The Person Behind the Data

People weigh in on how companies handle their data
Data is a valuable resource to companies. But what can companies 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 optimise 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 data privacy and how companies are collecting and managing their data

Company impact
To determine if the way companies care for data impacts the bottom line
Two-pronged methodology

Focus groups (US only)

- Total: n=25
- 5 Focus groups
- 1 hour interview
- Diverse representation across age, race/ethnicity, income, geographic location, and education

Online survey

- Total: n=2,750
- ^POV survey: 750
- ^Conjoint survey: 2,000
- Nationally representative across age, gender, race/ethnicity, and income

^POV survey: Survey to quantify hypotheses on consumer expectations and inferred preference experience.
^Conjoint survey: Analytical modelling to quantify the impact of data management on key brand metrics.
We asked **people** for their perspective on data privacy

73% of our participants are the primary decision-maker for household purchases

**73%**
Make the primary purchase decisions in the home

27%
Share or are not involved in purchase decisions in the home

POV Survey: In your household, how involved are you in the decision-making for the following categories? Total n=750
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]

- **67%** of people *highly* value their data privacy (Top 3 Box)

POV Survey: On a scale of 1 to 10, how much do you value the following? (Data privacy)
N=750
More people “highly value” data privacy than other ethical issues we face today

% People who highly value an issue, 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 gather and used.

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

77% AGREE
Strongly or Somewhat

15% NEITHER
Agree nor Disagree

8% DISAGREE
Strongly or Somewhat

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)
N=750
Lack of transparency + control feed into people’s data concerns

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

- Not knowing where data is going or how it’s used: 58%
- I do not have full control: 75%
- I have full control: 14%

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

*11% “I don’t know” or “None of the above”

POV Survey: What do you think are the disadvantages for 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=750
When done right, transparency + control have a positive impact

Overall impact on relationship with company, Net score

89% See a positive impact on their relationship with the company

How relationship with company would change, % agree

Trust company more

53%

Prefer company over others

38%

Support company more

33%

Tell others about company

23%

Pay more to shop with company

9%

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=750
Data minimisation 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

• **Minimisation** 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 personalised preference centres; with clear and easy to understand privacy choices vs cookie notices

Personalised 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

<table>
<thead>
<tr>
<th>Method</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personalised preference centres</td>
<td>178</td>
</tr>
<tr>
<td>Standard set of preferences/setting*</td>
<td>124</td>
</tr>
<tr>
<td>Purpose-based permissions</td>
<td></td>
</tr>
<tr>
<td>Cookie notices</td>
<td></td>
</tr>
<tr>
<td>None / Other</td>
<td></td>
</tr>
</tbody>
</table>

*A that apply to all
POV Survey: What would be your ideal way of communicating your data sharing preferences with companies?
Total n=750
Qualitative Focus Group Interviews
People understand the benefits of sharing data with businesses

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

81% PERCEIVE BENEFIT(S)

19% NONE

Top 3 Benefits People Chose, % agree

Receiving a benefit from the company 42%
Having a personalized experience 40%
Learning about new products 37%

POV Survey: What do you think are the benefits for sharing your data with a company?
N= 750
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>威信 to exchange</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>
<td>Green</td>
<td>Green</td>
<td>Green</td>
</tr>
<tr>
<td>Demographics</td>
<td>Green</td>
<td>Green</td>
<td>Green</td>
</tr>
<tr>
<td>Entertainment habits</td>
<td>Green</td>
<td>Green</td>
<td>Green</td>
</tr>
<tr>
<td>Social media habits</td>
<td>Orange</td>
<td>Orange</td>
<td>Orange</td>
</tr>
<tr>
<td>Current Location</td>
<td>Yellow</td>
<td>Yellow</td>
<td>Yellow</td>
</tr>
<tr>
<td>Search history</td>
<td>Yellow</td>
<td>Yellow</td>
<td>Yellow</td>
</tr>
<tr>
<td>Where I go often</td>
<td>Yellow</td>
<td>Yellow</td>
<td>Yellow</td>
</tr>
<tr>
<td>Content of emails</td>
<td>Red</td>
<td>Red</td>
<td>Red</td>
</tr>
<tr>
<td>Personal financial info</td>
<td>Red</td>
<td>Red</td>
<td>Red</td>
</tr>
</tbody>
</table>

POV Survey: Below is a list of perks that companies sometimes offer to their customers in exchange for sharing basic data. What types of data, if any, would you be willing to share in exchange for [the following]

Total n=750
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
How we defined responsible data practices

- **Data minimisation**: 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 and why 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 unless permission has already been given.
Responsible data practices have clear financial upside

Consumers will reward brands that have responsible data practices with 28% more purchase intent

How data practices impact purchase intent, modelled % difference

Baseline

Responsible Data Practices

28%

Increase in Purchase Intent

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 level of transparency has the largest impact on purchase intent.

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

- Level of transparency: 58%
- Data minimization: 15%
- Retention period: 13%
- Data sharing practices: 14%

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: 58%
- Level of transparency: 23%
- Data sharing practices: 18%
- Data minimization: 1%

Brand Preference

- Data sharing practices: 30%
- Level of transparency: 28%
- Retention period: 22%
- Data minimization: 20%

Brand preference is mostly impacted by data sharing and transparency

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>Level of transparency</th>
<th>Retention period</th>
<th>Data sharing practices</th>
<th>Amount of data collected</th>
</tr>
</thead>
<tbody>
<tr>
<td>Finance</td>
<td>38%</td>
<td>38%</td>
<td>38%</td>
<td>43%</td>
</tr>
<tr>
<td>Travel</td>
<td>38%</td>
<td></td>
<td></td>
<td>41%</td>
</tr>
<tr>
<td>Retail</td>
<td>43%</td>
<td></td>
<td>21%</td>
<td></td>
</tr>
<tr>
<td>Telecom</td>
<td></td>
<td></td>
<td></td>
<td>32%</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
To build trust, retention period matters the most for retail, telcos, and travel

Data minimization matters for finance

<table>
<thead>
<tr>
<th>Retail</th>
<th>Telecom</th>
<th>Travel</th>
<th>Finance</th>
</tr>
</thead>
<tbody>
<tr>
<td>33% Data sharing practices</td>
<td>35% Level of transparency</td>
<td>20% Level of transparency</td>
<td>21% Data sharing practices</td>
</tr>
<tr>
<td>45% Retention period</td>
<td>44% Retention period</td>
<td>48% Retention period</td>
<td>21% Level of transparency</td>
</tr>
<tr>
<td>33% Data sharing practices</td>
<td>35% Level of transparency</td>
<td>20% Level of transparency</td>
<td>21% Level of transparency</td>
</tr>
<tr>
<td>45% Retention period</td>
<td>44% Retention period</td>
<td>48% Retention period</td>
<td>39% Data minimization</td>
</tr>
</tbody>
</table>

Conjoint Survey: On a scale of 1 to 10, how much do you trust each [retailer/travel agency/loan provider/wireless service provider]?
Total n=2,000
Data practices impacting **brand preference** vary across verticals

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

- **Retail**
  - Data sharing: 22%
  - Level of transparency: 35%
  - Data minimization: 18%
  - Retention period: 21%

- **Telecom**
  - Data sharing: 19%
  - Level of transparency: 35%
  - Data minimization: 16%
  - Retention period: 29%

- **Travel**
  - Data sharing: 16%
  - Level of transparency: 32%
  - Data minimization: 21%
  - Retention period: 28%

- **Finance**
  - Data sharing: 29%
  - Level of transparency: 33%
  - Data minimization: 31%
  - Retention period: 10%

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.

Most people highly value data privacy. Companies should incorporate responsible data practices such as a reasonable retention policy into their values and growth strategies.

2. Companies should 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