

Data privacy: What the consumer really thinks

In a digitally connected world in which people are now accustomed to sharing their personal information online, the boundary between what's construed as private and public has become increasingly blurred.

This evolution of consumer attitudes towards data privacy has significant ramifications for **Brands** and digital platform owners that rely on consumer data to fuel their niche and mass marketing to generate their revenues.

The DMA's survey of **1,020 UK adults** is the most comprehensive, up-to-date account of contemporary views on how the public regards data privacy.

For **Brands** to succeed commercially in a digital economy, they need to understand what compels people to share their information and, more importantly, what deters them.

Data privacy: The three types of consumer

The public's range of attitudes towards data privacy is finely nuanced, but they can be broadly grouped into three types:



53%

are 'data pragmatists' – people who are willing to exchange reasonable amounts of data with **Brands** for free services or better benefits



31%

are 'data fundamentalists' who are generally opposed to sharing their information with companies unless they have a compelling reason to do so

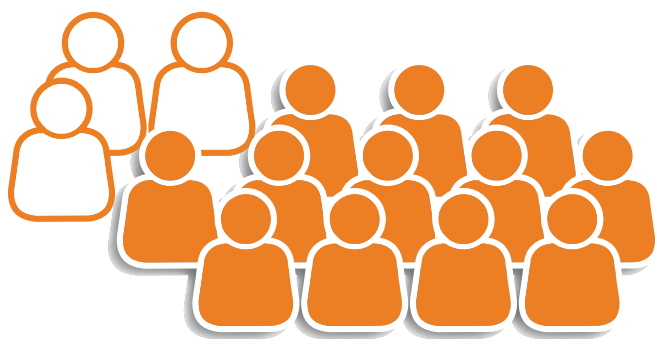


16%

are 'unconcerned' about who they share their information with and what it's used for

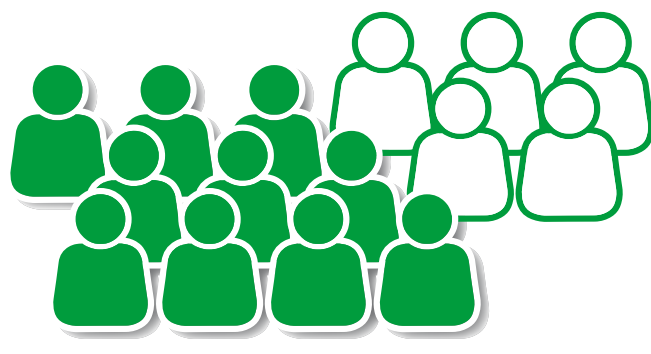
Online life is shaping views of data privacy

It's hardly surprising that as we spend more time online and conduct more of our personal business online, we're changing our views about privacy.



12 out of 15

people accept that disclosure of personal information is 'a fact of modern life'



10 out of 15

cite familiarity with sharing information online and via social networking as reshaping their definition of privacy

People are data savvy

Consumer recognition of the ways in which companies can use personal data is high:

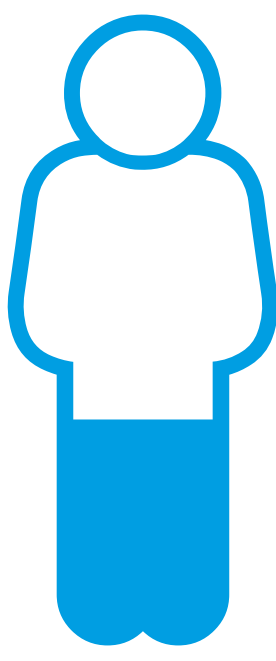


85%

of people are 'aware or somewhat aware' of the techniques used by companies to track online behaviour and preferences

People are prepared to trade data – for the right price, under the right circumstances

Sharing personal information isn't just confined to filling in passport or bank loan applications...



35%

of people regard their personal information as a commodity to be traded with companies in exchange for free services or better benefits, rising to 40% of 25-34-year olds



58%

cite trust as being the most important factor when deciding whether or not to share their information

Conclusion

Here's what Chris Combemale, the DMA's executive director, has to say:

"Online platform owners and **Brands** that market digitally must understand the current range of consumer views on data privacy. Insight into what they regard as private, what information they're willing to exchange and under what circumstances should underpin their marketing strategies.

"This piece of DMA research highlights that unless **Brands** are trusted, provide people with the opportunity to control how their data is used and suitably reward consumers for doing so then they will be left behind in the digital economy."

The full *Data privacy: What the consumer really thinks 2012* report can be downloaded from <http://www.dma.org.uk/toolkit/data-privacy-what-consumer-really-thinks>

Methodology

The survey was conducted with 1,020 respondents by the Future Foundation between March and April 2012.

About Future Foundation

The Future Foundation is a leading international consumer futures business. Our core expertise is based on identifying and forecasting social and consumer trends and determining the extent of their impacts on markets, services, brands and products. Since our launch in 1996, we have worked to meet the strategic needs of businesses through the application of insight. We identify, measure and examine trends, attitudes and behaviours through the rigorous analysis of quantitative and qualitative research. Our robust programme of research provides businesses with the grounding and confidence to anticipate the likely impact of the evolving consumer environment and identify new market and revenue opportunities.

www.futurefoundation.net

About the DMA

The Direct Marketing Association (DMA) is Europe's largest professional body representing the direct marketing industry. We have a large in-house team of specialists offering everything from free legal advice and government lobbying on direct marketing issues to research papers and best practice.

As well as being at the forefront of developments in digital and direct marketing, we continue to lead the way in traditional direct channels. That's why the DMA is such a great platform for sharing expertise and DMA membership is synonymous with better business.

<http://www.dma.org.uk/content/welcome-direct-marketing-association>

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