



# OPEN BANKING

# DATA SHARING DILEMMAS

## Paul Stamper

**Ipsos MORI**  
**Head of Financial Services**

© 2018 Ipsos. All rights reserved. Contains Ipsos' Confidential and Proprietary information and may not be disclosed or reproduced without the prior written consent of Ipsos.

# OBJECTIVES

1

PSYCHOLOGY AND PERSONALITY IN DECISION MAKING

2

VIEWS AND ATTITUDES ON CONTROL OF DATA SHARING

3

EMPOWERING CONSUMERS TO MAKE CONFIDENT DECISIONS



Ipsos MORI

**WORKSHOP**  
DECEMBER 2017



INITIAL  
REACTIONS

DEEPER  
EXPOSURE

INTRODUCING  
THE DETAIL

ANALYSIS



Ipsos MORI



**What's the  
benefit for the  
bank? Because  
there must be a  
benefit for them.**

(Female 25-45)

**There are other  
things out there,  
so why? Why  
for the banks?  
Why now?**

(Female 18-25)



**Who is their market? What sort of person are they looking for? Young, old, middle aged?**

**(Male 45-65)**

**I don't see the need for it, it's all very easy already... Faster and faster; easier and easier [are] marginal differences and unnecessary.**

**(Male 25-45)**

**Our banking is the  
last bit of privacy left  
in this world, and now  
it'll be everywhere.  
Banks should be different  
from other companies.  
They should be really  
secure, really private.**

(Male, aged 18-25)

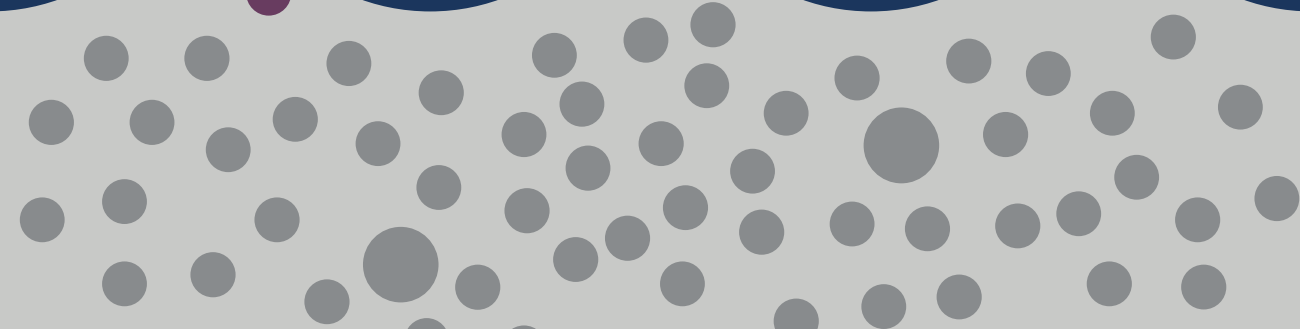


# HIERARCHY OF CONSIDERATIONS

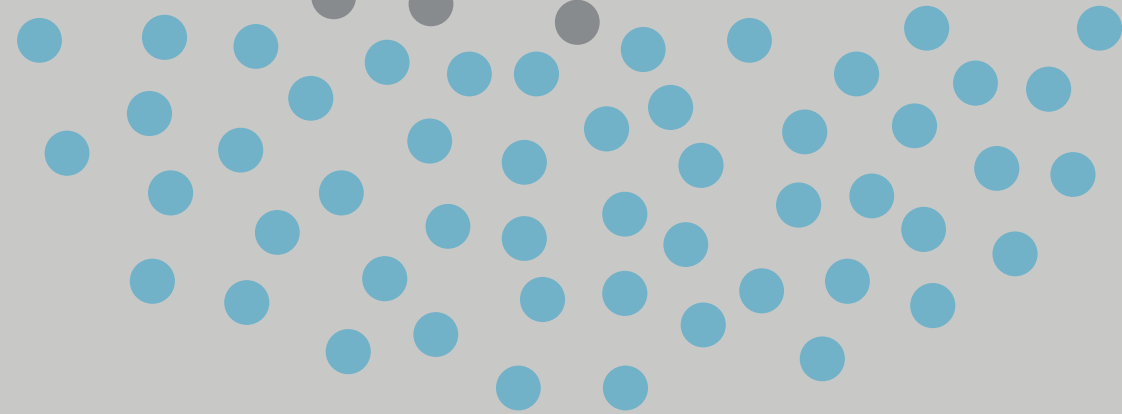
## PRIMARY CONSIDERATIONS:



## SECONDARY CONSIDERATIONS:



## TERTIARY CONSIDERATIONS:





# HIERARCHY OF CONSIDERATIONS

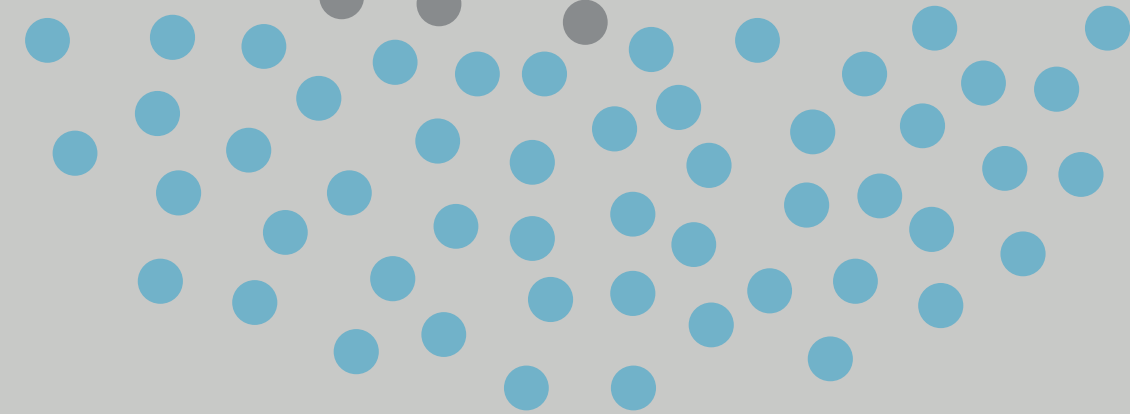
## PRIMARY CONSIDERATIONS:



## SECONDARY CONSIDERATIONS:



## TERTIARY CONSIDERATIONS:



# HIERARCHY OF CONSIDERATIONS

## PRIMARY CONSIDERATIONS:



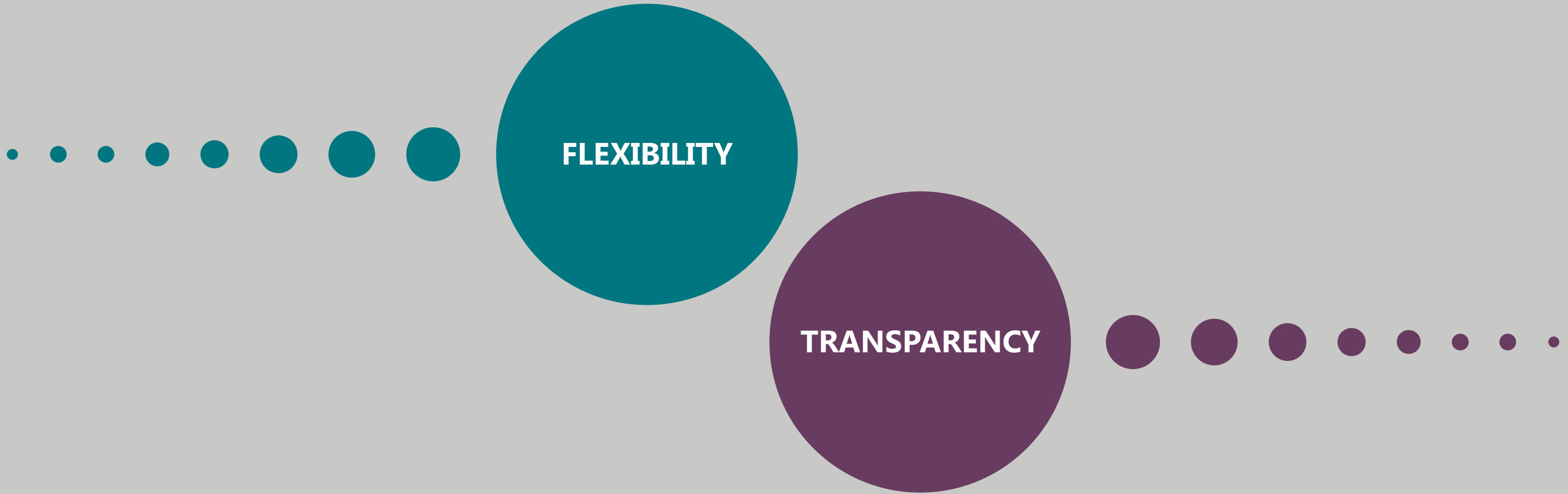
## SECONDARY CONSIDERATIONS:



## TERTIARY CONSIDERATIONS:



# CONSENT AND REDIRECTION



**Even if you give consent,  
when do you get the option  
to opt out? Can you stop?  
Will it stop or does it still  
continue? I need an option  
to change my mind, to stop  
instantly.  
(Male 25-45)**



# REVOCAATION

**CANCEL AT  
THE BANK  
...WITH  
CONFIRMATION  
FROM TPP  
... AND WITH  
FLEXIBILITY**



**My bank - it's just  
to do with them.  
They're the first people  
I'd call up if something  
went wrong. Even if it's  
the comparison tool's  
fault, the bank is the  
easier way to go.**

**(Female 18-25)**



# MULTIPLE PARTIES

WHERE IS  
MY DATA  
GOING...

...AND  
WHAT'S  
BEING DONE  
WITH IT?



Ipsos MORI

**They should tell you  
because some people  
might trust the provider  
that they think it is but  
not the attached one. You  
would then feel they're  
being honest.**

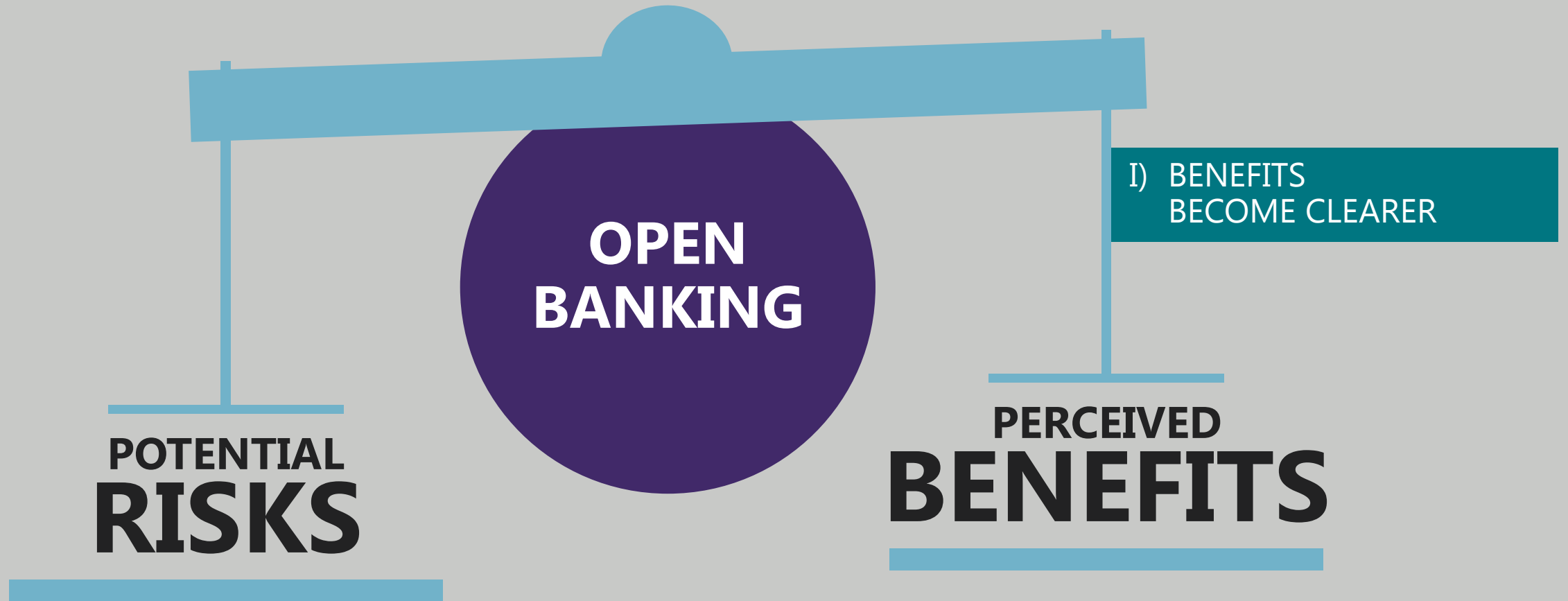
(Female 18-25)



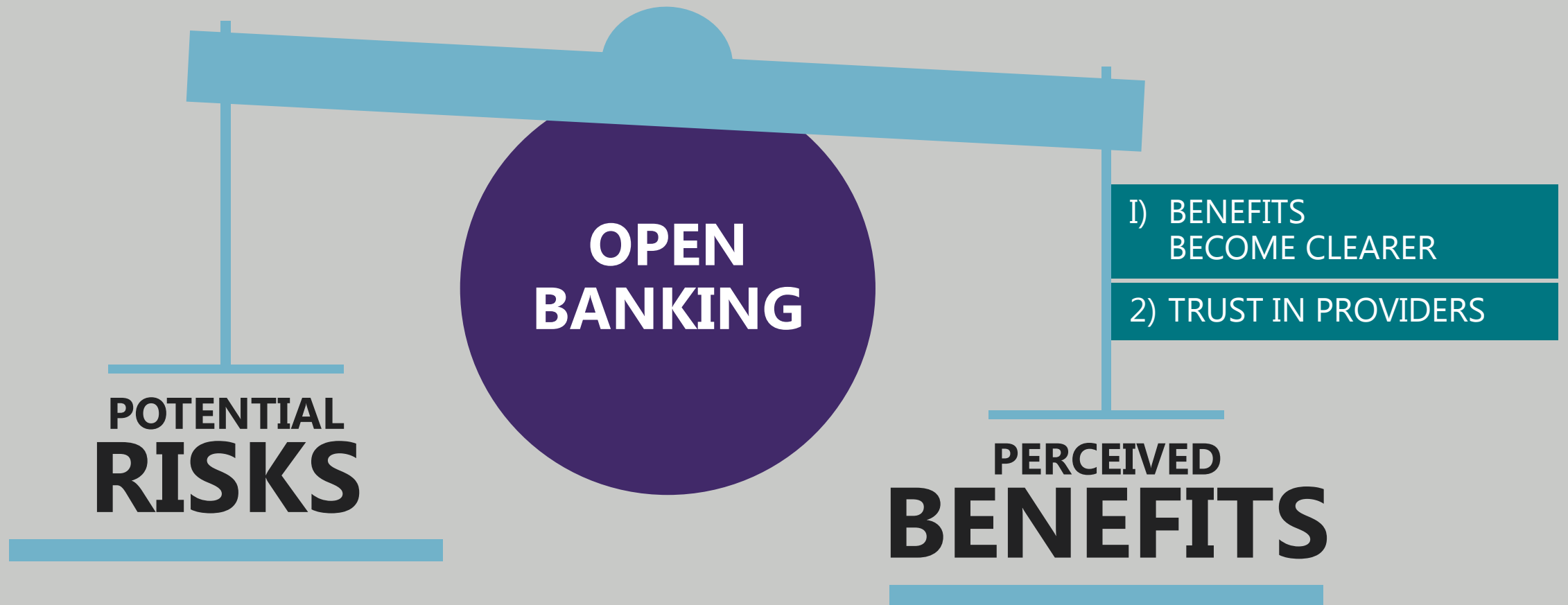
# IMPLICATIONS



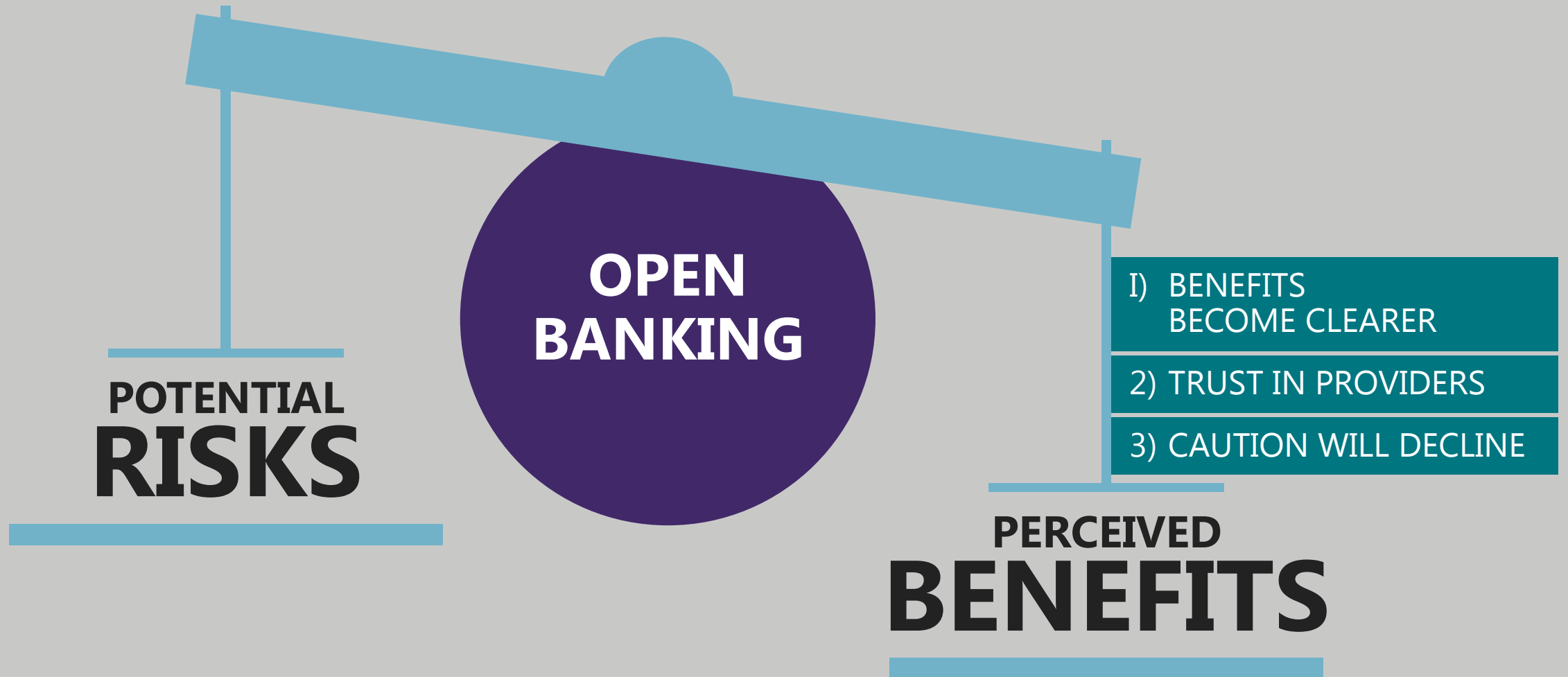
# IMPLICATIONS



# IMPLICATIONS



# IMPLICATIONS



# PRINCIPLES

- 1 DELIVER SECURITY, TRANSPARENCY, CHOICE, CONTROL AND FLEXIBILITY
- 2 DEVELOP TRUST
- 3 MITIGATE CONCERNS BY IMPROVING INFORMATION AND PROCESSES
- 4 SERVICES WITH CLEAR DIRECT BENEFITS
- 5 PROVIDE TIERED INFORMATION
- 6 BE CLEAR ABOUT DATA

A large graphic consisting of several concentric circles in shades of teal and dark blue, centered on the right side of the slide. The circles are of varying thickness and some are broken or incomplete, creating a dynamic, layered effect.

# OPEN BANKING

# DATA SHARING DILEMMAS

**Thank you**

© 2018 Ipsos. All rights reserved. Contains Ipsos' Confidential and Proprietary information and may not be disclosed or reproduced without the prior written consent of Ipsos.