

# Personalisation versus privacy



# Not a new area of study, but still an emergent issue...

***“Data and information sovereignty is the next big consumer issue”***

Demos 2012

***“Far from being a quaint 20<sup>th</sup> Century idea... the latent demand for privacy has never been greater”***

Deloitte Data Nation 2013

***“Personal data represents an emerging asset class, potentially every bit as valuable as other assets such as traded goods, gold or oil”***

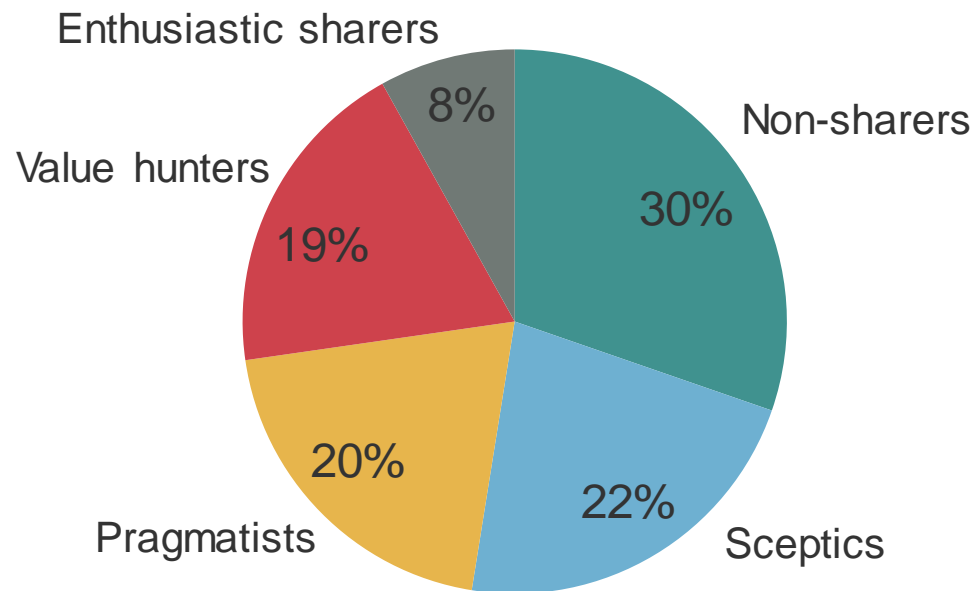
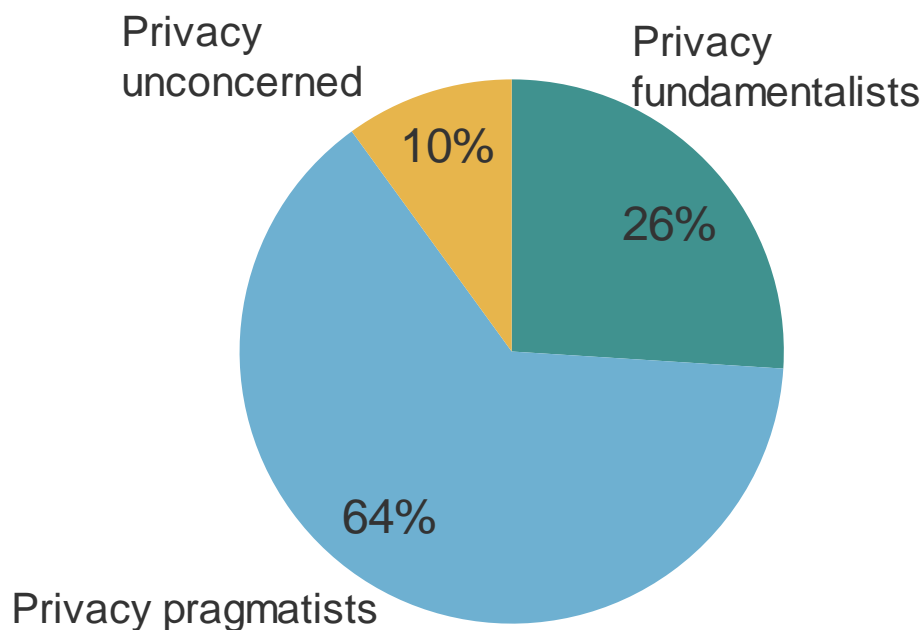
World Economic Forum 2012

***“All are endorsing that key data should be released back to consumers... This is the way the world is going and the UK is currently leading the charge.”***

Launch of midata initiative

# What previous studies have told us...

- 70-90% concerned with use of their (online) information...
- But it's not uniform - segments of population:



- Depends on situation, and is moderated by trust: and trust encouraged by previous experience, brand and transparency

Source: Westin 1991 and Harris Interactive 2003, and Demos 2012



Concerns about surveillance sets a tone...

... although only 20% say it's a top reason for increased privacy concerns



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