Trust is the most important consideration for consumers

Who do consumers trust?

Central (Government)
Retail (Store retailers)
Financial (Banks)
Social (Social networking sites)
Medical (NHS/Your doctor)

Why share information?

Get free services and products in exchange
Get higher value
Goods for a lower price
Lower price for goods
For use on my own
To improve my life
To help advisors

What is private anyway?

Social networking sites can share more information
Are you more concerned about the potential or the actual sharing?
Consumers believe their most personal information is being requested
Consumers believe their most personal information is being shared

Conclusion