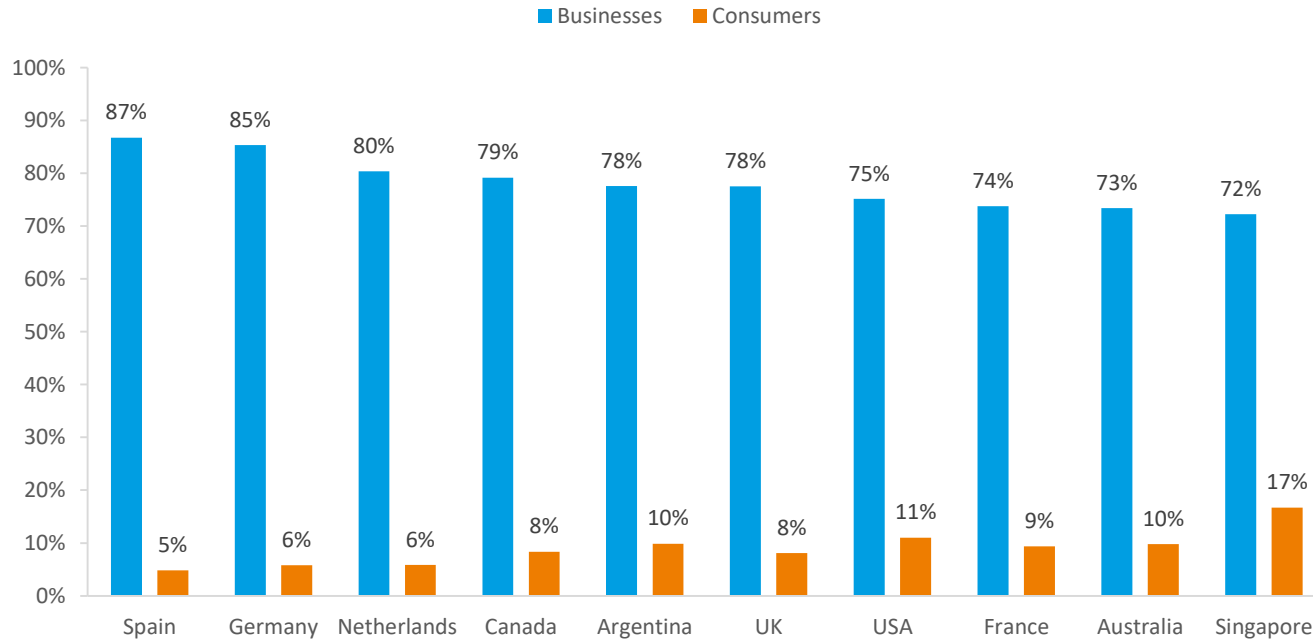
“ I would like **more transparency** about how my data is collected and used ”



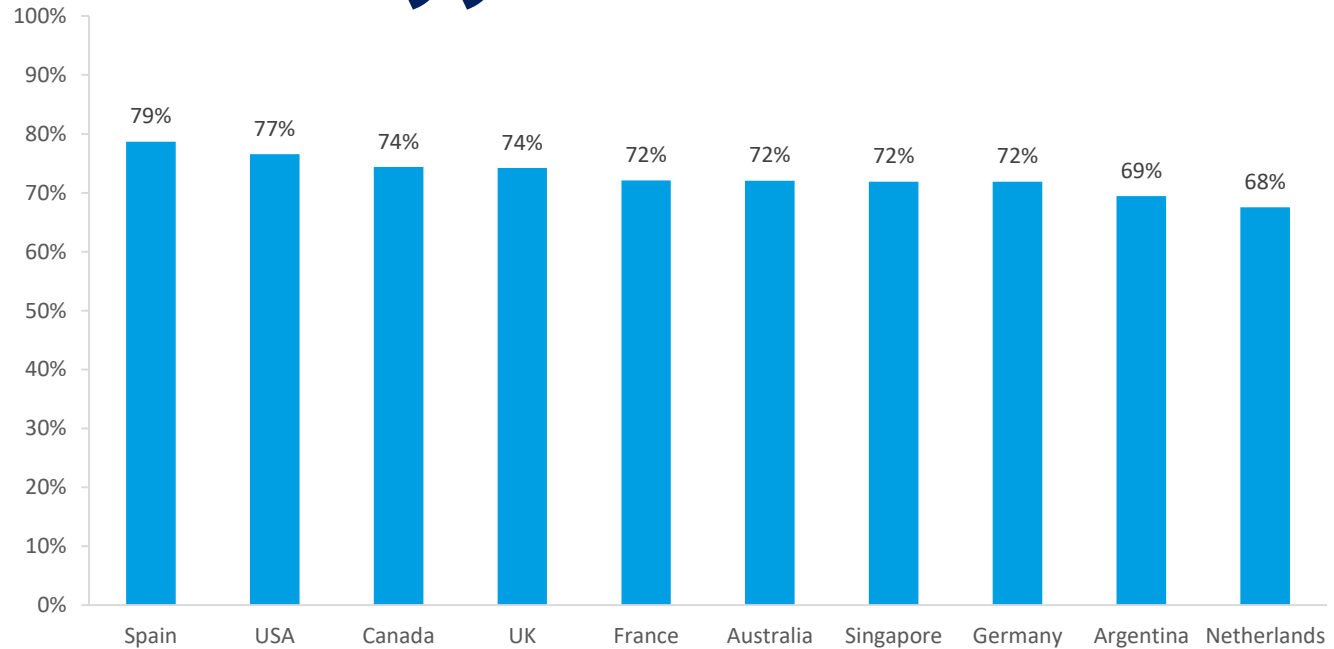
“ I would like **more control** over the personal information I give companies and the way it is stored ”



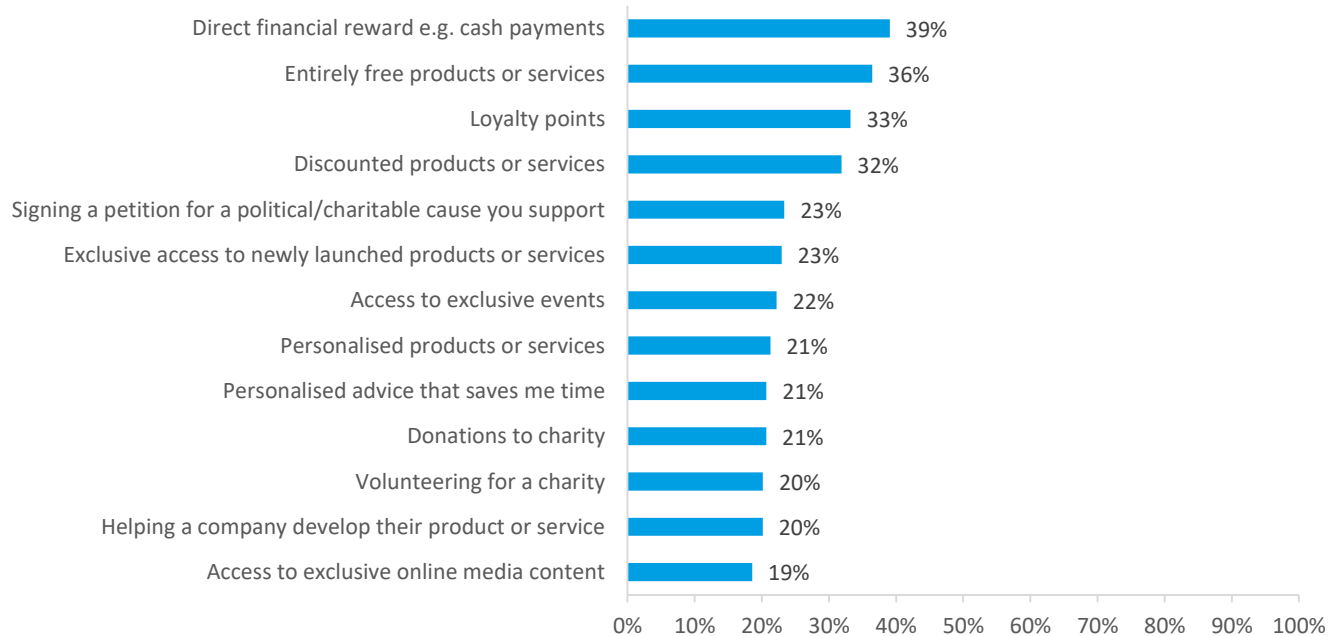
Data exchange: Who benefits most?



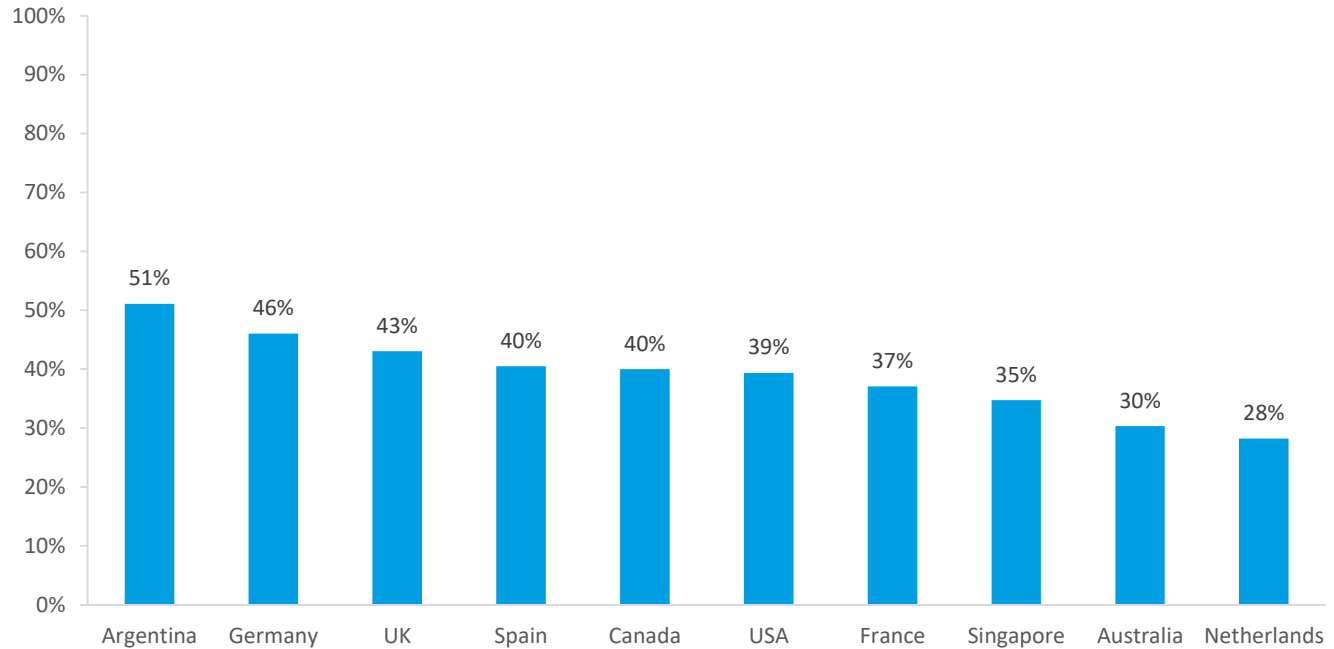
“ My **data is my property** and I should be able to trade it if I like ”



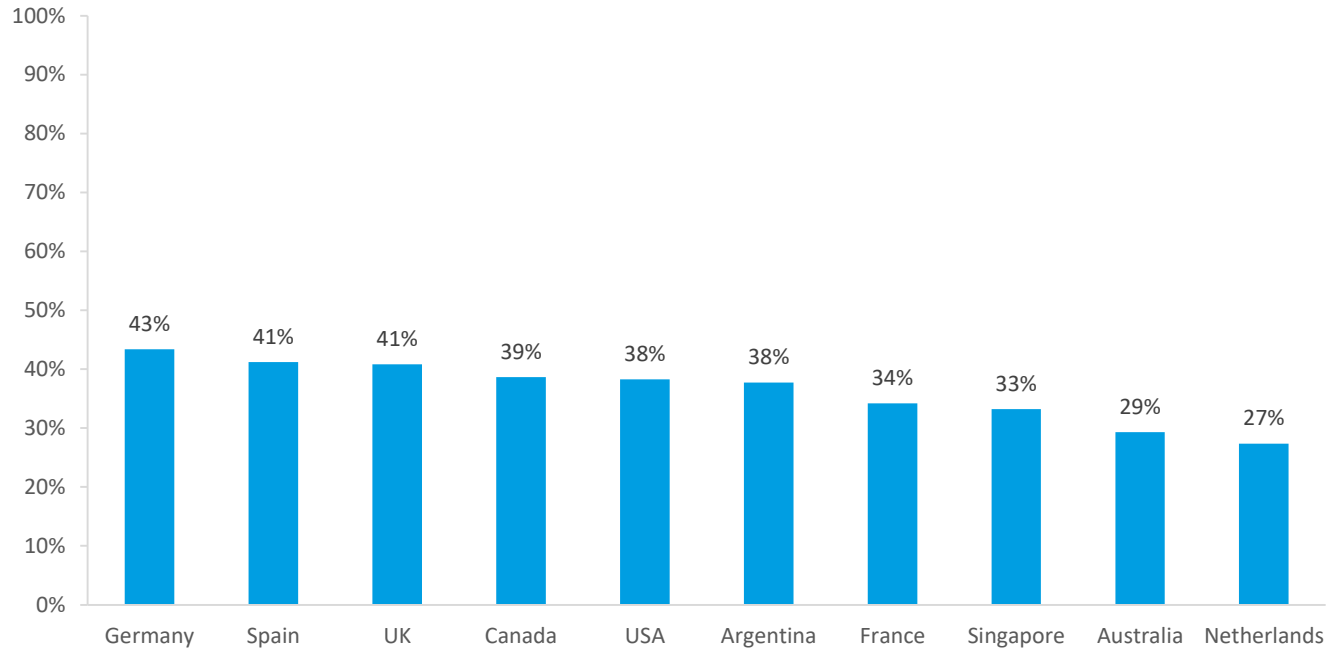
Data exchange: Which incentives work?



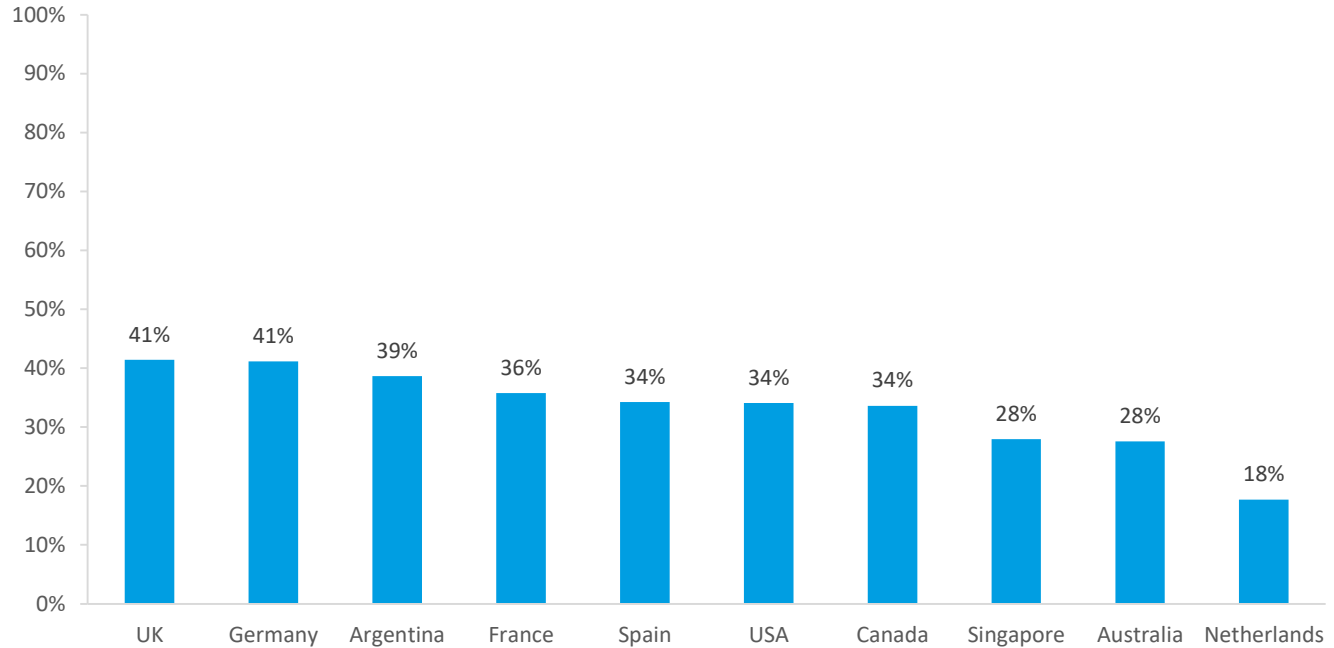
Data exchange: Direct financial rewards



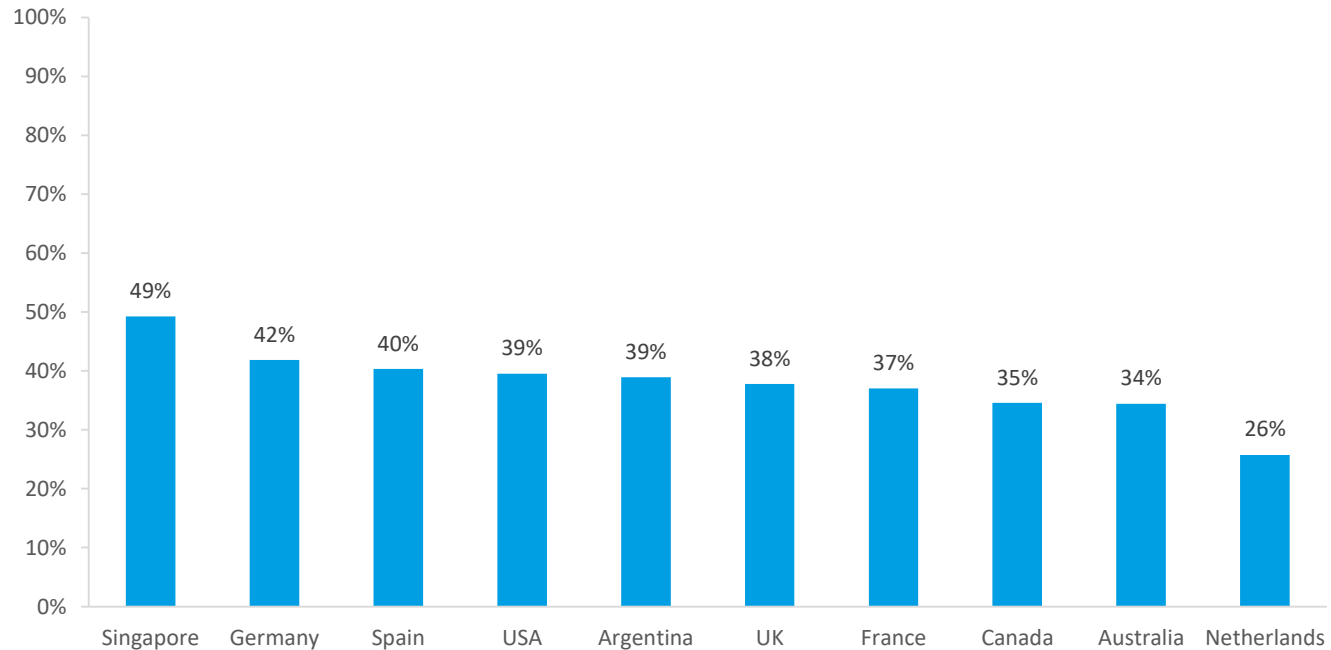
Data exchange: Entirely free products or services



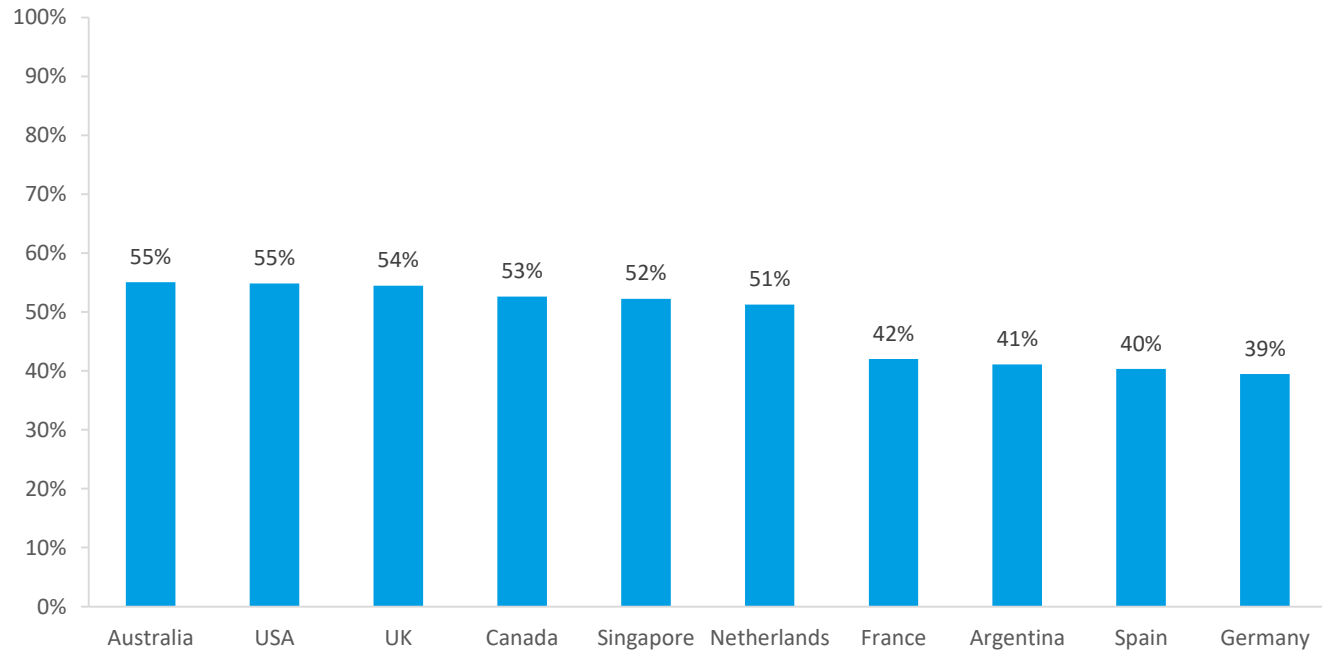
Data exchange: Loyalty points



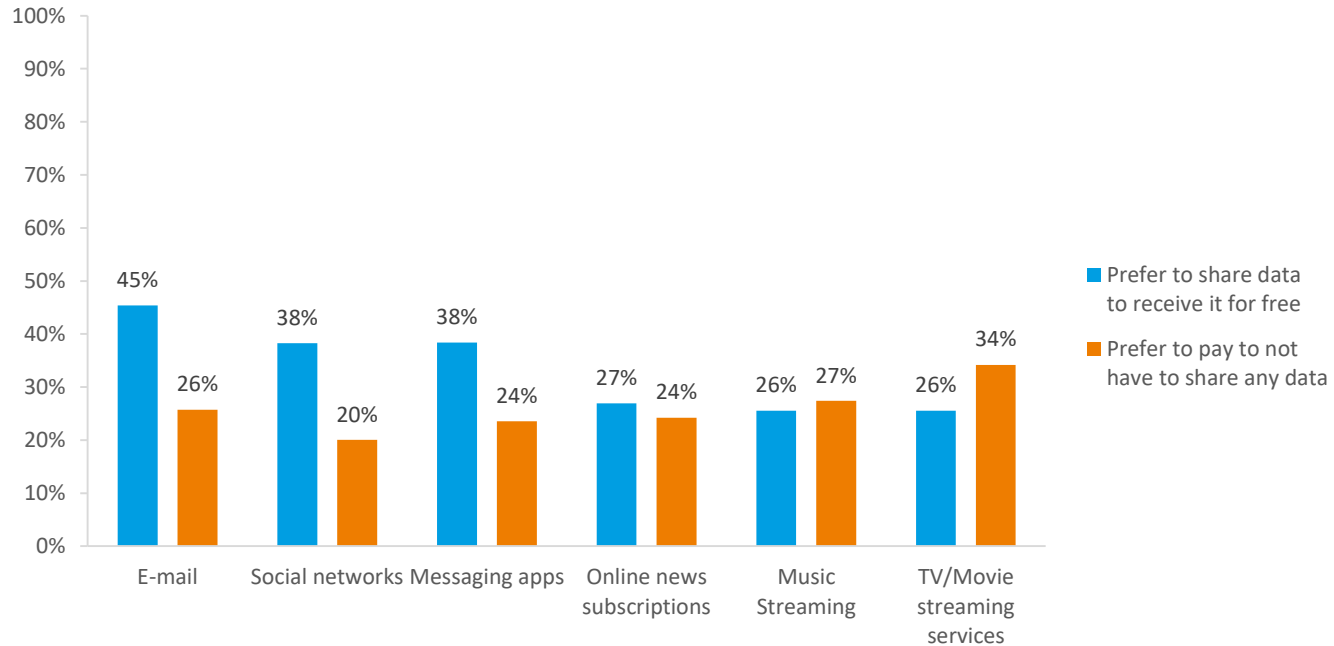
“ Do consumers get **improved service** in return for the data they share? ”



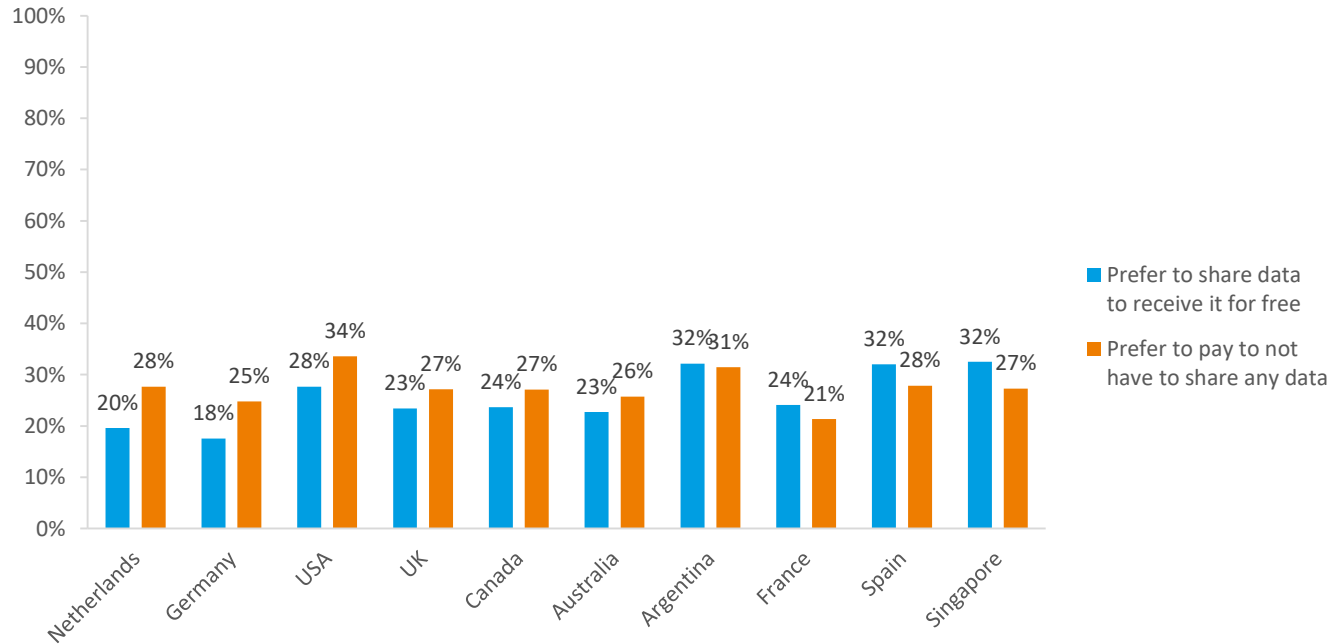
“ **Trust** is the key to consumers’ being happy to share data with companies ”



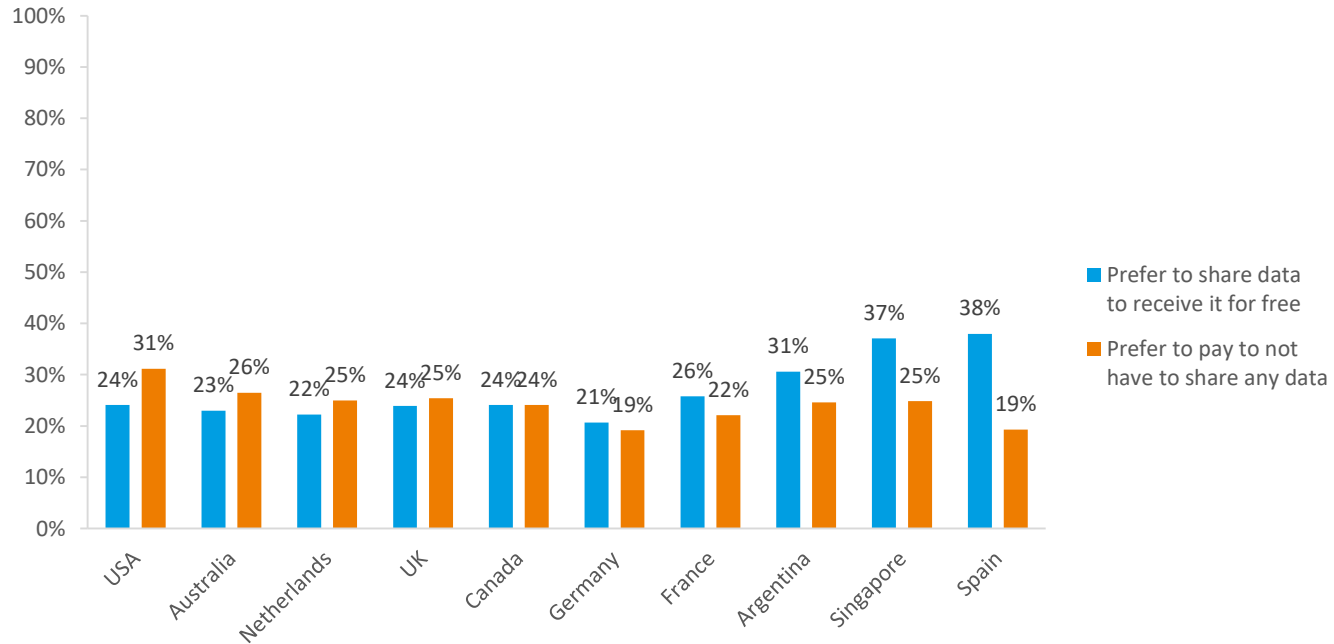
Data exchange: Data sharing vs. paid models?



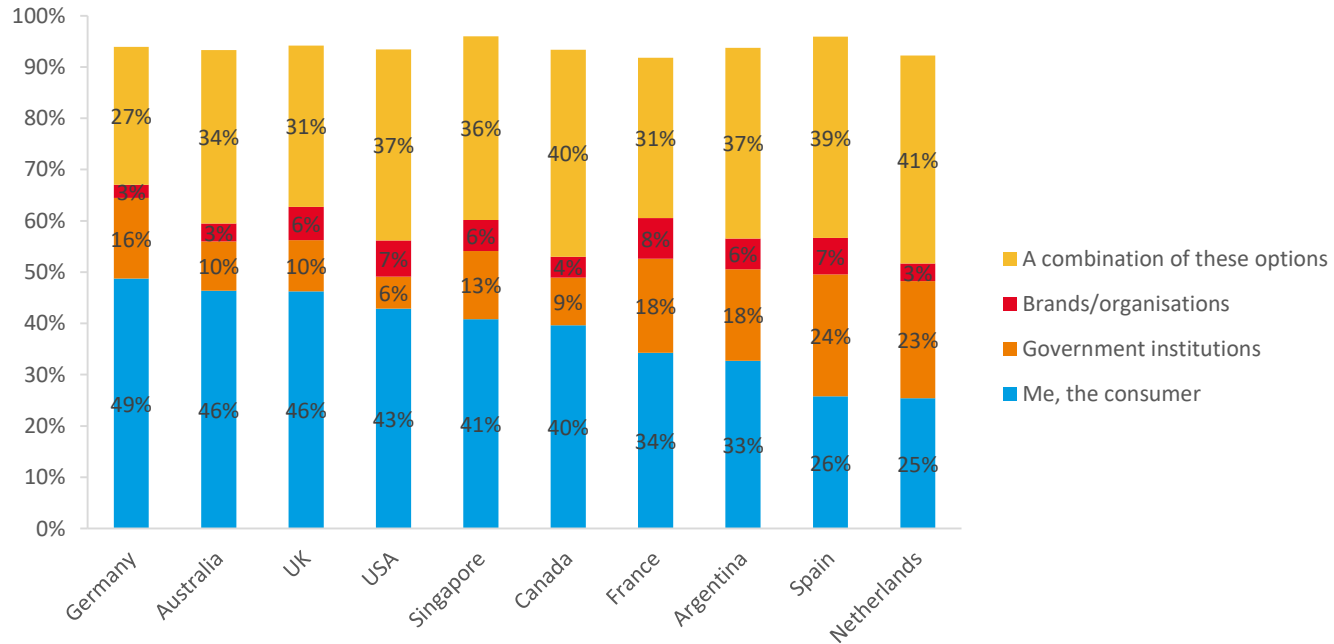
Data exchange: Music streaming services



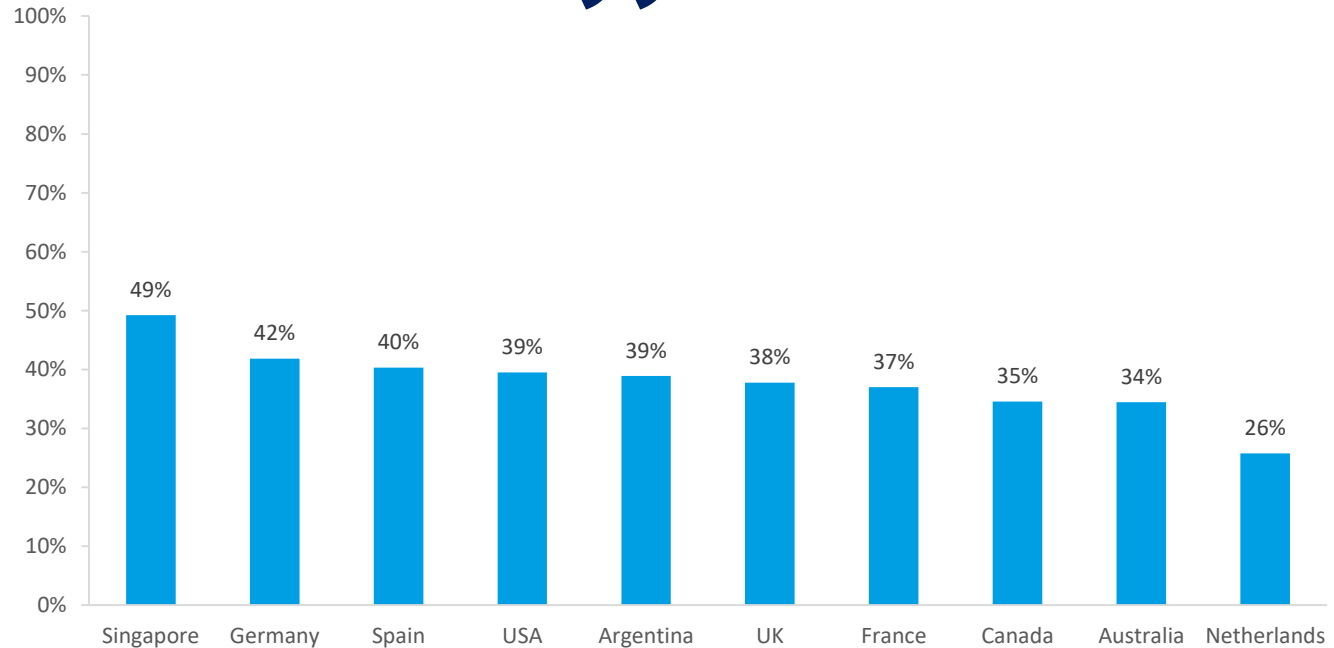
Data exchange: Online news subscriptions



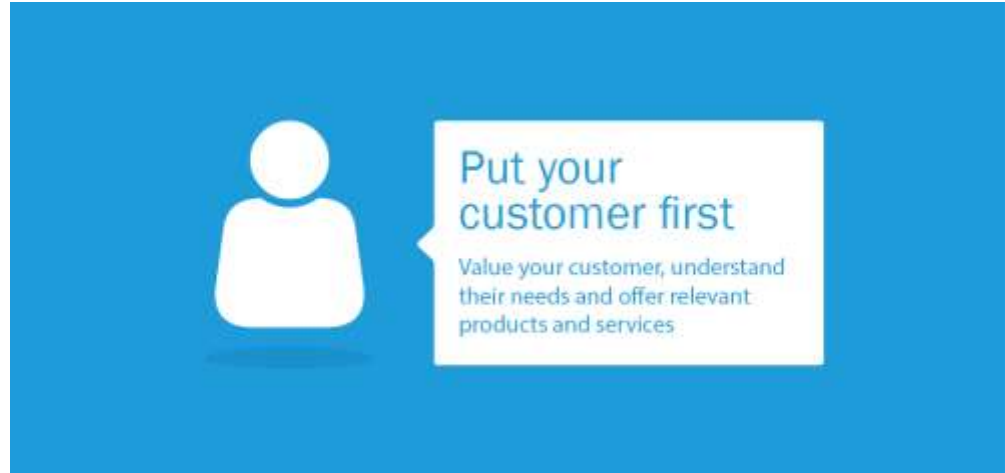
Data security: Who should have responsibility?



“ I am aware of the **new data protection regulations** in my country ”



DMA Code – A roadmap to trust



Outcomes:

- Customers receive a positive and transparent experience throughout their association with a company
- Customers receive marketing information that is relevant to them and reflects their preferences
- Customers receive prompt, efficient and courteous service

DMA Code – A roadmap to trust



Respect privacy
Act in accordance with your customer's expectations



Be honest and fair
Be honest, fair and transparent throughout your business

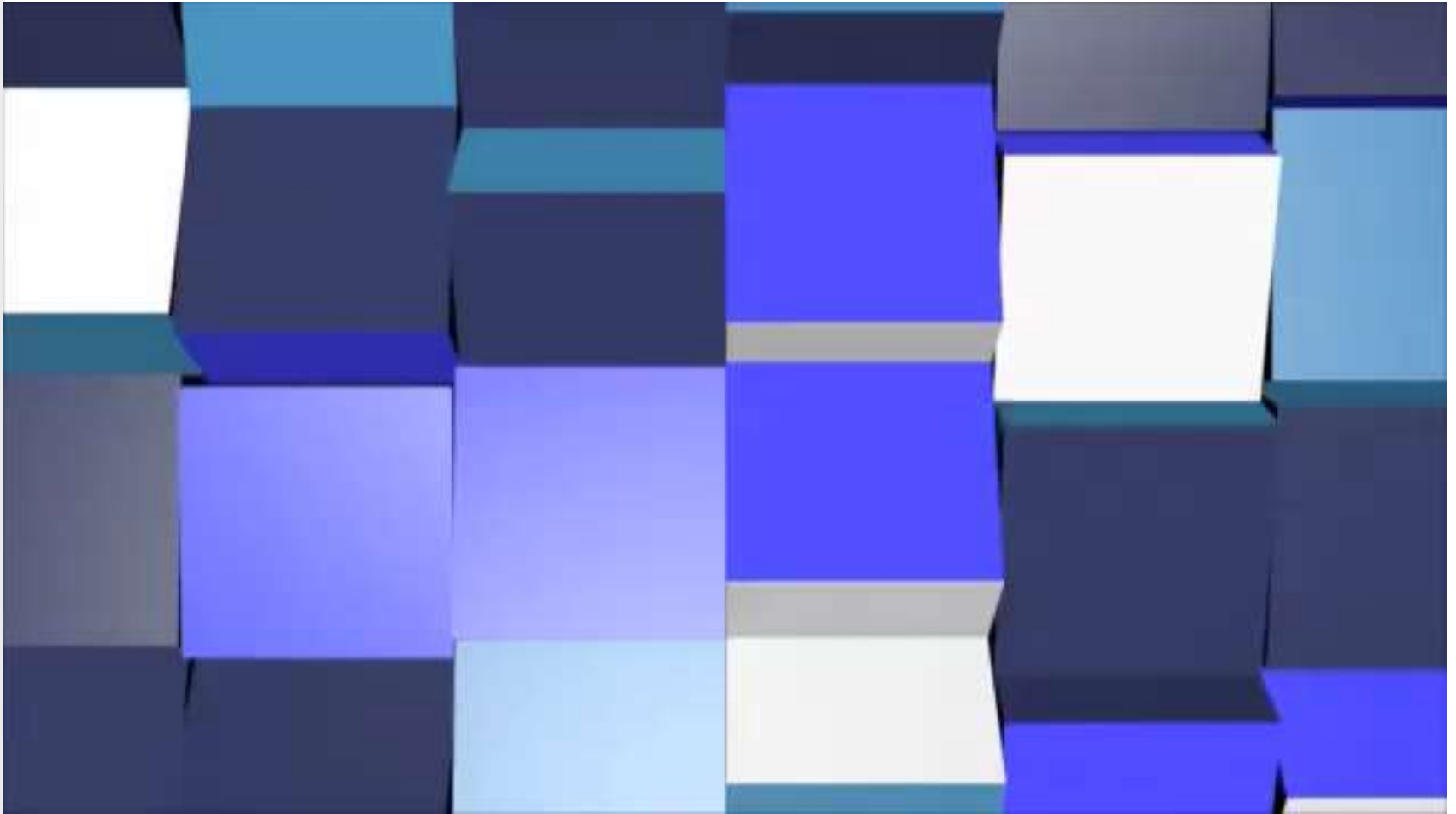


Be diligent with data
Treat your customer's personal data with the utmost care and respect



Take responsibility
Act responsibly at all times and honour your accountability

Transparency and Control





we are the
dma