



Press Release

Ignorance and Distrust Prevail about What Companies and Governments Do with Personal Data

- Two in three global citizens know nothing or very little about how their personal information is used by companies and governments.
- Citizens do not trust companies or governments to use their personal data in the right way. Trust is lowest for foreign governments (**20%**), and only a minority of citizens trust national government (**39%**).
- Two thirds of consumers would be more comfortable sharing personal information with a company if it were clear about how it will use the data.

DAVOS/PARIS, 25 January 2019 – During the annual meeting in Davos, Ipsos and the World Economic Forum unveiled the first installment of a global tracking study on consumer acceptance of information technology. The report titled *Global Citizens and Data Privacy* highlights widespread lack of knowledge and low levels of trust around the usage of personal data by companies and governments.

The findings suggest that organizations can address fears from consumers by being transparent about what they do with their personal data, by offering guarantees of confidentiality, having a clean security record, or offering financial compensation.

The *Global Citizens and Data Privacy* survey was conducted in October and November 2018 among 18,813 adults from 26 countries on Ipsos's Global Advisor online platform. Future waves of the global tracking study will be conducted and reported twice a year.

World citizens are in the dark about how their personal information is used – most of all those from economically advanced countries

Most adults surveyed across the world proffer knowing little or nothing about how much personal data companies and governments hold and how they use it.

- Only one in three adults globally have a good idea of how much personal data companies hold about them (**35%**) or what they do with it (**32%**).
- Even fewer have a fair idea of how much personal data national and local authorities hold about them (**27%**) or what they do with it (**23%**).

Perceptions vary across the countries included in the study with generally lower levels of knowledge in countries with more regulation of personal data

- Fewer than **20%** in Japan, Australia, Belgium, Canada and Germany say they have a good idea of what companies do with their personal information vs. more than **45%** in China, India, Malaysia and Saudi Arabia.



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Trust is lacking – especially toward media companies and foreign governments

In most countries, citizens tend not to trust companies and governments to use the information they have about them “in the right way”.

- On average, only **36%** trust various types of organizations with how they handle personal data.
- Globally, trust is lowest for foreign governments (**20%**), and only a minority of citizens trust national government (**39%**). Trust is also low for media companies (**24%**) and search and social media sites (**28%**). It is notably higher for healthcare providers (**59%**) and financial services companies (**47%**).

Consumers value privacy and compensation more than they see benefits to sharing personal data

Globally, most consumers agree that allowing companies to use personal data is something they should be able to refuse (**62%**) and that they should be paid or rewarded for it (**54%**).

Only about half as many agree it helps consumers save time (**35%**) or save money (**28%**). Just **23%** agree that it doesn't bother them. Twice as many (**44%**) disagree.

Transparency and assurances of confidentiality and security can best allay concerns around usage of personal data

- Consumers are especially likely to say that they would be more comfortable sharing personal information with a company if it is clear about how it will use the data (**67%**), promises it won't share the data with third parties (**64%**) or has never experienced security breaches (**62%**) – more so than having a lot of experience with it (**61%**) or being offered some financial compensation (**60%**).

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