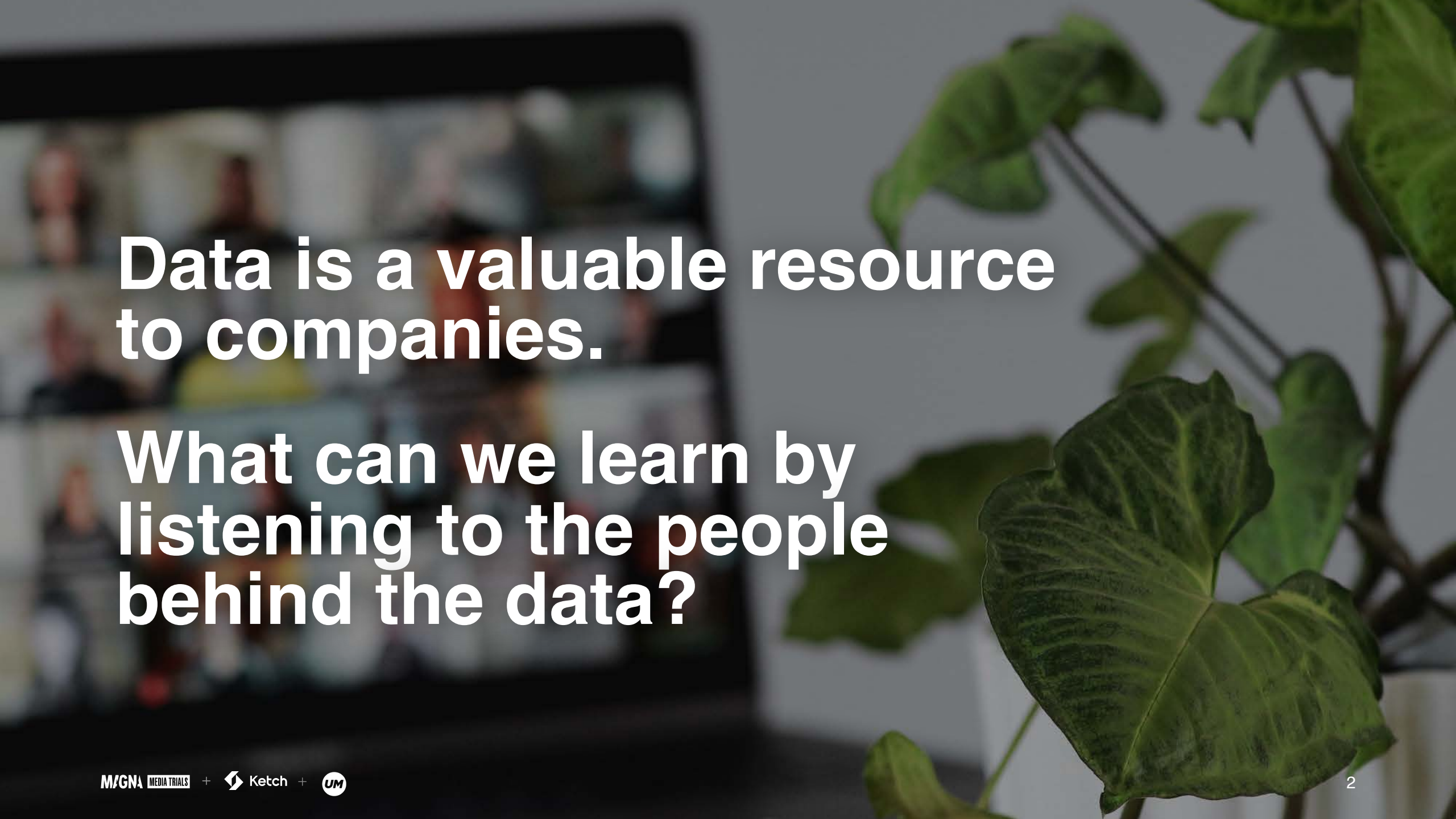




The Person Behind the Data

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

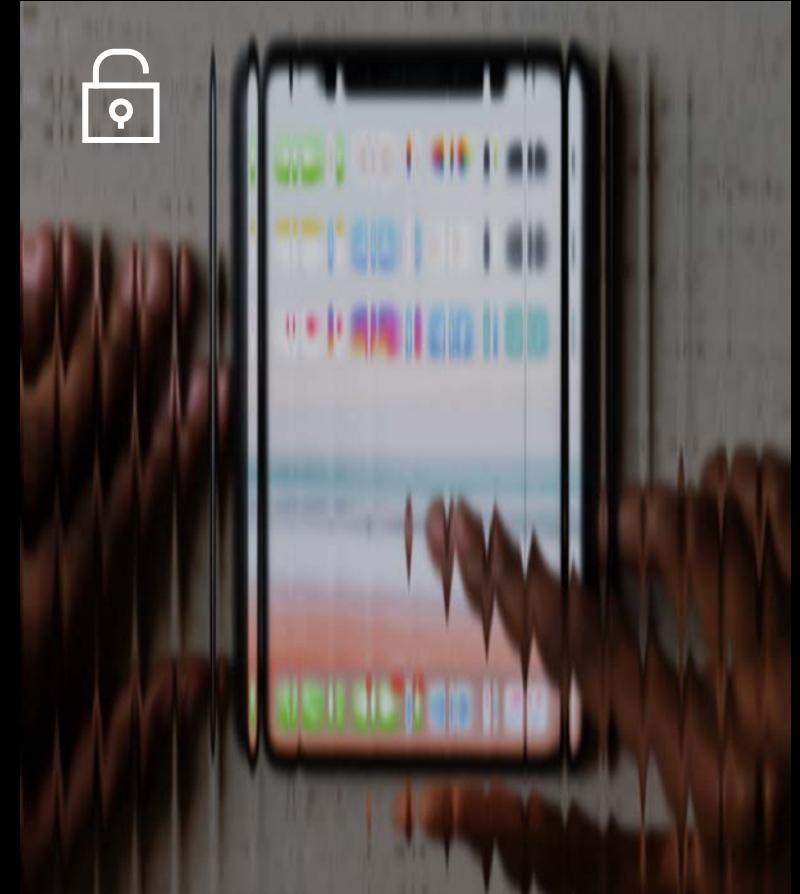


Our focus



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 survey¹: 751
Conjoint survey²: 2,000

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

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

²Conjoint 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 decisions in the home

24%

Share or are not involved in purchase decisions in the home

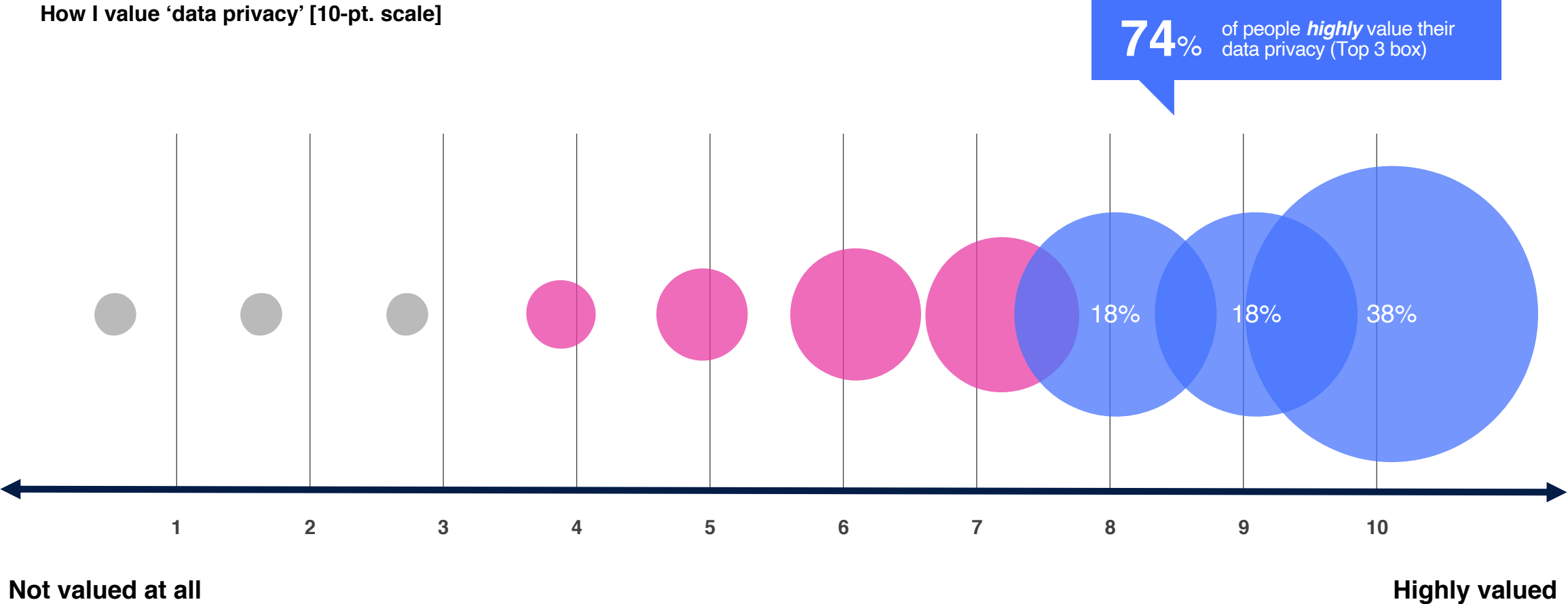


What people are saying about data privacy

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]



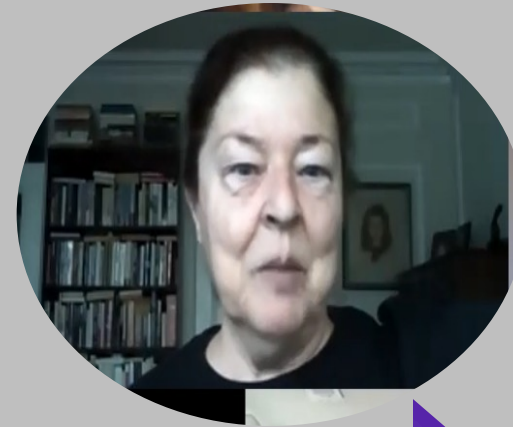
More people “highly value” data privacy than other ethical issues we face today

% 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

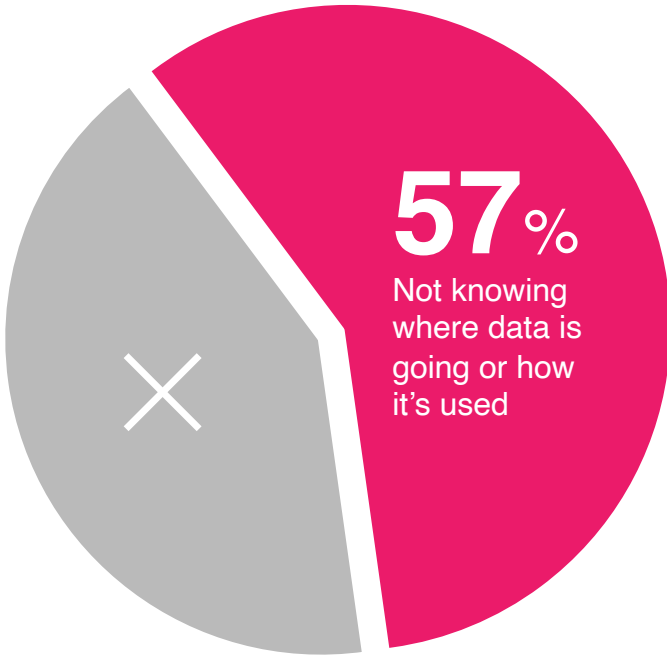


13%
NEITHER
Agree nor Disagree

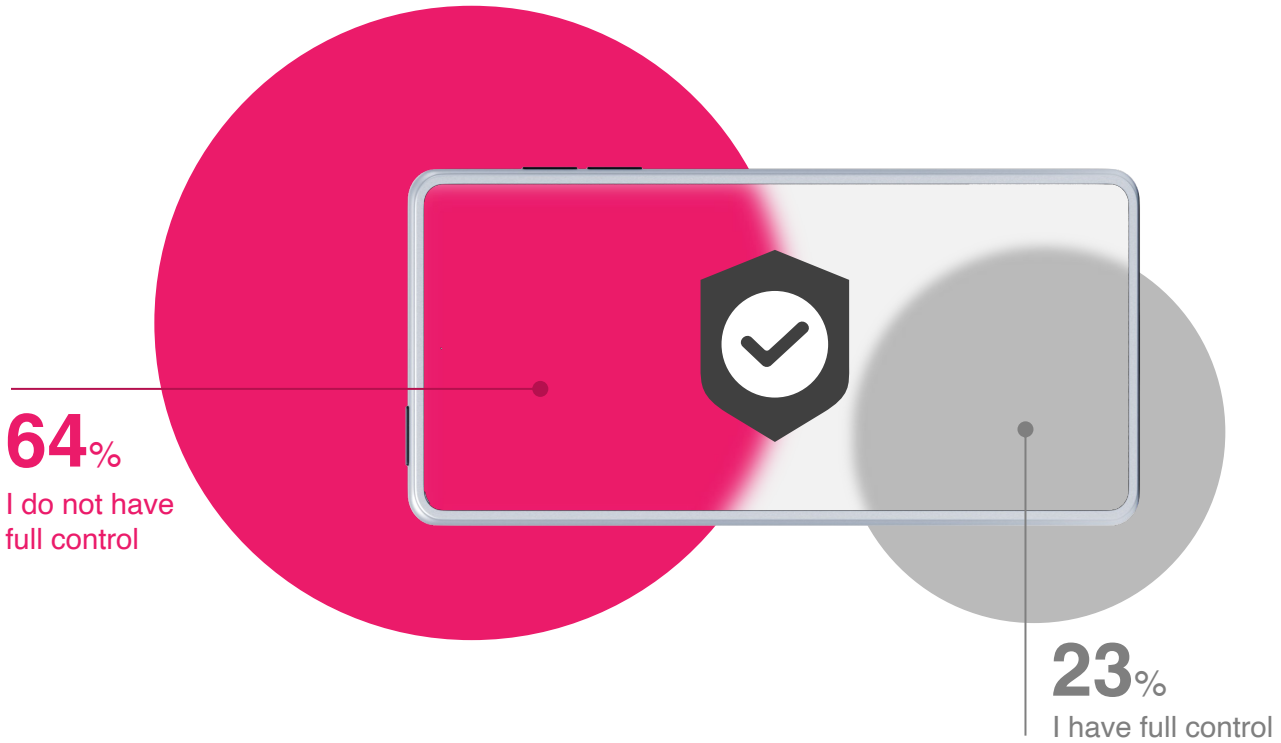
5%
DISAGREE
Strongly or Somewhat

Lack of transparency + control feed into people's data concerns

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



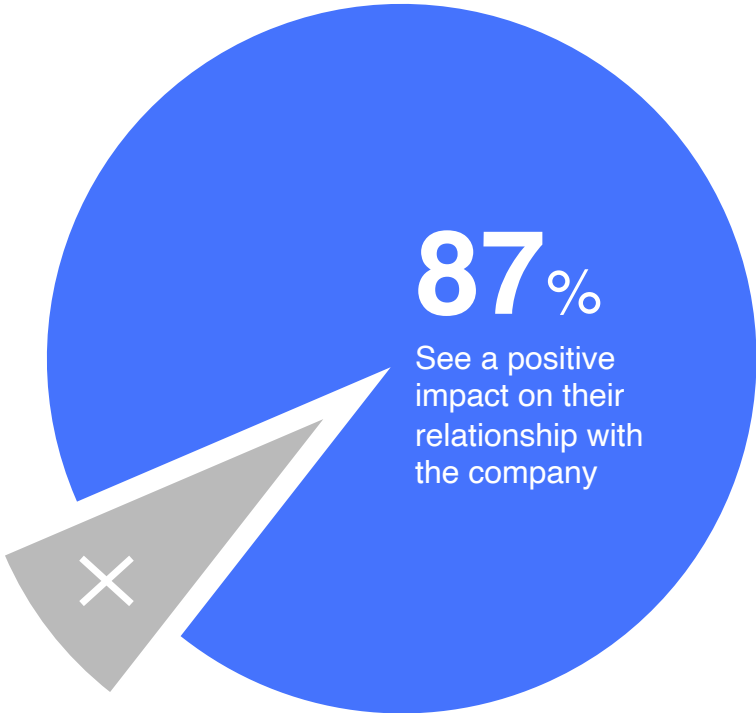
Percent of people who feel they have control over their data*, % agree



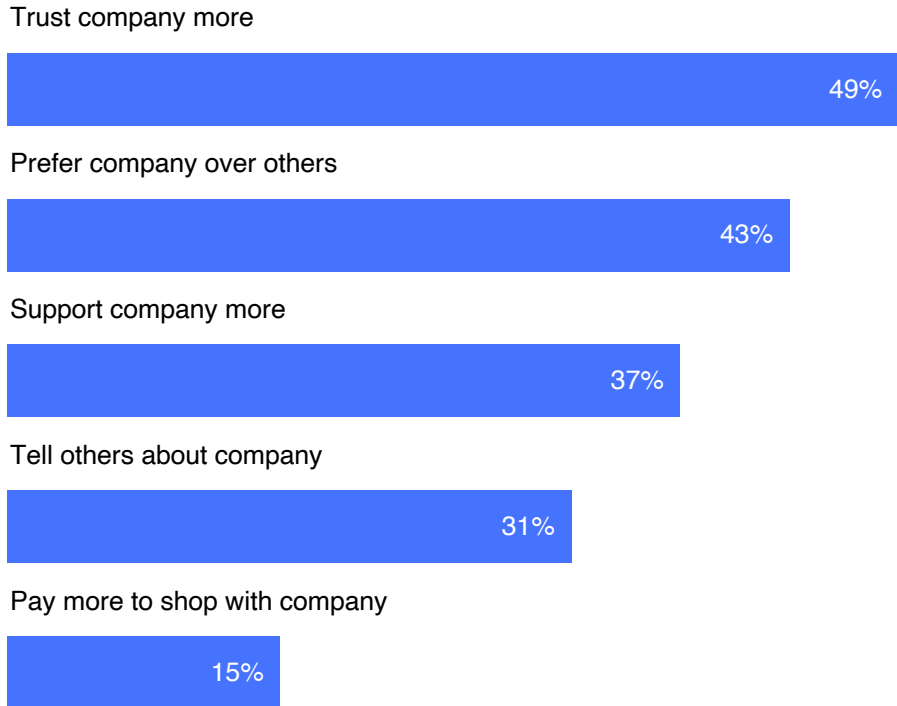
*13% "I don't know" or "None of the above"
POV Survey: What do you think are the disadvantages when sharing your data with a company?
POV Survey: When it comes to brands (e.g., online retailers, service providers, information sites, etc.) collecting your data, how much control do you feel like you have over your data and how it is used?
N=751

When done right, transparency + control have a positive impact

Overall impact on relationship with company, *Net score*



How relationship with company would change, % agree



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

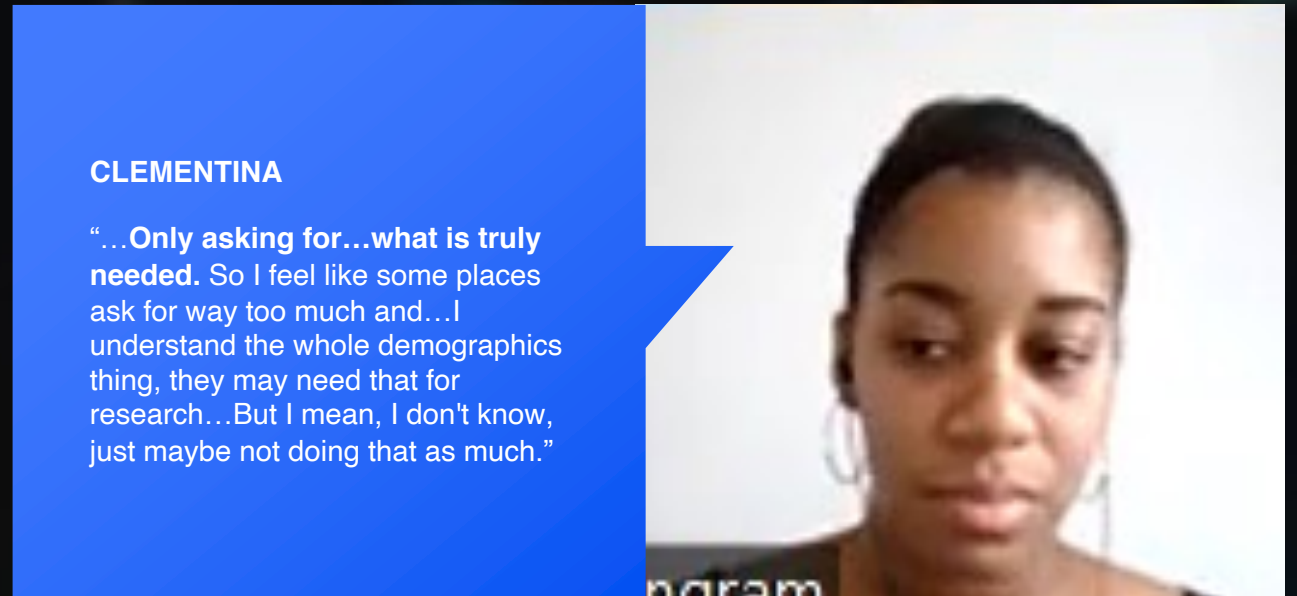
People expect:

- **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

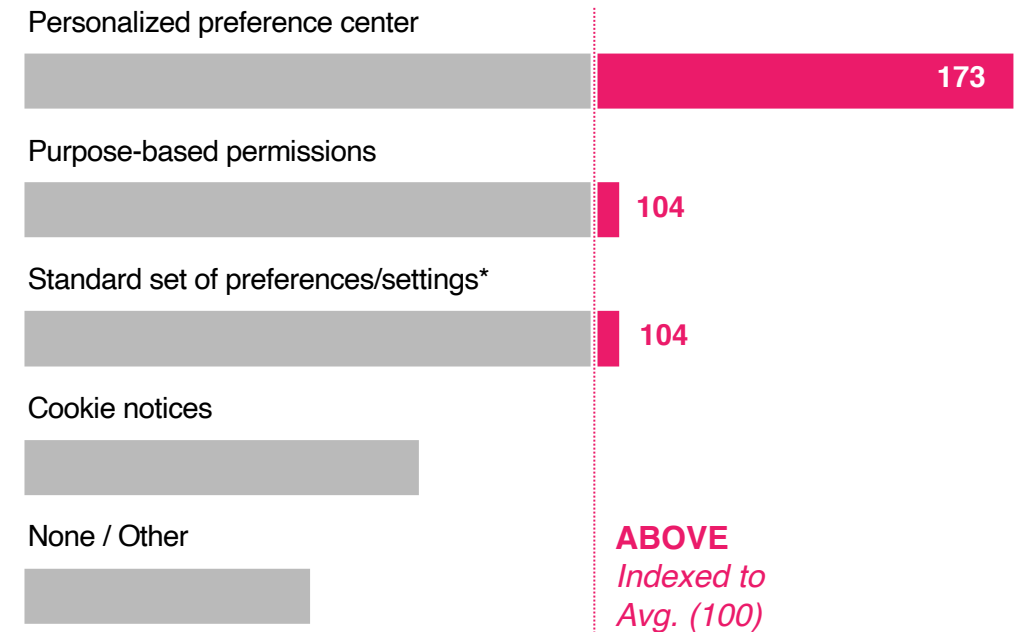
Personalized preference centers – with clarity on what is being done with data – give people the choice and transparency they want



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



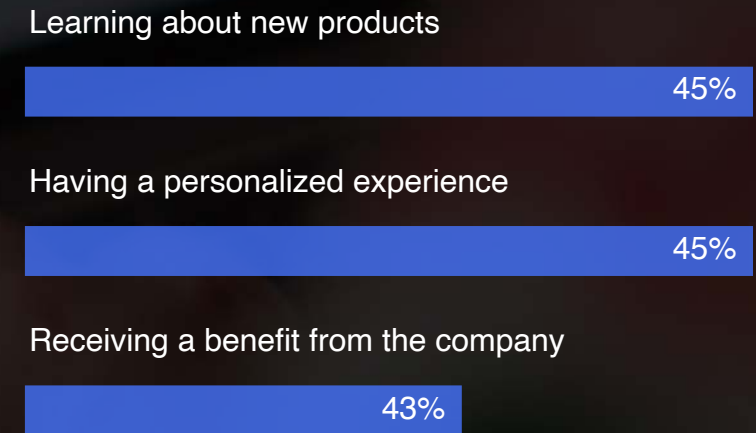
*that apply to all
POV Survey : What would be your ideal way of communicating your data sharing preferences with companies?
Total n=751
Qualitative Focus Group Interview

People understand the benefits of sharing data with businesses

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



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

 <p>Amount of data collected Amount of data collected (essential vs. as much as possible)</p>	 <p>Level of transparency Transparency in data collection and utilization, including control mechanisms available to people (fully transparent vs. not transparent at all)</p>
 <p>Retention period Length of storage (minimal vs. indefinite)</p>	 <p>Data sharing Sharing with other companies vs. not sharing under any circumstances</p>

320 Scenarios Tested



Brand Ratings*:
★ Trust ★ Preference ★ Purchase intent

How we defined **responsible data practices**



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



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



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

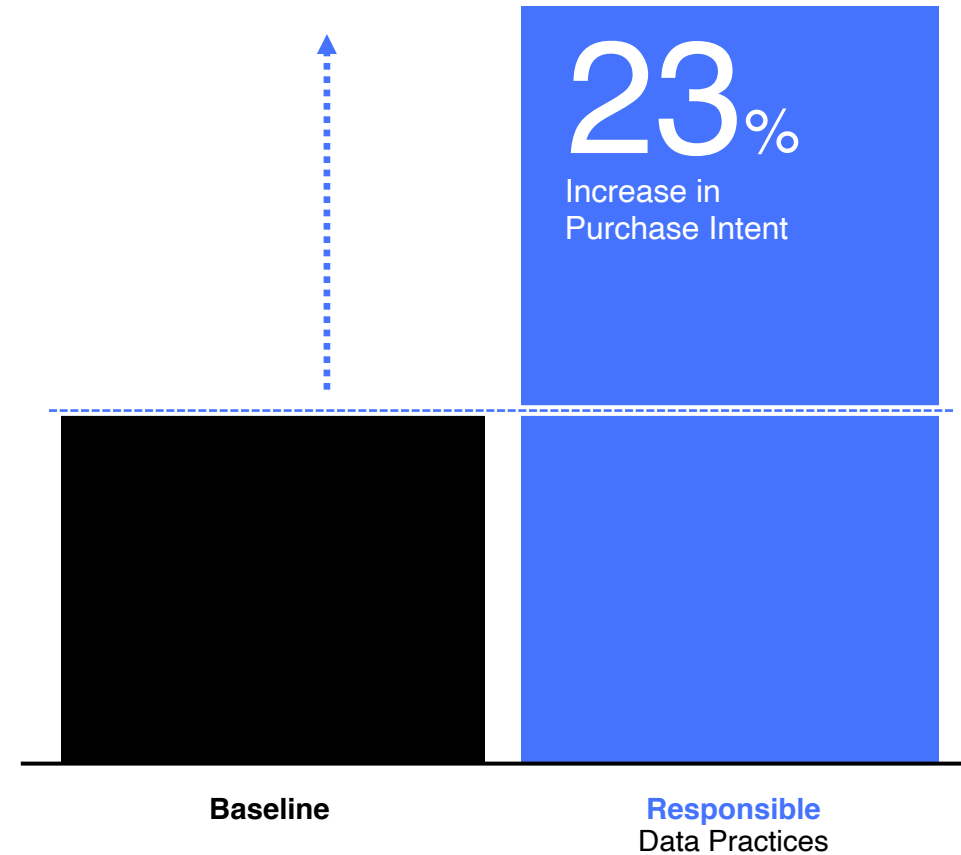


Eliminate data sharing with other companies unless permission has already been given

Responsible data practices have clear financial upside

Consumers will reward brands that have responsible data practices with **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

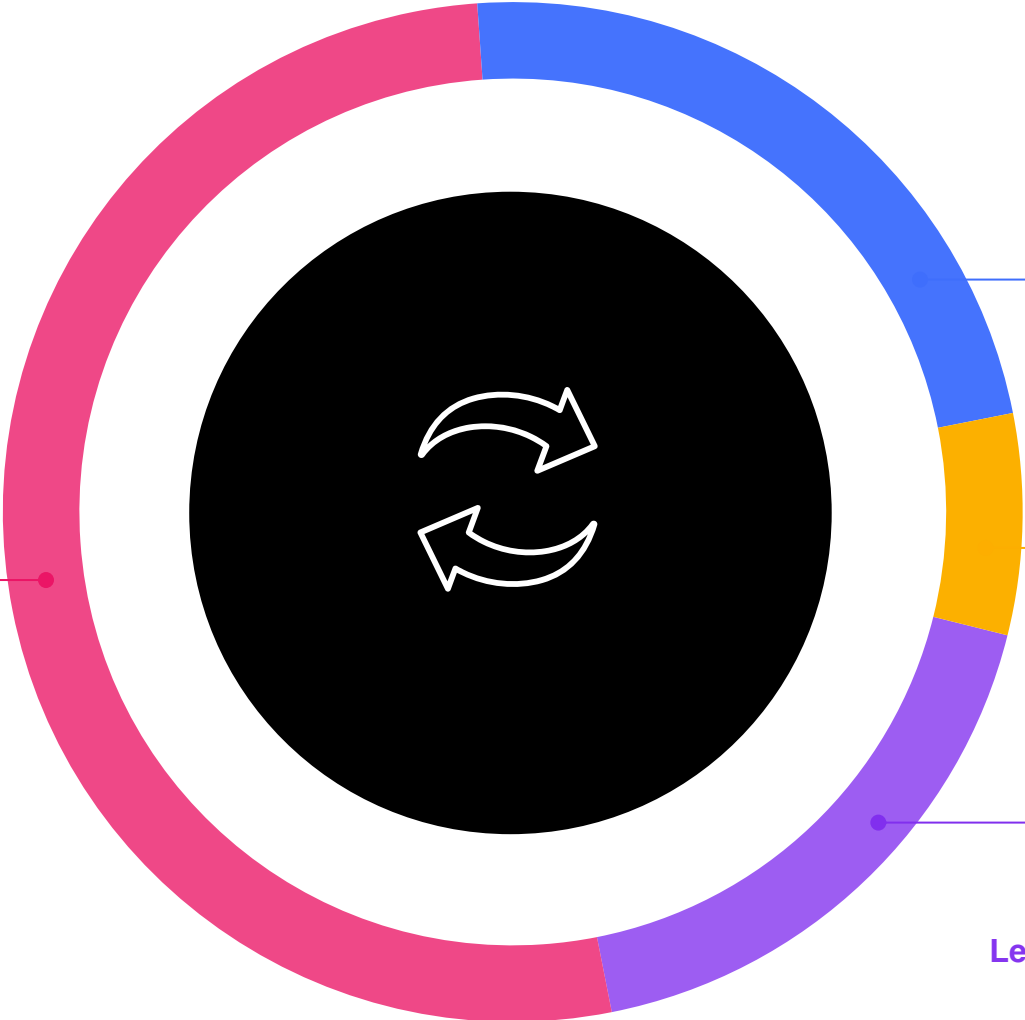
“I've told quite a few people about...this certain site and I like their products. **And I feel that my information is safe there. So I'm even more willing to shop at sites like that online,** I would do a whole lot of shopping online. ‘Cause I don't really want my information out there.”

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

Brand preference is mostly impacted by transparency and data sharing

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

Level of transparency



Data sharing practices



Retention period

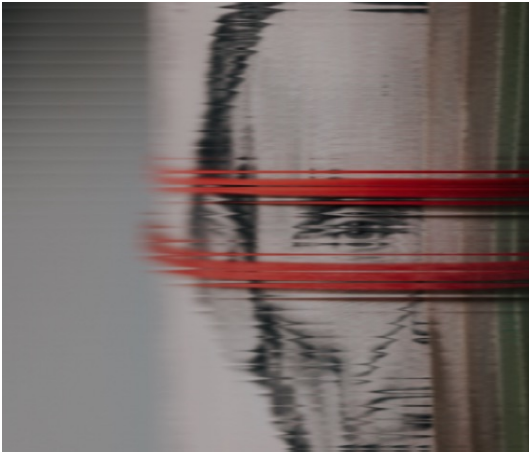


Data minimization



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

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

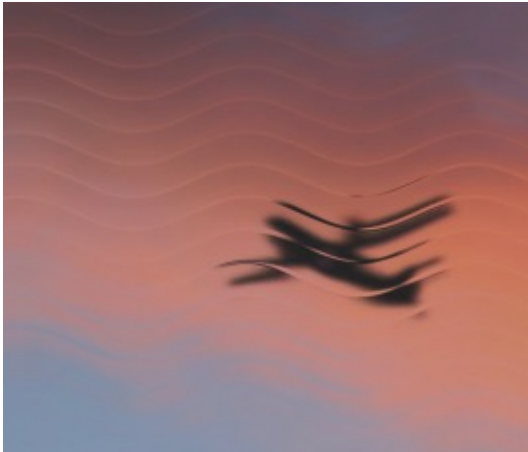


Finance

Retention period



Data sharing practices



Travel

Retention period



Data Minimization



Retail

Data sharing practices



Data Minimization



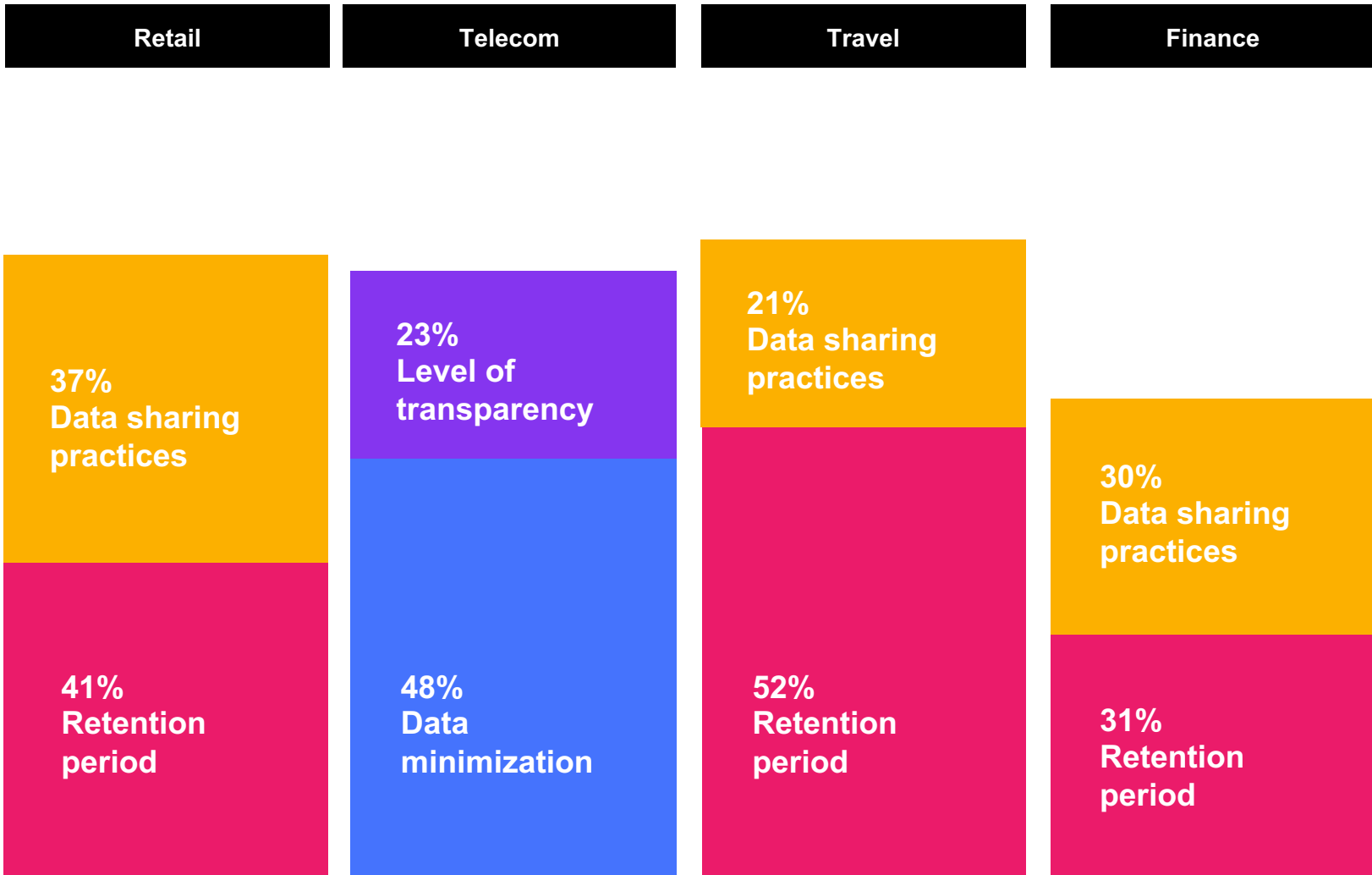
Telecom

Data Minimization



Retention period





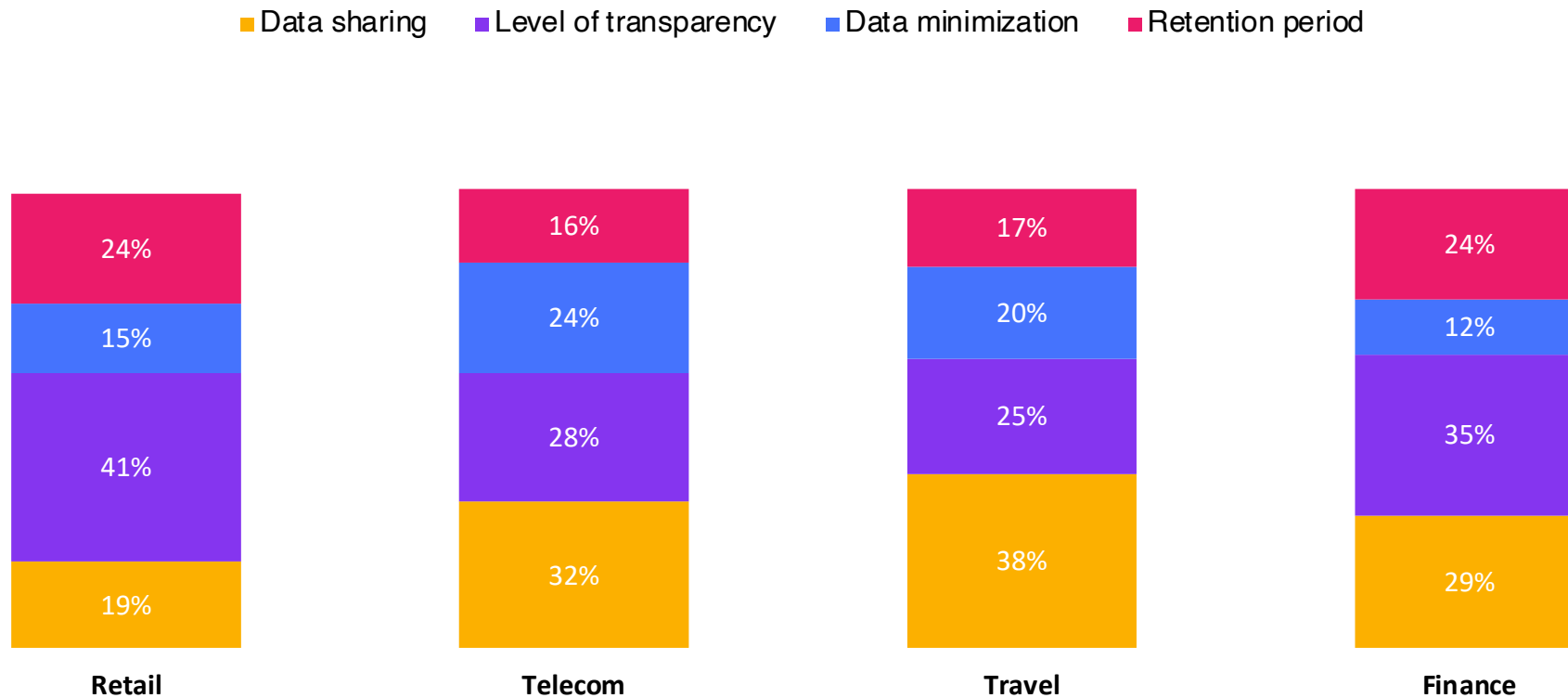
To build **trust**, retention period matters the most for retail, travel, and finance

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.

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.

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