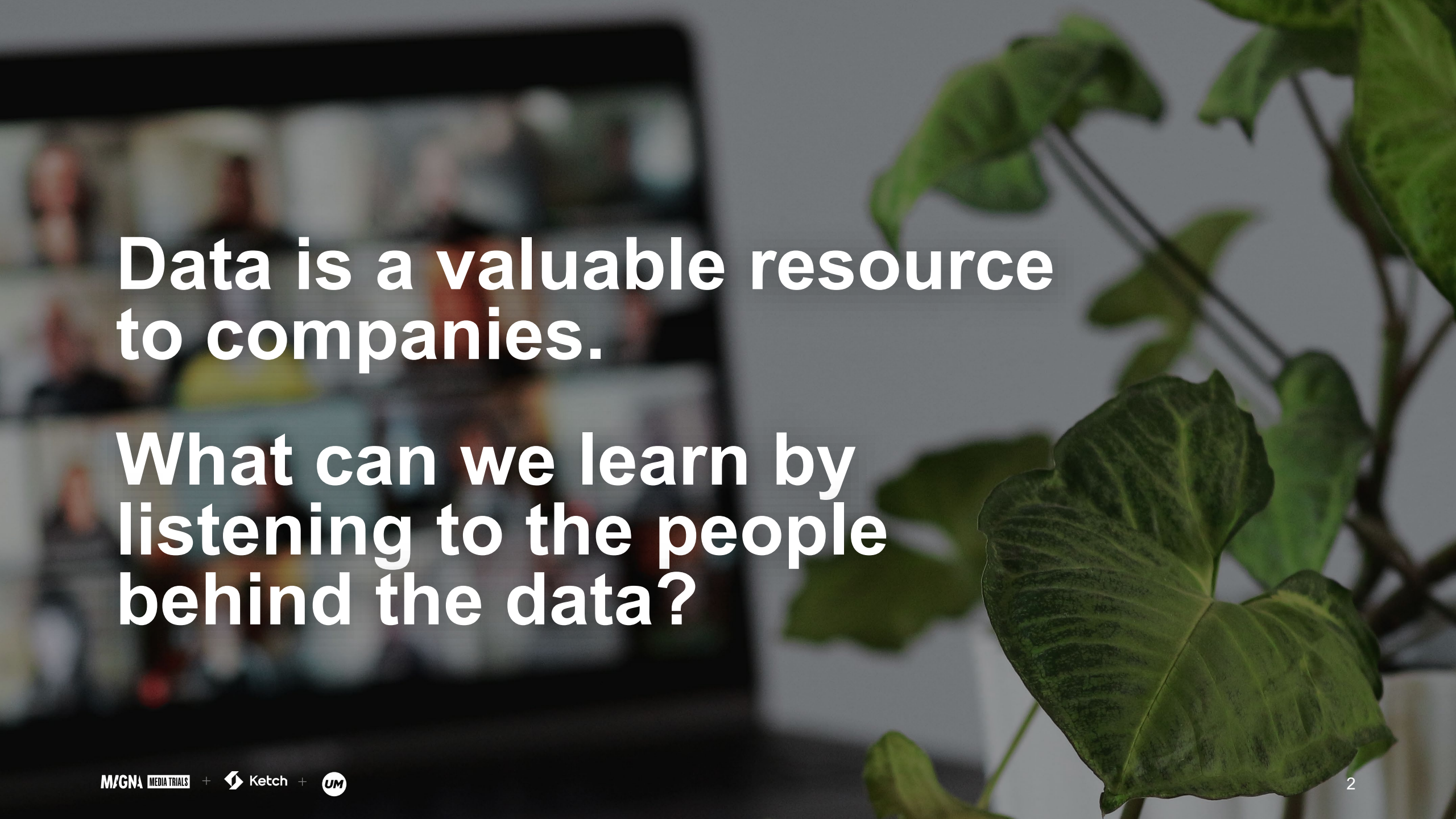


A woman with long brown hair and a gold hoop earring is looking at a laptop screen. The laptop screen is dark and displays the title of the article. The background is a soft, out-of-focus grey.

# The Person Behind the Data

People weigh in on how companies handle their data





**Data is a valuable resource  
to companies.**

**What can we learn by  
listening to the people  
behind the data?**

# Why we need to hear from people

- **We want to understand how people value their data privacy**, and where brands can align with consumer perspectives on privacy to drive trust and business value
- **Brands and marketers must learn how to navigate new challenges in data-driven marketing**: such as a cookie-less, regulated, and privacy-centric future
- As brands build and optimize data assets, **we seek to understand the synergy in their relationships with consumers**, and to understand and quantify responsible data practices





# Our focus



## Data privacy

To uncover how people feel about privacy and how companies are collecting and managing their data



## Business impact

To determine how companies care for data impacts the bottom line

# Two-pronged methodology

## Focus groups



Total: n=25  
5 Focus groups  
1 hour interview

Diverse representation across age,  
race/ethnicity, income, geographic  
location, and education

## Online survey



Total: n=2,751  
POV survey<sup>1</sup>: 751  
Conjoint survey<sup>2</sup>: 2,000

Nationally representative across age,  
gender, race/ethnicity, and income



# We asked **people** for their perspective on data privacy

**76% of our participants** are the  
primary decision-maker for household  
purchases

**76%**

Make the primary purchase  
decision in the home

**24%**

Share or are not  
involved in purchase  
decision in the home



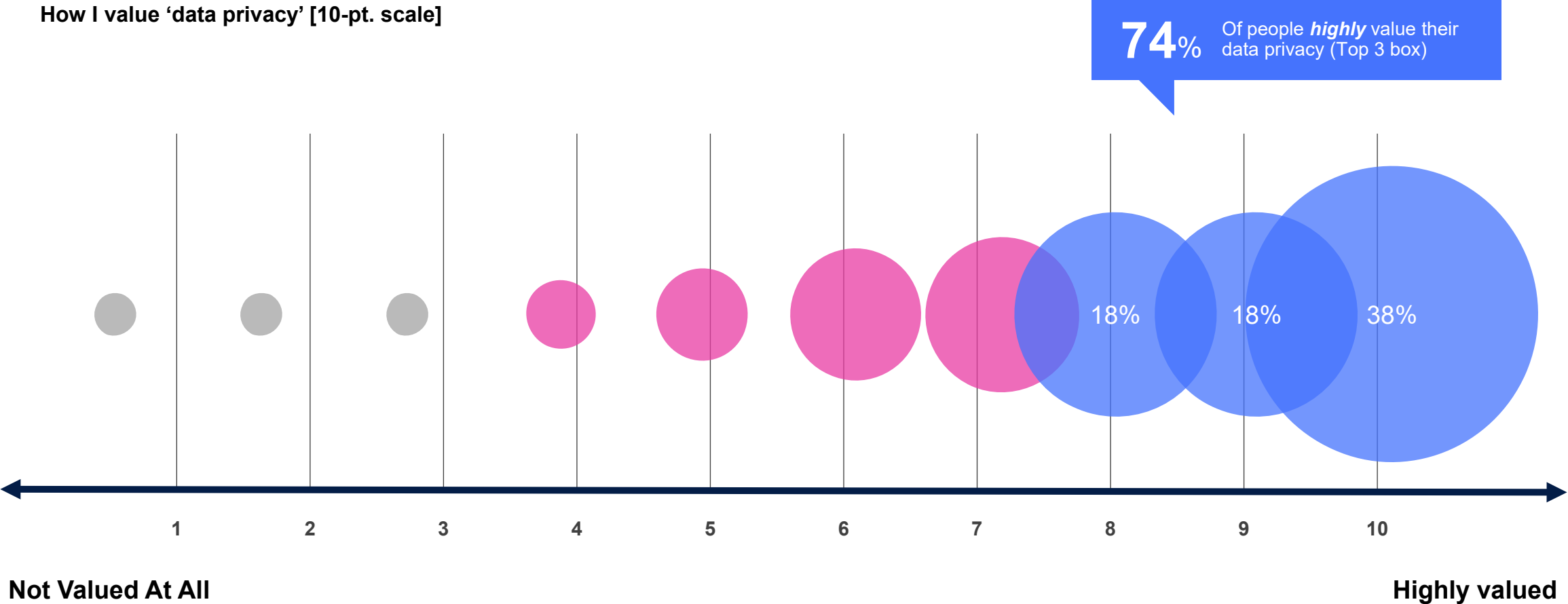
A man and a woman are looking at a smartphone together. The man is on the left, wearing a brown sweater, and the woman is on the right, wearing a grey sweater. They are both looking at the phone with expressions of surprise or concern. The background is a blurred image of a person's face, which has been distorted with a wavy, liquid-like effect. The overall color palette is muted, with browns, greys, and blues.

# What people are saying about data privacy

# People **highly value** their data privacy

People care about their data privacy, and the majority feel strongly about it

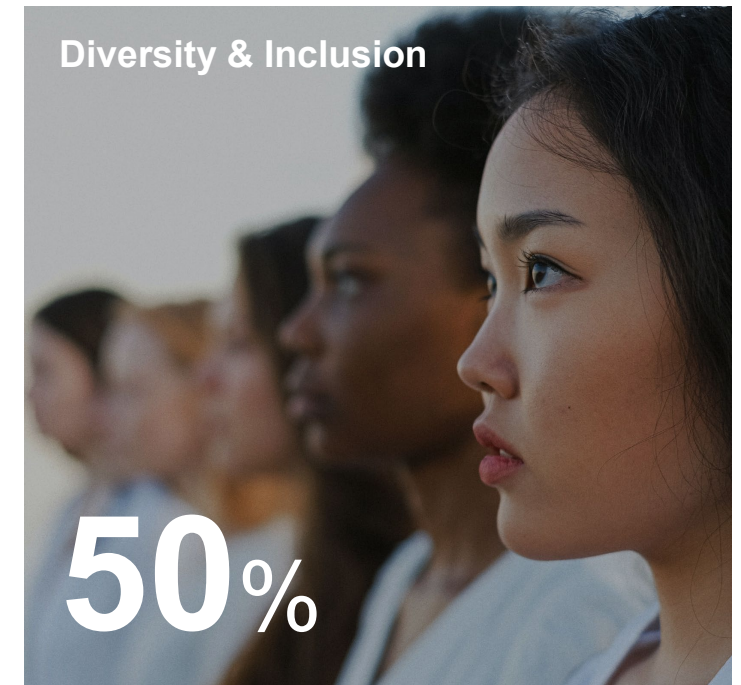
How I value 'data privacy' [10-pt. scale]





# More people “highly value” data privacy than other ethical issues we face today

% People who highly value an issue, % agree 10-pt. scale (Top 3 box)



# People demand their data dignity.

How companies handle people's data will have important implications for brand value and trust with their customers and audiences



**ELAINE**

“...It doesn't represent to me what freedom is in my country and what our core values as a nation are. It's sort of like the bad asses have the upper hand at the moment...**and it's time for us to sort of reclaim our power and say...'We own this information.'**”



# Most people are **concerned** about how their data is being gathered and used

I am concerned about how companies are gathering and using my personal data

**82%**

**AGREE**  
*Strongly or Somewhat*

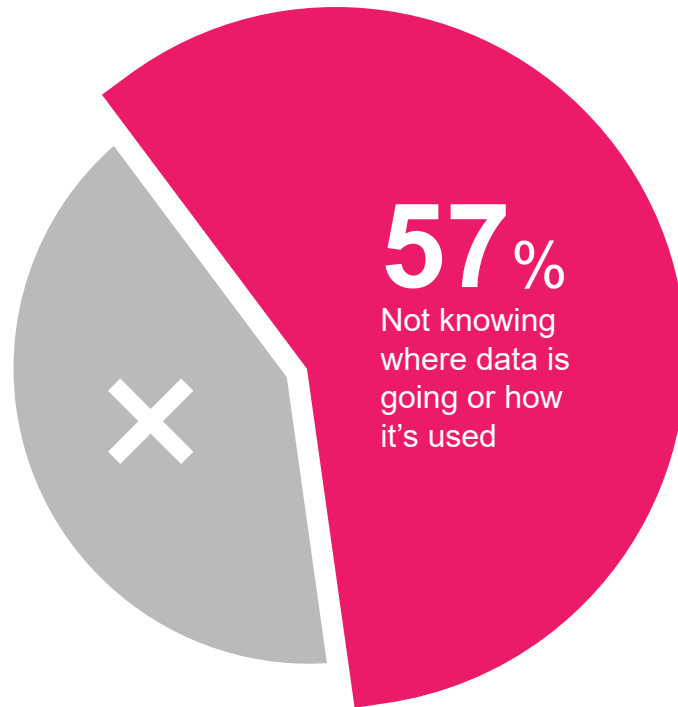


**13%**  
**NEITHER**  
*Agree nor Disagree*

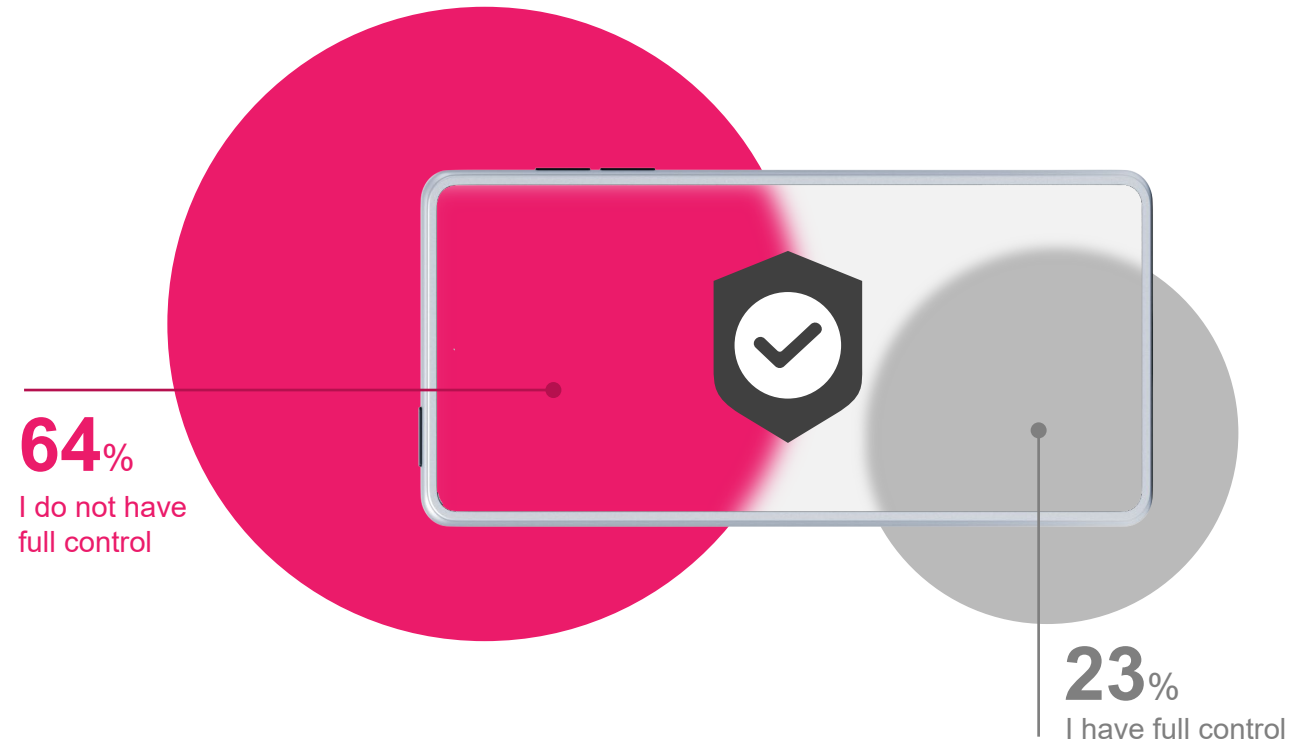
**5%**  
**DISAGREE**  
*Strongly or Somewhat*

# Lack of transparency + control feed into data concerns

Disadvantages people see in sharing their data with companies, % agree



Percent of people who feel they have control over their data\*, % agree



\*13% "I don't know" or "None of the above"

POV Survey: What do you think are the disadvantages when sharing your data with a company?

POV Survey: When it comes to brands (e.g., online retailers, service providers, information sites, etc.) collecting your data, how much control do you feel like you have over your data and how it is used?

N=751



# Data minimization is also an important factor in people's expectations of privacy

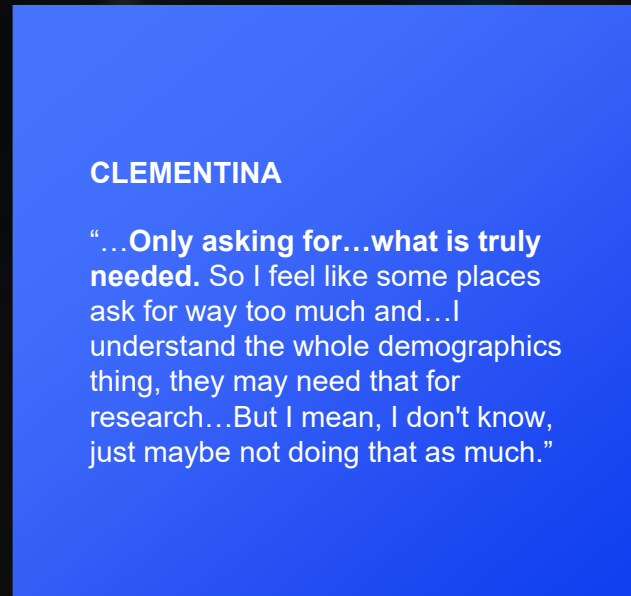
People expect:

- **Transparency** about what data is collected and how it is used or shared
- More **control** over data shared with 3<sup>rd</sup> parties
- **Minimization** of data collected



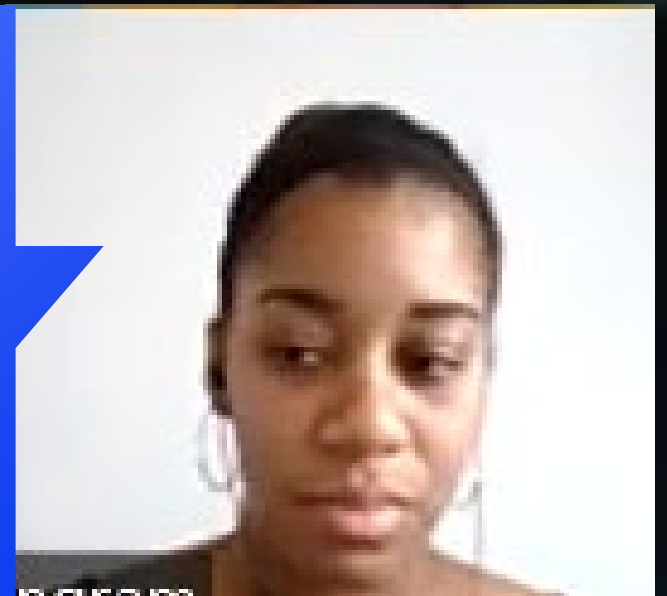
CAROLINA

"It's not just the website that you're on...you have no control over how that information is being sent to other companies or other websites and how they're using it. And it is like a stalker...I just would like to have more control over it or for websites or companies to be more transparent about it, you know?"




CLEMENTINA

"...Only asking for...what is truly needed. So I feel like some places ask for way too much and...I understand the whole demographics thing, they may need that for research...But I mean, I don't know, just maybe not doing that as much."



# People want personalized preference centers; with clear and easy to understand privacy choices vs cookie notices

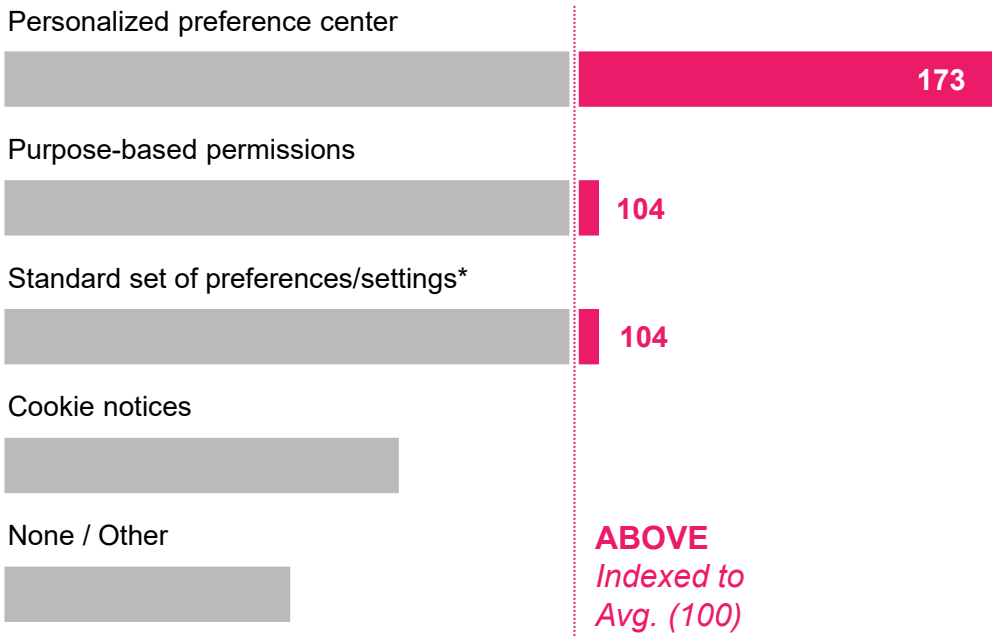
Personalized preference centers with clarity on what is being done with data, give people the choice and transparency they want



**MERRLIZ**

“If I were to have total control, there'd be a list of everything I can check and uncheck so that I have the power to know exactly what's being stored for how long and for who, for what general purpose. I'm manually choosing and un-choosing what I share and what's stored for how long.”

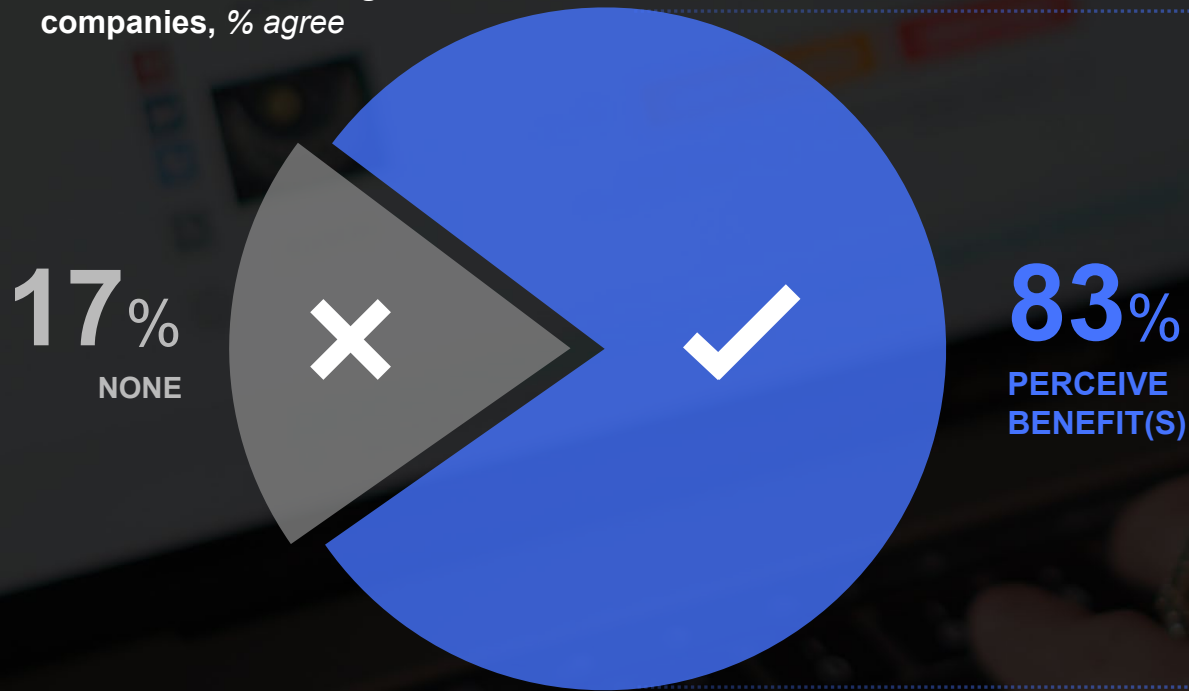
## How people would like to communicate their data sharing preferences with companies



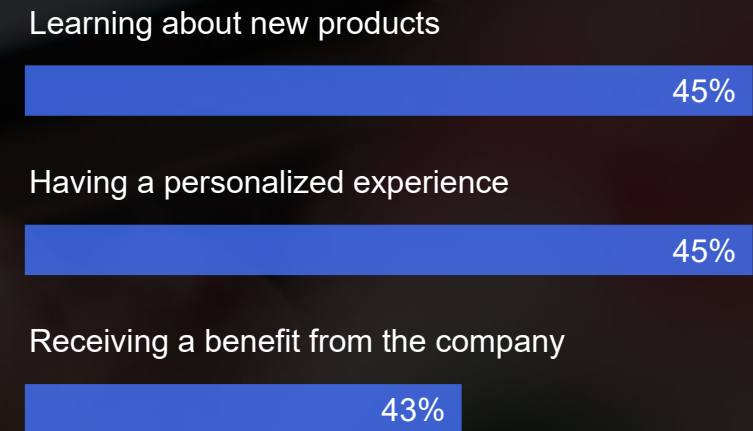


# People understand the benefits of sharing data with businesses

Percent of people who perceive benefits when sharing data with companies, % agree



Top 3 Benefits People Chose, % agree



# The **type** of data matters when people share data

Types of data people are willing to exchange for specific benefits

- Top Third
- Middle Third
- Bottom Third

Willing to exchange  
\_\_\_\_\_ FOR \_\_\_\_\_

Free product  
sample

Discount on  
future purchase

Personalized  
experience

Things I've bought

Entertainment habits

Demographics

Search history

Social media habits

Current location

Where I go often

Personal financial info

Contents of emails

MOST WILLING

LEAST WILLING

# The company bottom line



# How do responsible data practices impact purchase intent, trust, and brand preference?

Conjoint Methodology

## 4 Categories of company actions



### Amount of data collected

Amount of data collected (essential vs. as much as possible)



### Level of transparency

Transparency in data collection and utilization, including control mechanisms available to people (fully transparent vs. not transparent at all)



### Retention period

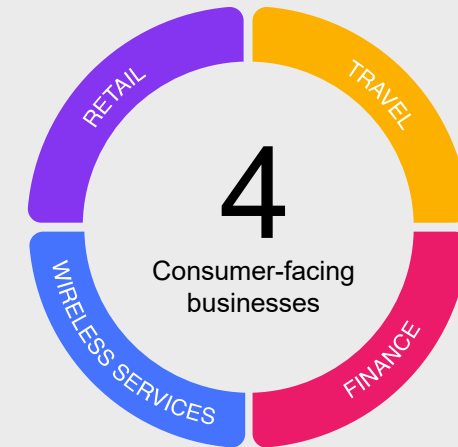
Length of storage (minimal vs. indefinite)



### Data sharing

Sharing with other companies vs. not sharing under any circumstances

## 320 Scenarios Tested



### Brand Ratings\*:

★ Trust ★ Preference ★ Purchase intent

# Defining responsible data practices



**Data minimization:** Collect only an **essential** amount of data collected relative to the purpose



**Full transparency** on how data is being collected, how it's shared and why, how it's being retained, and how people can control their data



**Retention period:** Store data for a specific business purpose then delete it within a **reasonable** timeframe

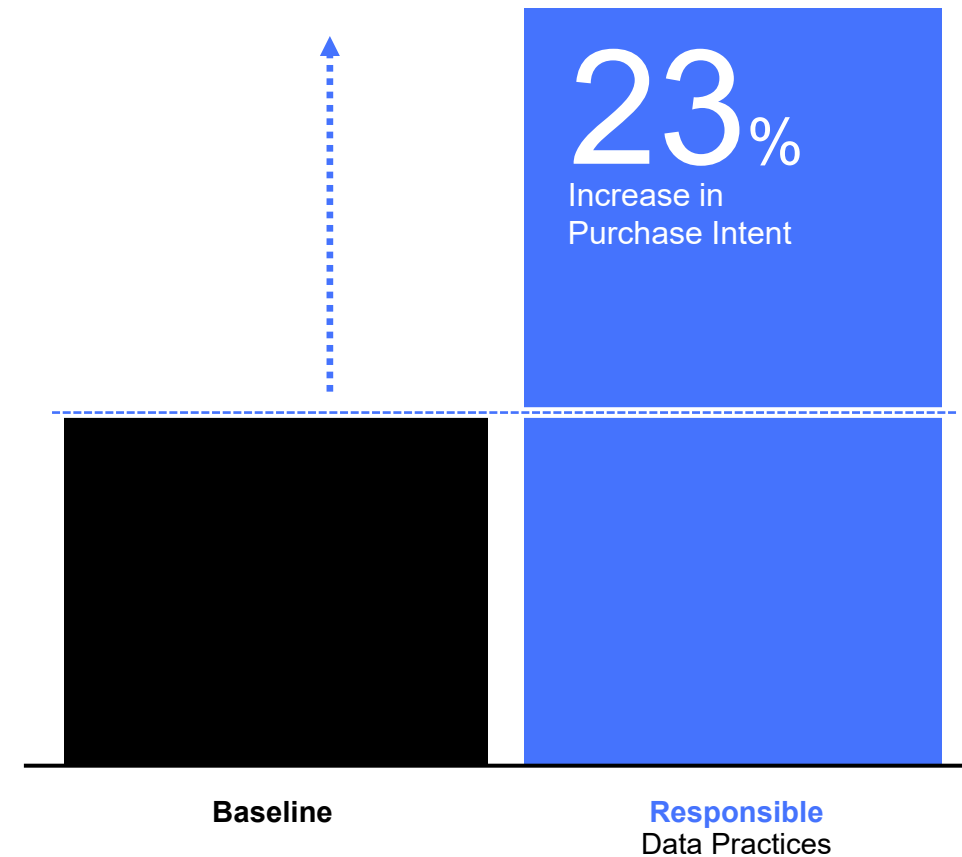


**Eliminate Data Sharing** with other companies

**Responsible data practices have clear financial upside**

**Consumers will reward brands that have responsible data practices with 23% more purchase intent**

How data practices impact purchase intent, *modelled % difference*





# Consumers will spend more with brands when they feel their data is safe

Responsible data practices create long-term opportunity, strengthening brand appeal and establishing ongoing engagement



## EDWARD

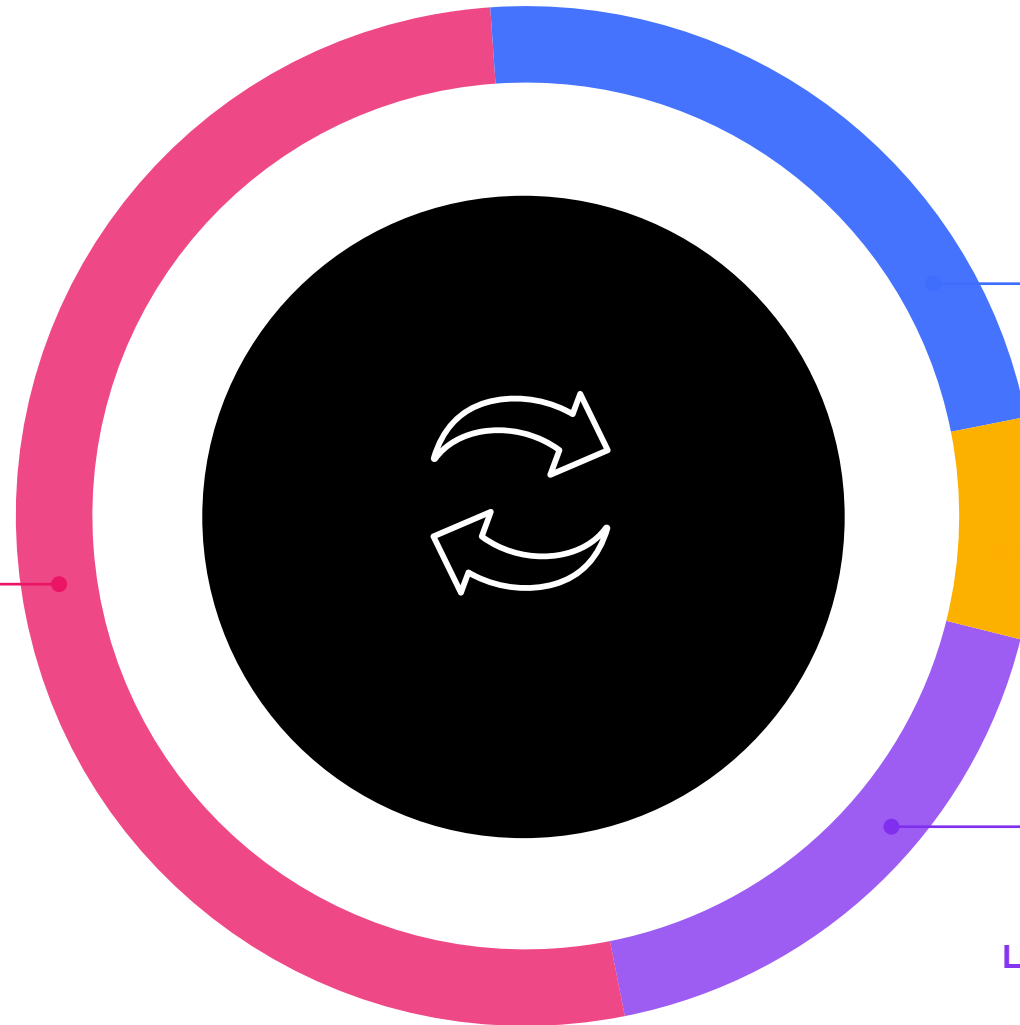
"I've told quite a few people about...this certain site and I like their products. **And I feel that my information is safe there. So I'm even more willing to shop at sites like that online,** I would do a whole lot of shopping online. 'Cause I don't really want my information out there."

# The data retention policy has the largest impact on purchase intent

Data practices that have the largest impact on purchase intent, relative impact

**52%**

Retention period



**23%**

Data minimization

**7%**

Data sharing practices

**18%**

Level of transparency

# The biggest factor impacting **brand trust** is data retention

Data practices that have the largest impact on trust and brand preference, *relative importance*

## Trust

Retention period



Data minimization



Level of transparency



Data sharing practices



# **Brand preference** is mostly impacted by transparency and data sharing

## Brand Preference

Level of transparency



Data sharing practices



Retention period



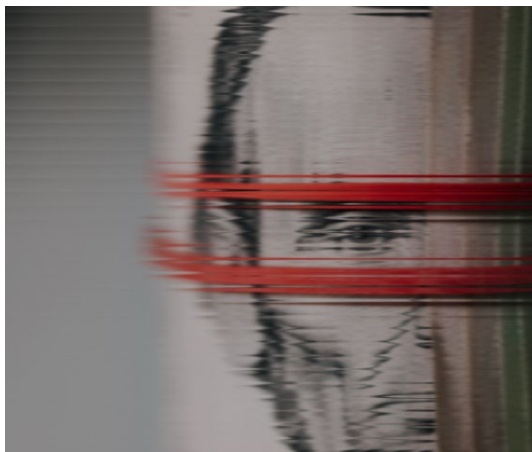
Data minimization





# What impacts **purchase intent** varies across industry verticals

Data practices that have the largest impact on purchase intent, *relative impact*



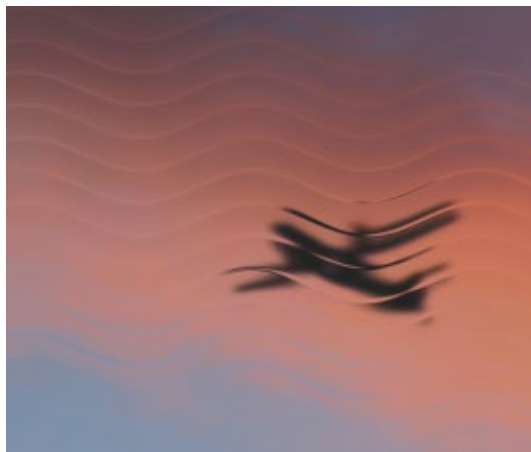
## Finance

Retention period

31%

Data sharing practices

30%



## Travel

Retention period

40%

Data Minimization

34%



## Retail

Data sharing practices

44%

Data Minimization

35%



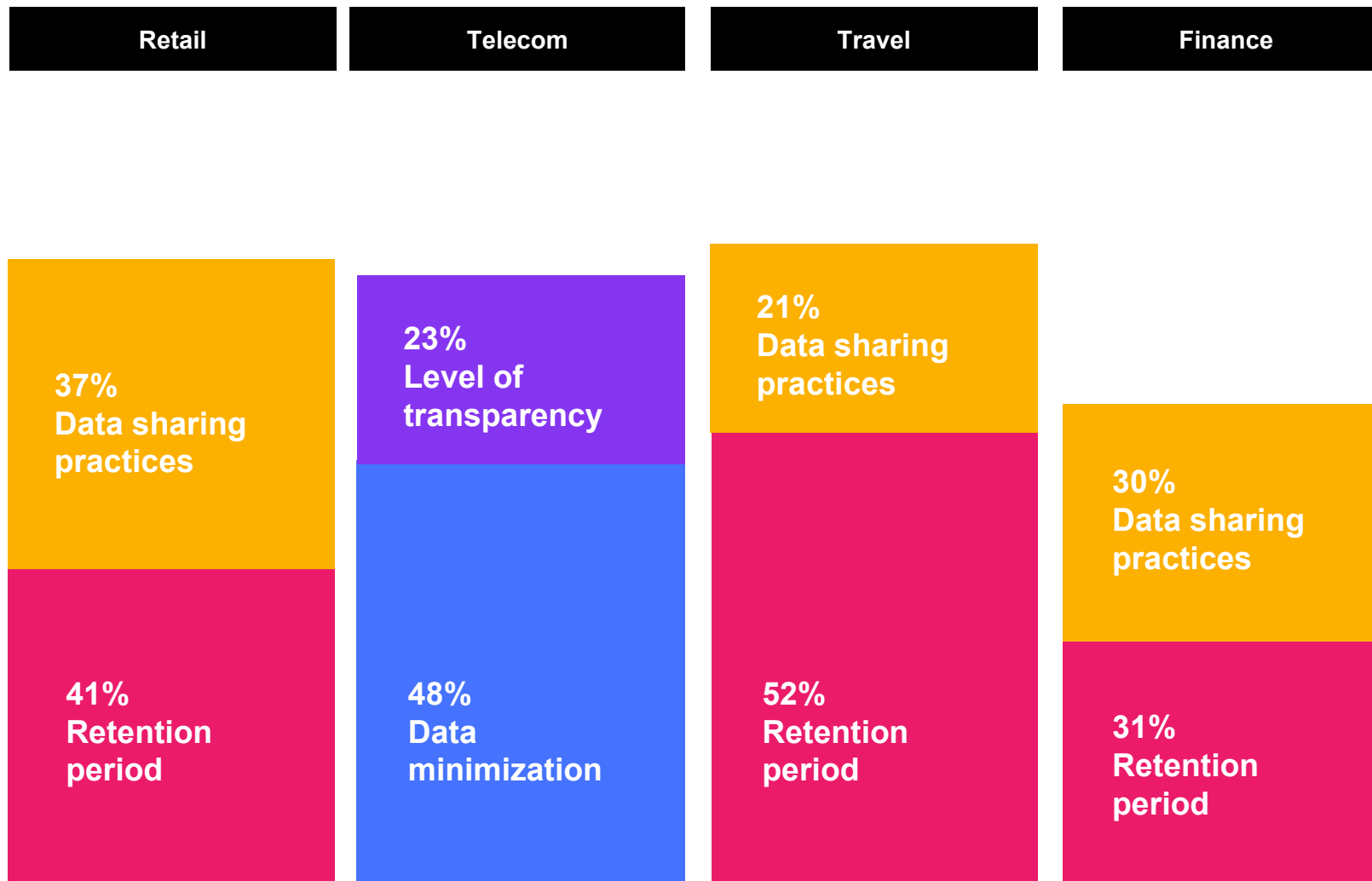
## Telecom

Data Minimization

55%

Retention period

34%



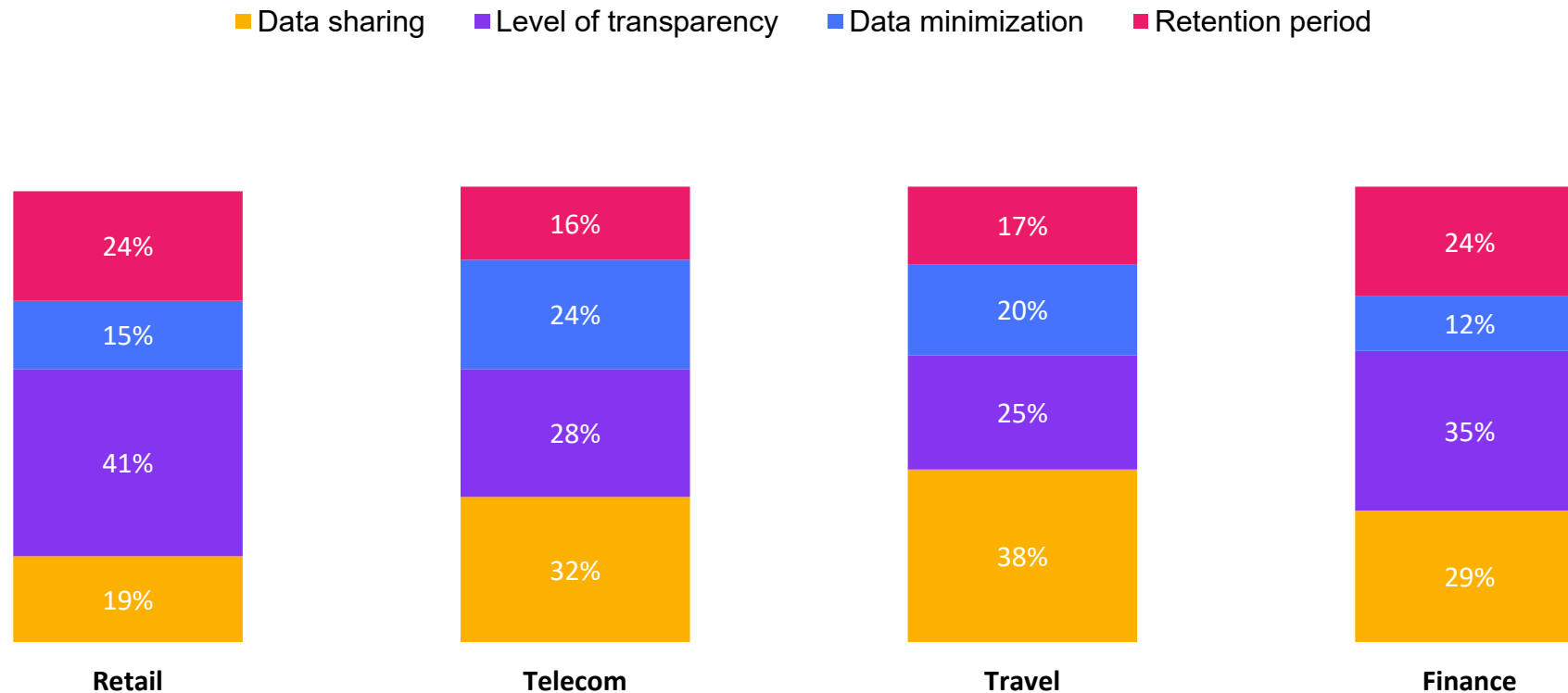
To build **trust**, retention period matters the most for retail, travel and finance

Data minimization matters for telcos

Data practices that have the largest impact on trust, relative impact

# Transparency and data sharing practices impact **brand preference** across verticals

Data practices that have the largest impact on brand preference, *relative impact*





# Implications

1

**Responsible data practices build trust and provide an opportunity for business growth.**

Data privacy is highly valued to most people. Companies should incorporate responsible data practices such as a reasonable retention policy into their values and growth strategies.

2

**Provide meaningful transparency and more choice.**

Consider ways to make your data practices easy for people to understand. Offer people more choices and consider ways to improve their experience in managing those choices.

3

**Context matters.**

People have different expectations based on what you're doing with data, which product or service you provide, and the data you're collecting and using. For recommendations, begin with actions identified as most important and relevant to your vertical.

# Next Steps

1

Be transparent and clearly communicate with people on how their data will be used – starting with your privacy notices, disclosures and consent modals.

2

Give people control of their data, allowing them at any time to change their privacy and other preferences through a thoughtfully-designed experience.

3

When people make a choice, make sure it is reflected in all the data systems that store and use their data, as well as with downstream partners that receive it.

4

Privacy isn't just about compliance, it's about trust. The privacy and preference experience you provide should seamlessly integrate your brand promise and carefully curated customer journeys.

5

Solving the challenges in privacy requires controlling data across its lifecycle: from understanding data assets to governing its collection, utilization, and retention.

6

It's possible to grow with data while respecting peoples' data dignity – it just requires new mindsets, methods, and cross-functional support

7

Privacy is a team sport. Ensure legal, technology, marketing and data teams all have a say.



# Thank you

---

M/GNA MEDIA TRIALS

+

 Ketch

+

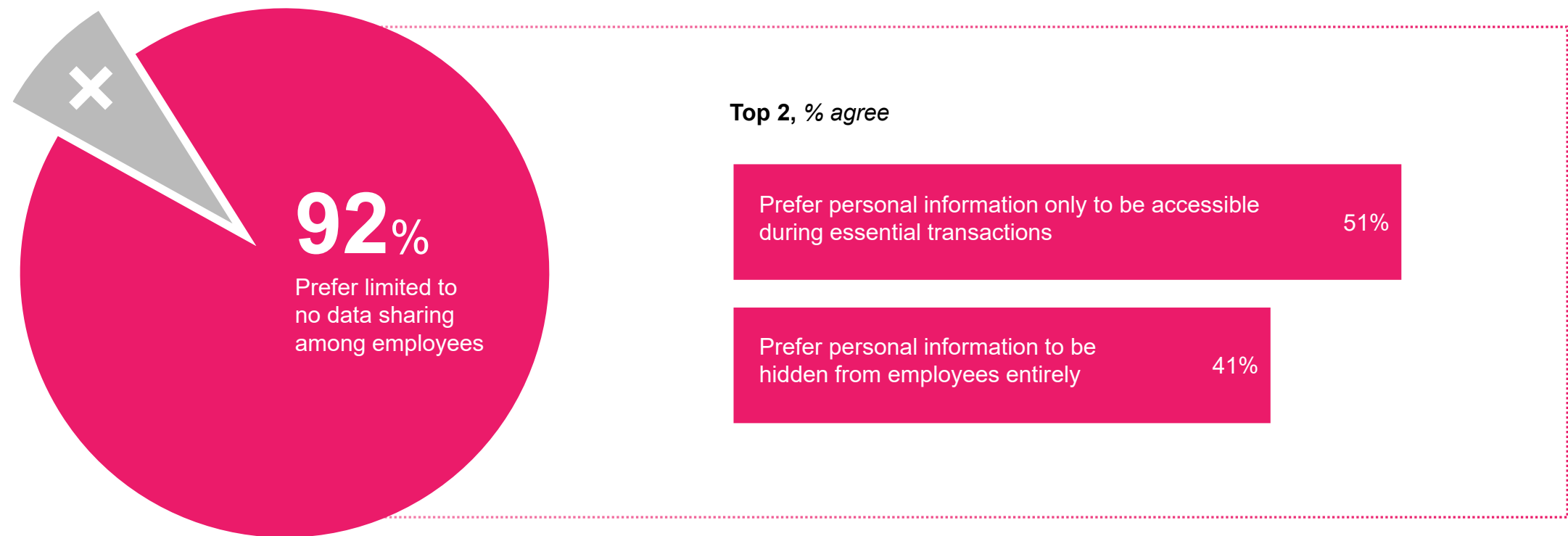
 UM

# Companies should prioritize privacy, even internally

41% prefer data be hidden from employees entirely

What is your preference when it comes to your data being shared among company employees?

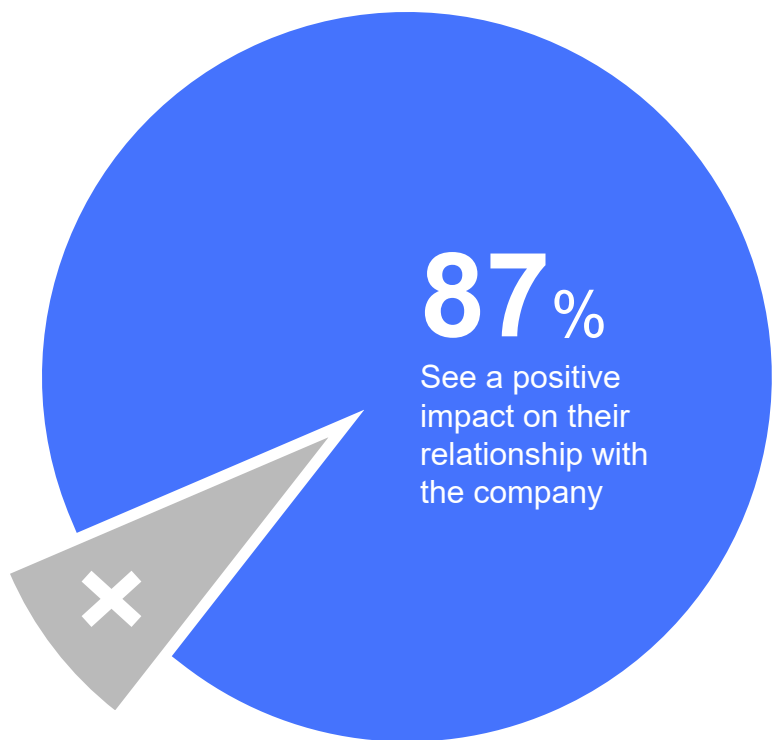
Net Score



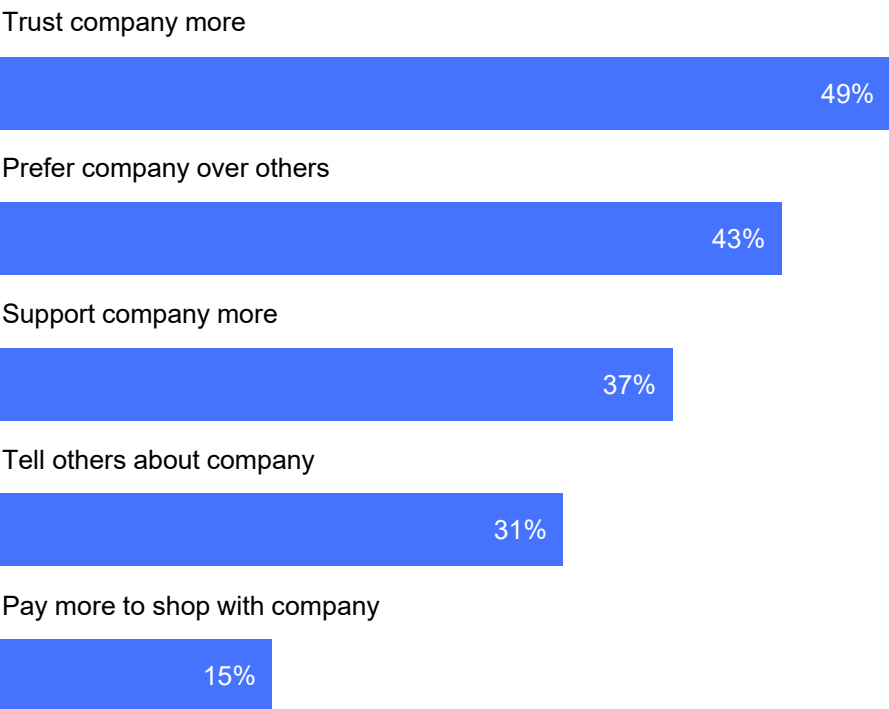


# Companies that do right have nothing to lose, but plenty to gain

Overall impact on relationship with company, *Net score*



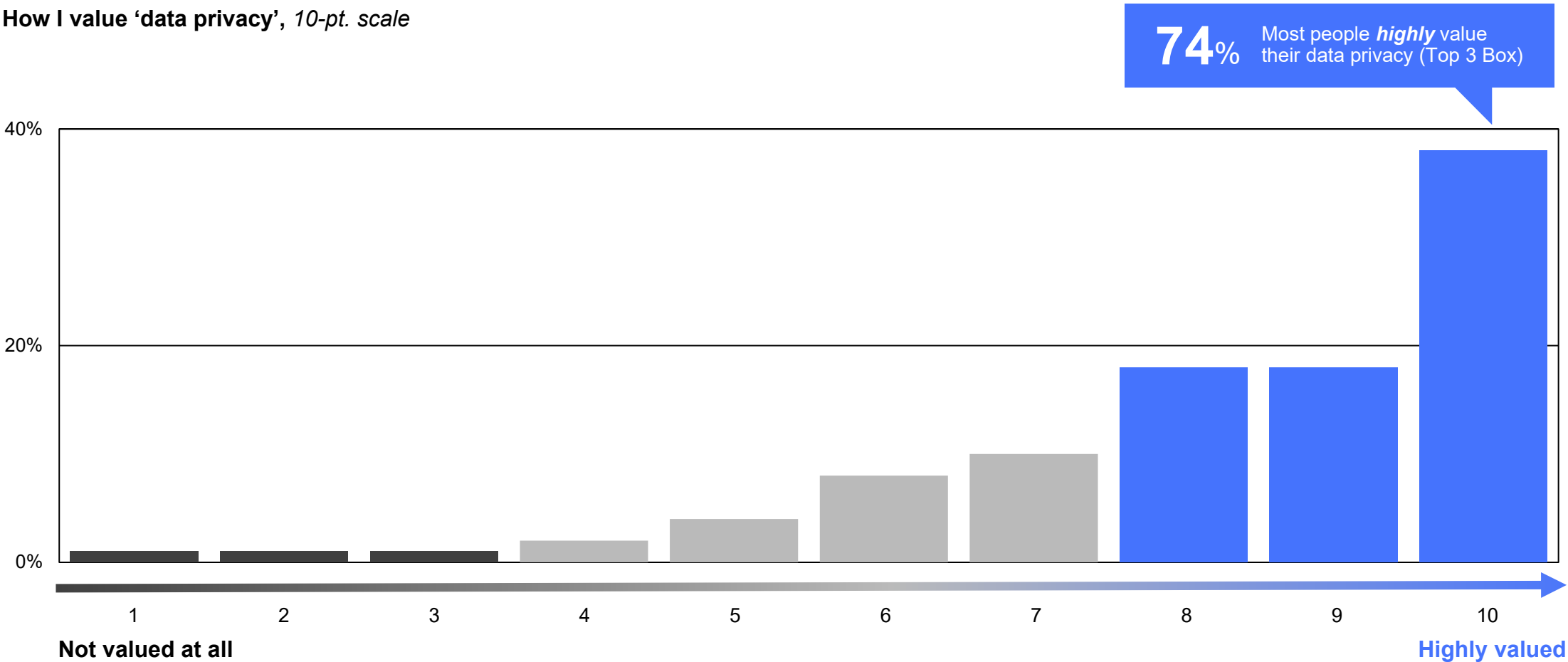
How relationship with company would change, % agree



# Data privacy is universally valued

Nearly everyone cares about their data privacy, and the vast majority feel strongly about it

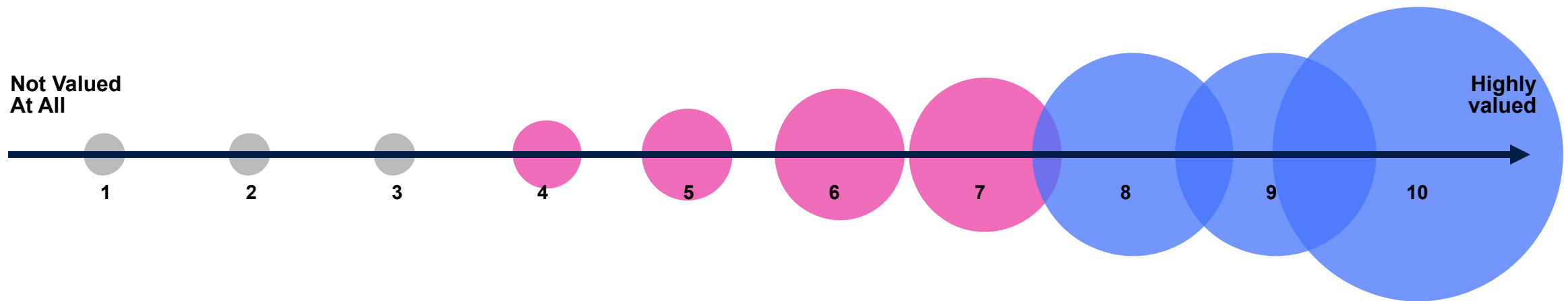
How I value 'data privacy', 10-pt. scale



# Data privacy is universally valued

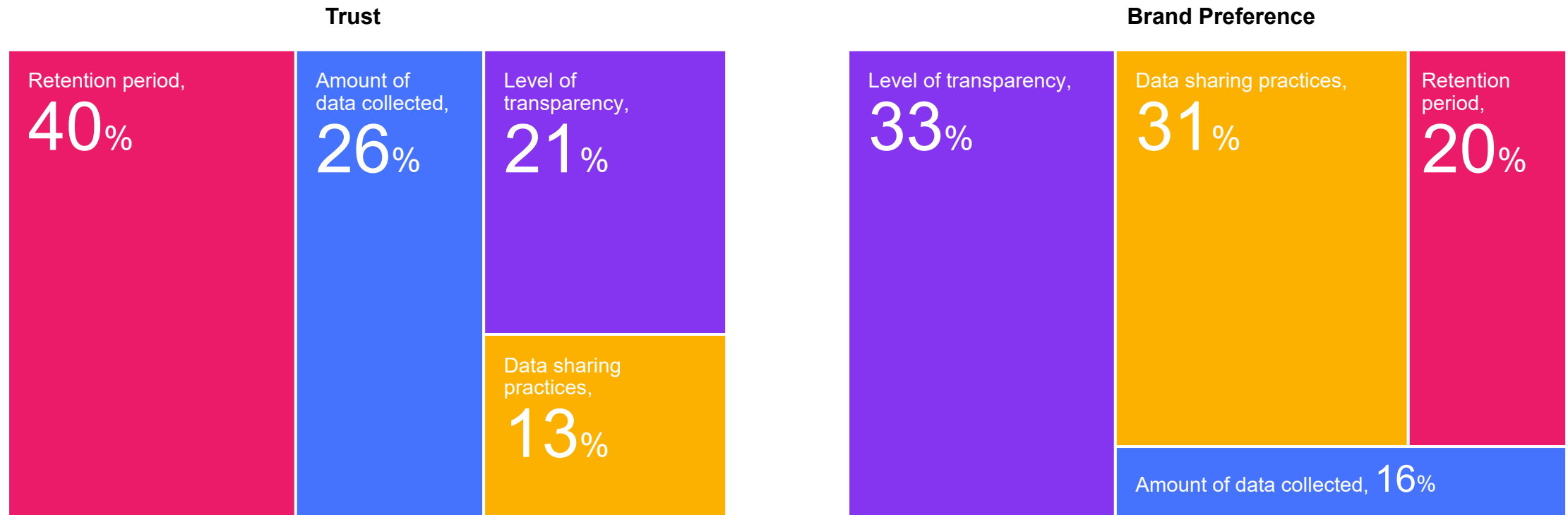
Nearly everyone cares about their data privacy, and the vast majority feel strongly about it

How I value 'data privacy' [10-pt. scale]



# Retention impacts trust, while level of transparency and data sharing practices impact brand preference

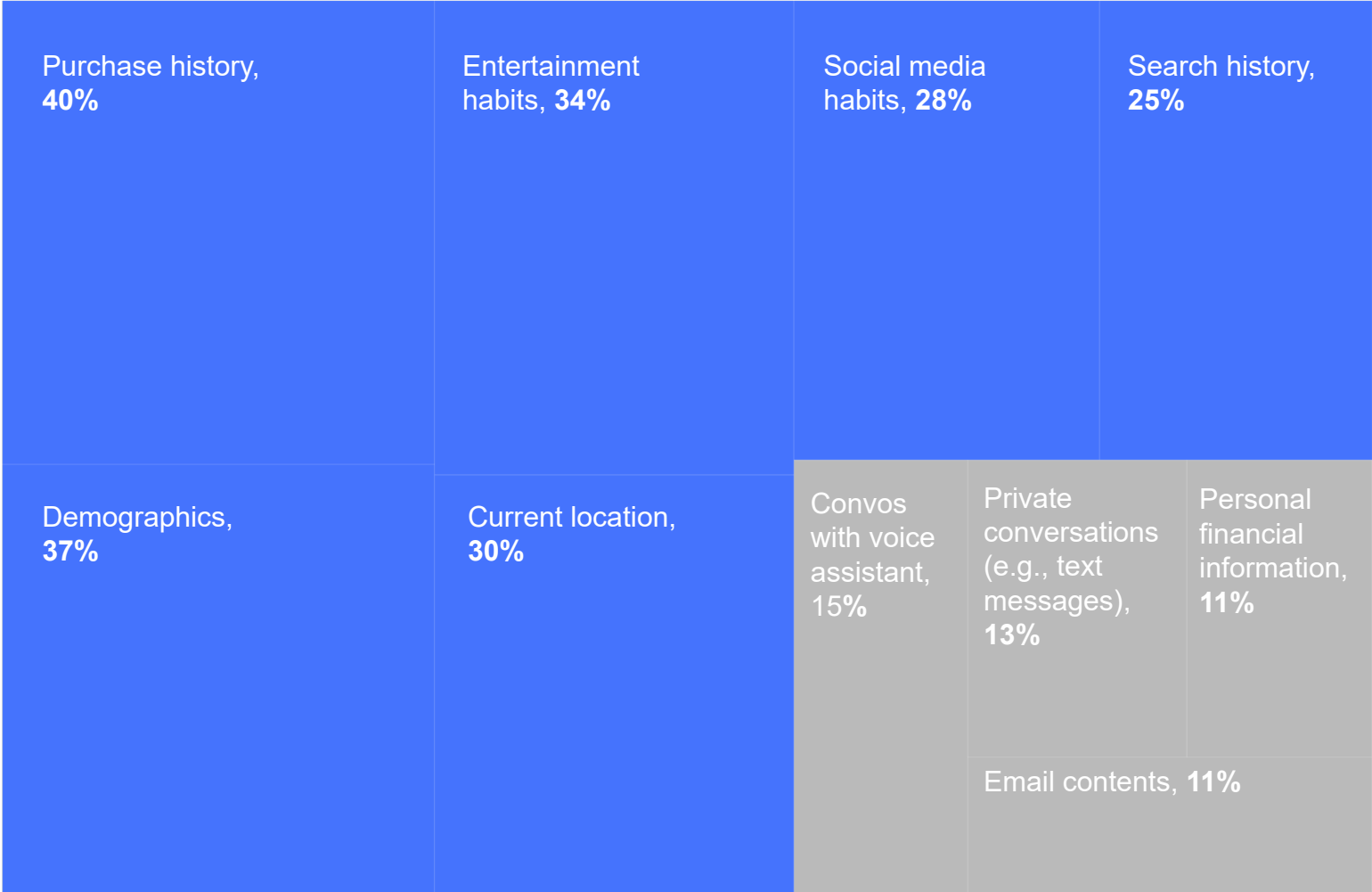
Data practices that have the largest impact on trust and brand preference, *relative importance*





# For personalization, people will share purchase history, demographics and entertainment habits, but not conversations

Types of data people would feel comfortable sharing in exchange for a personalized experience, % agree



# Millennials and Gen X are open to sharing broad types of data in exchange for personalized experiences

Types of data people would feel comfortable sharing in exchange for a personalized experience by generation, % agree

	Gen Z Adults	Millennials	Gen X	Boomers
Entertainment habits	37%	40%	34%	24%
Things I've bought	37%	35%	44%	43%
Demographics	29%	32%	41%	43%
Current location	28%	27%	34%	30%
Search history	25%	25%	31%	20%
Social media habits	22%	41%	26%	15%
Private conversations*	21%	20%	9%	3%
Where I go often	20%	25%	20%	8%
Convos with voice assistant	16%	26%	10%	4%

\*(e.g., text messages)  
POV Survey: Sometimes, companies collect data from their customers to provide a more personalized online experience. For example, the company can use the data to feature products that might be interesting to you. Knowing this, what types of data would you be willing to share for a personalized online experience?  
Total n=751