



Me, my life, my wallet

How consumers want businesses to handle their personal data



47%
of consumers say they are **more anxious** than last year



50%
of consumers are concerned with **ID fraud**



76% of consumers like having access to lots of information, however **29%** feel overwhelmed by it at times.



75% of us are still willing to hand over our **data** to businesses we buy from; but only...
72% would share their social media data. **Gen Y** consumers are **more likely** to trade their data than their **Baby Boomer** counterparts

Consumers in India and China are the most interested in technology:

83% India	81% China	75% Brazil
68% UAE	56% UK	54% France
52% US	46% Canada	

% of consumers interested or very interested in tech

What would consumers trade their data for?



Would you rather lose your phone or your wallet? We asked 19,000 consumers who said:



Businesses should follow four rules when handling consumer data:

- 1 Be open about why you're asking for certain types of data
- 2 Be clear about how you will protect it
- 3 Be honest about whether it is sold or shared outside the organization
- 4 Reward consumers for sharing their data with you

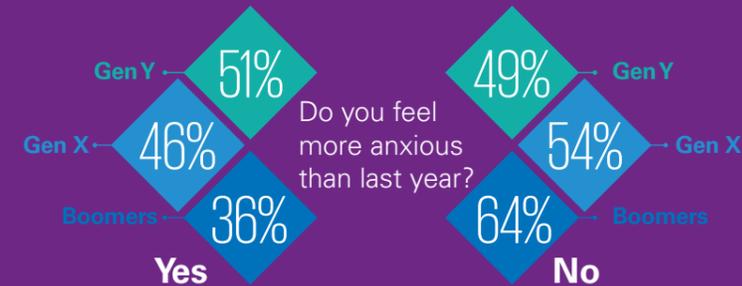
How trusted are different types of businesses?



Consumers are hesitant to share their social media data:

- 72% don't trust anyone with their social media data
- 68% don't trust anyone with their search history or browsing data
- 81% don't trust behaviorally tracked ads

Younger generations are more anxious than older generations.



Gen Y is the most concerned about data privacy. Here's what they worry about:

- 52% identity theft
- 49% hacking of financial/personal info
- 48% theft of their credit cards if they shop online



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