

# PERSONAL DATA & TRUST THE DOWNLOAD

## What do consumers think?

### CONSENT:

65% 

are unsure if data is shared without their consent

### RESPONSIBILITY:

30% 

felt it was their own responsibility to understand personal data issues

### PROTECTION:

29% 

felt they had responsibility to protect their own information

### RESPONSIBILITY:

31% 

see organisations that hold data as responsible for its protection

### UNDERSTANDING:

38% 

don't know what 'personal data' means, but 96% claim to

CONSUMERS DON'T TRUST ORGANISATIONS WITH THEIR DATA

### MOST TRUSTED:

44% 

of consumers trust the public sector most with their personal data

### LACK OF CLARITY:

30% 

feel the retail sector is the most guilty of using data without being clear they are doing so

### LEAST TRUSTED:

2% 

chose telecoms as the most trusted sector

### NERVOUS SHARING:

60% 

feel uncomfortable sharing personal data

### LOSING CONTROL:

76%  No

Primary concern: no control over how its shared or who with

Consumers don't trust organisations to protect personal data and use it responsibly.

They fear losing control and believe most data is used by businesses for their own financial gain.

## Understanding the benefits of sharing personal data

### GREEDY COMPANIES:

79% 

of consumers believe their personal data is being used solely for an organisation's monetary gain

### WORTH OUR WHILE:

£15bn 

untapped wealth for UK consumers

### THE INCENTIVE TO SHARE:

30% 

of consumers believe "to improve services and benefit" is the most important incentive for sharing personal data

### HOW TO INCENTIVISE:

43% 

said the main incentive for sharing personal data is if it was going to be used to improve society

Download the Trust In Personal Data report [here](#)