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\(^2\): 751
- Conjoint survey\(^2\): 2,000
- Nationally representative across age, gender, race/ethnicity, and income

\(^1\)POV survey: Survey to quantify hypotheses on consumer expectations and inferred preference experience.

\(^2\)Conjoint survey: Analytical modelling to quantify the impact of data management on key brand metrics.
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

POV Survey: In your household, how involved are you in the decision-making for the following categories? Total n=751
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]

- 74% of people *highly* value their data privacy (Top 3 box)
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.’”
I am concerned about how companies are gathering and using my personal data.

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

**POV Survey:** How much do you agree or disagree with the following statements? (I’m concerned about my personal data and how companies are gathering and using it)

- **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

- Not knowing where data is going or how it’s used: 57%
- I do not have full control: 64%
- I have full control: 23%

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

*N=751

*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?
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 3rd 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 |
|---------------------------------|------------------|------------------|
| **Personalized preference center** | 173              |                  |
| **Purpose-based permissions**    | 104              |                  |
| **Standard set of preferences/settings** | 104          |                  |
| **Cookie notices**               |                  |                  |
| **None / Other**                 |                  |                  |

*that apply to all
POV Survey: What would be your ideal way of communicating your data sharing preferences with companies?
Total n=751
Qualitative Focus Group Interview
People understand the benefits of sharing data with businesses

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

17% NONE
83% PERCEIVE BENEFIT(S)

Top 3 Benefits People Chose, % agree

- Learning about new products: 45%
- Having a personalized experience: 45%
- Receiving a benefit from the company: 43%
## 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**

<table>
<thead>
<tr>
<th>Willing to exchange _____ FOR_____</th>
<th>Free product sample</th>
<th>Discount on future purchase</th>
<th>Personalized experience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Things I've bought</td>
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<tr>
<td>Entertainment habits</td>
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<td>Demographics</td>
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<td>Search history</td>
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<tr>
<td>Social media habits</td>
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<td>Current location</td>
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<tr>
<td>Where I go often</td>
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<tr>
<td>Personal financial info</td>
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<tr>
<td>Contents of emails</td>
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</tbody>
</table>
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)

- Retention period
  - Length of storage (minimal vs. indefinite)

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

- Data sharing
  - Sharing with other companies vs. not sharing under any circumstances

320 Scenarios Tested

Brand Ratings*:

- Trust
- Preference
- Purchase intent

*Brand Ratings: Attributes that people link to a specific brand, differentiating the brand from its competitors
Defining responsible data practices

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

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

- **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.

- **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

Baseline

Responsible Data Practices

23%
Increase in Purchase Intent

Baseline

Modeled outcomes based on purchase intent
Conjoint Survey Total n=2,000
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:

- Retention period: 52%
- Data minimization: 23%
- Data sharing practices: 7%
- Level of transparency: 18%

Conjoint Survey Total N=2,000
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: 40%
- Data minimization: 26%
- Level of transparency: 21%
- Data sharing practices: 13%

**Brand Preference**
- Level of transparency: 33%
- Data sharing practices: 31%
- Retention period: 20%
- Data minimization: 16%

Conjoint Survey: On a scale of 1 to 10, how much do you trust each company?
Conjoint Survey: Which of the following retailers do you prefer?
Total n=2,000
What impacts **purchase intent** varies across industry verticals

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

<table>
<thead>
<tr>
<th>Industry</th>
<th>Data Practice</th>
<th>Relative Impact</th>
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</thead>
<tbody>
<tr>
<td>Finance</td>
<td>Retention period</td>
<td>31%</td>
</tr>
<tr>
<td></td>
<td>Data sharing practices</td>
<td>30%</td>
</tr>
<tr>
<td>Travel</td>
<td>Retention period</td>
<td>40%</td>
</tr>
<tr>
<td></td>
<td>Data Minimization</td>
<td>34%</td>
</tr>
<tr>
<td>Retail</td>
<td>Data sharing practices</td>
<td>44%</td>
</tr>
<tr>
<td></td>
<td>Data Minimization</td>
<td>35%</td>
</tr>
<tr>
<td>Telecom</td>
<td>Data Minimization</td>
<td>55%</td>
</tr>
<tr>
<td></td>
<td>Retention period</td>
<td>34%</td>
</tr>
</tbody>
</table>

Conjoint Survey: The next time you are [shopping/making travel plans/financing a purchase using a loan/looking to subscribe to a new wireless provider], how likely are you to [shop with/book travel with/open a loan with/subscribe to] each company?  
Total n=2,000
### Conjoint Survey: On a scale of 1 to 10, how much do you trust each [retailer/travel agency/loan provider/wireless service provider]?

<table>
<thead>
<tr>
<th>Trust Factor</th>
<th>Retail</th>
<th>Telecom</th>
<th>Travel</th>
<th>Finance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Data sharing practices</td>
<td>23%</td>
<td>21%</td>
<td>30%</td>
<td>Data sharing practices</td>
</tr>
<tr>
<td>Level of transparency</td>
<td>41%</td>
<td>Data minimization</td>
<td>52%</td>
<td>31%</td>
</tr>
<tr>
<td>Retention period</td>
<td>Data minimization</td>
<td>48%</td>
<td>52%</td>
<td>Retention period</td>
</tr>
</tbody>
</table>

#### 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

Conjoint Survey: Which [retailer/travel agency/loan provider/wireless service provider] do you prefer?
Total n=2,000
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.


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
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

Top 2, % agree

- Prefer personal information only to be accessible during essential transactions: 51%
- Prefer personal information to be hidden from employees entirely: 41%

POV Survey: After a company collects your data, what is your preference when it comes to your data being shared among its employees?
Total n=751
Companies that do right have nothing to lose, but plenty to gain

Overall impact on relationship with company, *Net score*

- **87%** See a positive impact on their relationship with the company

How relationship with company would change, % agree

- **Trust company more**
  - 49%
- **Prefer company over others**
  - 43%
- **Support company more**
  - 37%
- **Tell others about company**
  - 31%
- **Pay more to shop with company**
  - 15%

POV Survey: Let’s say you’re visiting the website of a company that you’ve shopped with before. They have a new feature where they clearly lay out everything that will be done with your data - how it’s collected, how it will be used, as well as how it will be stored. They also give you total control over your data, including how it’s used in the future. How would this experience impact your relationship with the company, if at all?

*Total n=751*
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

74% Most people **highly** value their data privacy (Top 3 Box)
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*

<table>
<thead>
<tr>
<th>Trust</th>
<th>Brand Preference</th>
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<tbody>
<tr>
<td><strong>Retention period,</strong></td>
<td><strong>Data sharing practices,</strong></td>
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<tr>
<td>40%</td>
<td>33%</td>
</tr>
<tr>
<td><strong>Amount of data collected,</strong></td>
<td><strong>Level of transparency,</strong></td>
</tr>
<tr>
<td>26%</td>
<td>31%</td>
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<tr>
<td><strong>Level of transparency,</strong></td>
<td><strong>Retention period,</strong></td>
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<tr>
<td>21%</td>
<td>20%</td>
</tr>
<tr>
<td><strong>Data sharing practices,</strong></td>
<td><strong>Amount of data collected,</strong></td>
</tr>
<tr>
<td>13%</td>
<td>16%</td>
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</table>
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

<table>
<thead>
<tr>
<th>Data Type</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Purchase history</td>
<td>40%</td>
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<tr>
<td>Entertainment habits</td>
<td>34%</td>
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<tr>
<td>Social media habits</td>
<td>28%</td>
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<tr>
<td>Search history</td>
<td>25%</td>
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<tr>
<td>Demographics</td>
<td>37%</td>
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<tr>
<td>Current location</td>
<td>30%</td>
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<tr>
<td>Convo with voice assistant</td>
<td>15%</td>
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<tr>
<td>Private conversations e.g. text messages</td>
<td>13%</td>
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<tr>
<td>Personal financial information</td>
<td>11%</td>
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<tr>
<td>Email contents</td>
<td>11%</td>
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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
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

<table>
<thead>
<tr>
<th></th>
<th>Gen Z Adults</th>
<th>Millennials</th>
<th>Gen X</th>
<th>Boomers</th>
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<tbody>
<tr>
<td>Entertainment habits</td>
<td>37%</td>
<td>40%</td>
<td>34%</td>
<td>24%</td>
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<td>Things I’ve bought</td>
<td>37%</td>
<td>35%</td>
<td>44%</td>
<td>43%</td>
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<td>Demographics</td>
<td>29%</td>
<td>32%</td>
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<td>43%</td>
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<td>Current location</td>
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<td>34%</td>
<td>30%</td>
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<td>Search history</td>
<td>25%</td>
<td>25%</td>
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<tr>
<td>Social media habits</td>
<td>22%</td>
<td>41%</td>
<td>26%</td>
<td>15%</td>
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<tr>
<td>Private conversations*</td>
<td>21%</td>
<td>20%</td>
<td>9%</td>
<td>3%</td>
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<tr>
<td>Where I go often</td>
<td>20%</td>
<td>25%</td>
<td>20%</td>
<td>8%</td>
</tr>
<tr>
<td>Convos with voice assistant</td>
<td>16%</td>
<td>26%</td>
<td>10%</td>
<td>4%</td>
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