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# Wyng 2021 Report: State of Consumer Data Privacy Attitudes

# New Survey Reveals Consumers Would Rather Avoid Brands Than Compromise Personal Data

After years of high-profile data breaches, consumers are more willing to offer personal data to brands that adopt transparent and ethical data practices.

As consumers rely more heavily on online shopping in the pandemic era, it has forced greater emphasis on caution when providing personal data to brands, particularly given the rise in recent high-profile data breaches. A recent survey of more than 1,100 respondents conducted by Wyng has revealed that consumers would rather abandon purchases or entirely avoid brands who don't offer assurances that their personal information will be protected. Brands who handle consumer data transparently and ethically, however, will be best positioned to navigate and engage with this cautious consumer base.

**More than 60% of respondents say they would be willing to share more personal data with an e-commerce site if it made it easy for them to see the data they've shared, and allowed them to update or revoke it whenever they want.**

With seemingly a new data failure by major brands each week—some recent breaches include **T-Mobile** and **WhatsApp**—consumers are becoming more aware of the importance of their digital privacy and security.

Nearly 80% of survey respondents acknowledged that protecting data and maintaining privacy online was “very important” to them, with the remaining 20% claiming it was still “somewhat important”.

What's more, if a brand fails to offer the promise of adequate data security to their customers it can have real-world consequences: Nearly 70% of respondents said they have abandoned purchases because they didn't trust the way their data would be handled.

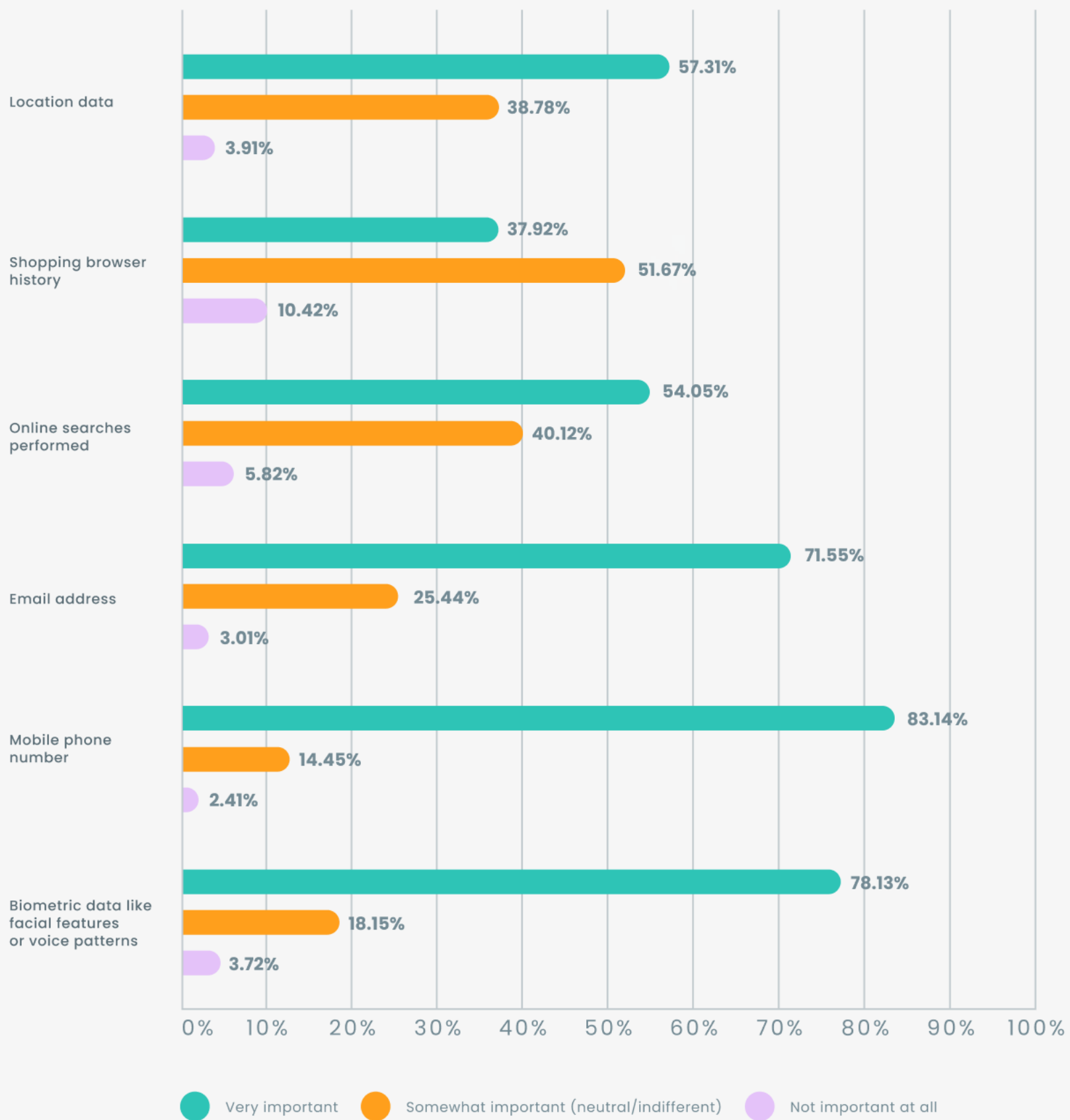
A similar number of respondents additionally claimed that a company's data policies and ethical collection of data would broadly impact their choice to do business with a company.

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Privacy is personal to each individual consumer, and certain identifying information is deemed more sensitive to every individual. When asked how important it was to maintain privacy for individual identifiers, respondents tended to value everyday touchpoints. Perhaps due to the **recent rise in robocalls**, 83.14% of respondents felt more protective over their phone number than any other point of identification. Let's look at which identifiers consumers tended to value most.

**On a scale of (1) very important to (3) not important at all, how would you rate how important it is to maintain privacy when it comes to the following types of personal data:**

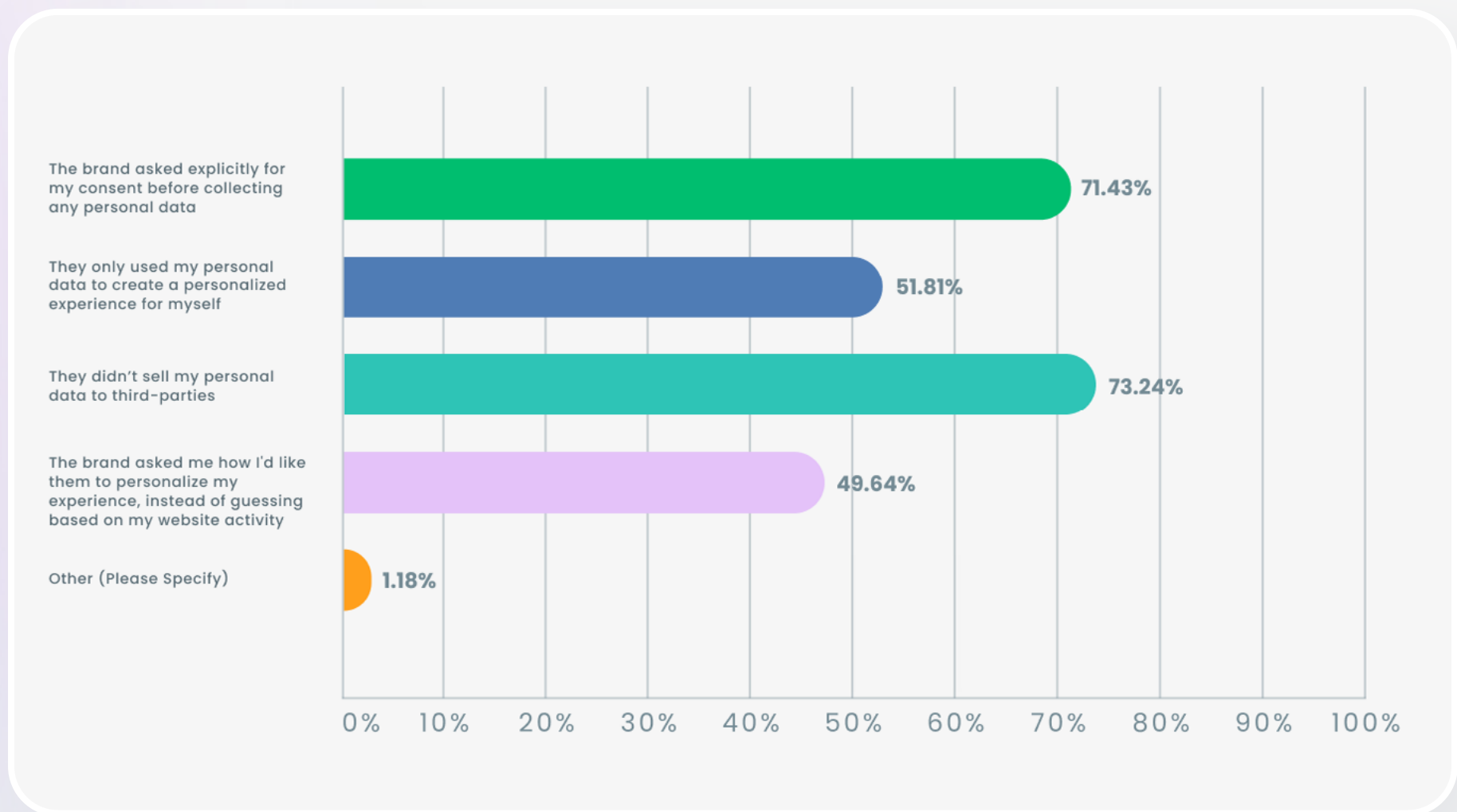


Many consumers look to be proactive to protect their privacy online, but there appears to be a disconnect as to how much work they're willing to do to ensure that privacy. According to the survey, a third of respondents don't read privacy policies and more than 30% of respondents give apps or websites permission to collect their data.

So what precautions are consumers taking to protect their privacy online? For the majority of respondents, the answer was primarily in avoidance, with 67% claiming they avoided websites whose data collection practices felt intrusive, and 57% saying they avoided downloading apps to get out of sharing personal data. Let's explore some of the other precautions consumers are taking:

## CHECK ALL THAT APPLY

I would feel more comfortable interacting with a brand online if:



After more than a year of COVID-19 conditions that pushed more consumers into online shopping, concerns over data collection and usage have risen. More than 80% of survey respondents say they are more concerned about their personal data now than they were a year ago. And this sentiment makes sense; a **recent report** from KPMG reveals

that 70% of companies have expanded their efforts to collect personal consumer data, and 29% of business leaders admitted their company "sometimes employs unethical data collection methods." This fact coupled with the aforementioned high-profile breaches that have occurred in recent months is a recipe for a more cautious consumer base.

# Where Brands Are Best Positioned to Succeed

There are signs of hope for brands that are willing to go the extra mile to provide their customers with transparency and assurance.

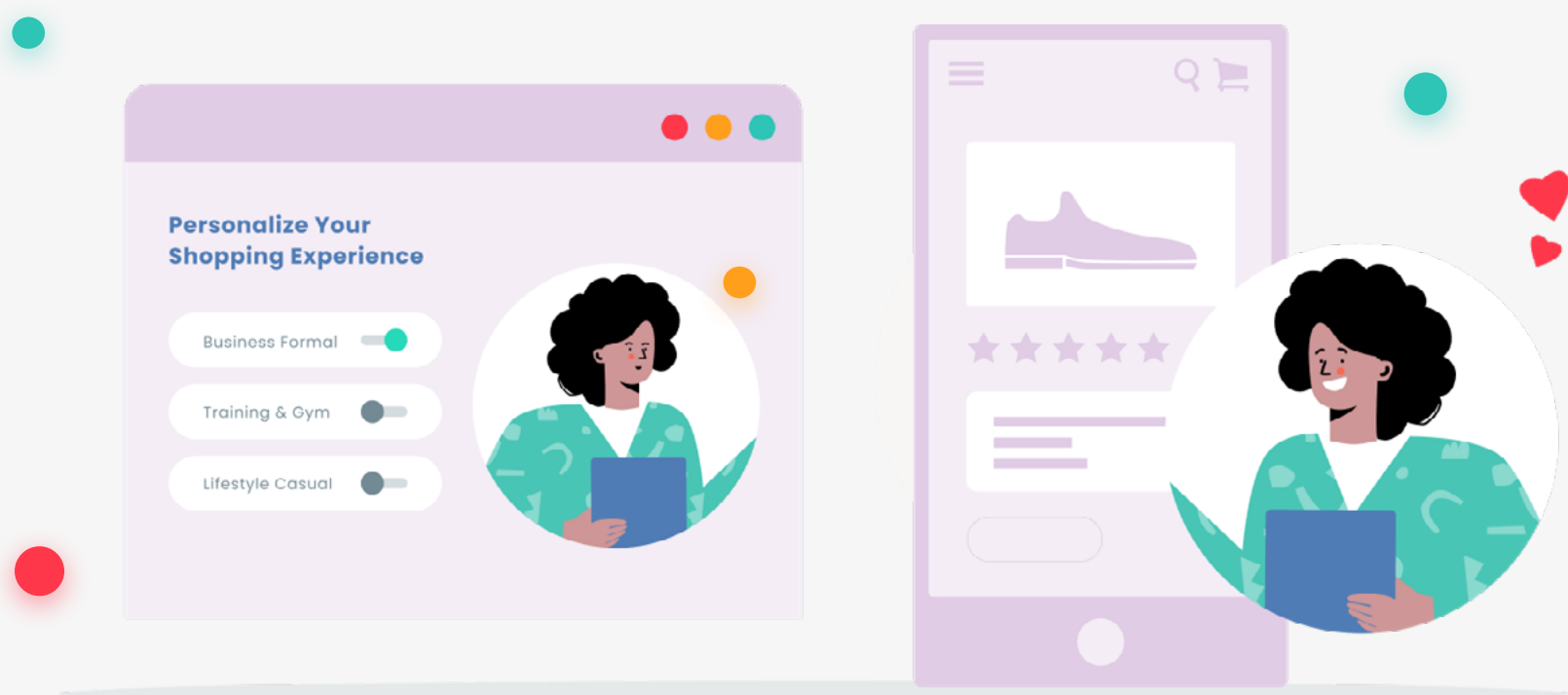
More than 70% of respondents say they'd feel more comfortable interacting with a brand online if it didn't sell their personal data to third parties. About the same amount of respondents (72%) acknowledged they'd feel more comfortable if the brand asked explicitly for their consent before collecting any personal data.

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**About 50% also say they'd feel more comfortable engaging with a brand if it asked them how they'd like the brand to personalize their experience, instead of guessing based on their website activity.**

Consumers are willing to offer personal data in exchange for better experiences online, according to the survey. More than half of respondents say that they'd be more comfortable interacting with a brand online if it only used their data to create a personalized experience for themselves.

About 50% also say they'd feel more comfortable engaging with a brand if it asked them how they'd like the brand to personalize their experience, instead of guessing based on their website activity.

Additionally, more than half of respondents say they would be willing to share more personal data with an e-commerce site if they knew they were strictly using it to improve their shopping experience and not sell their data to other companies.



Transparency is key when it comes to consumers offering their personal data to brands, and that transparency can have long-term impact. More than 60% of respondents say they would be willing to share more personal data with an e-commerce site if it made it easy for them to see the data they've shared, and allowed them to update or revoke it whenever they want. Further, nearly 70% of respondents say they would be more likely to make repeat purchases from a website if they knew they were handling their personal data in an ethical manner.



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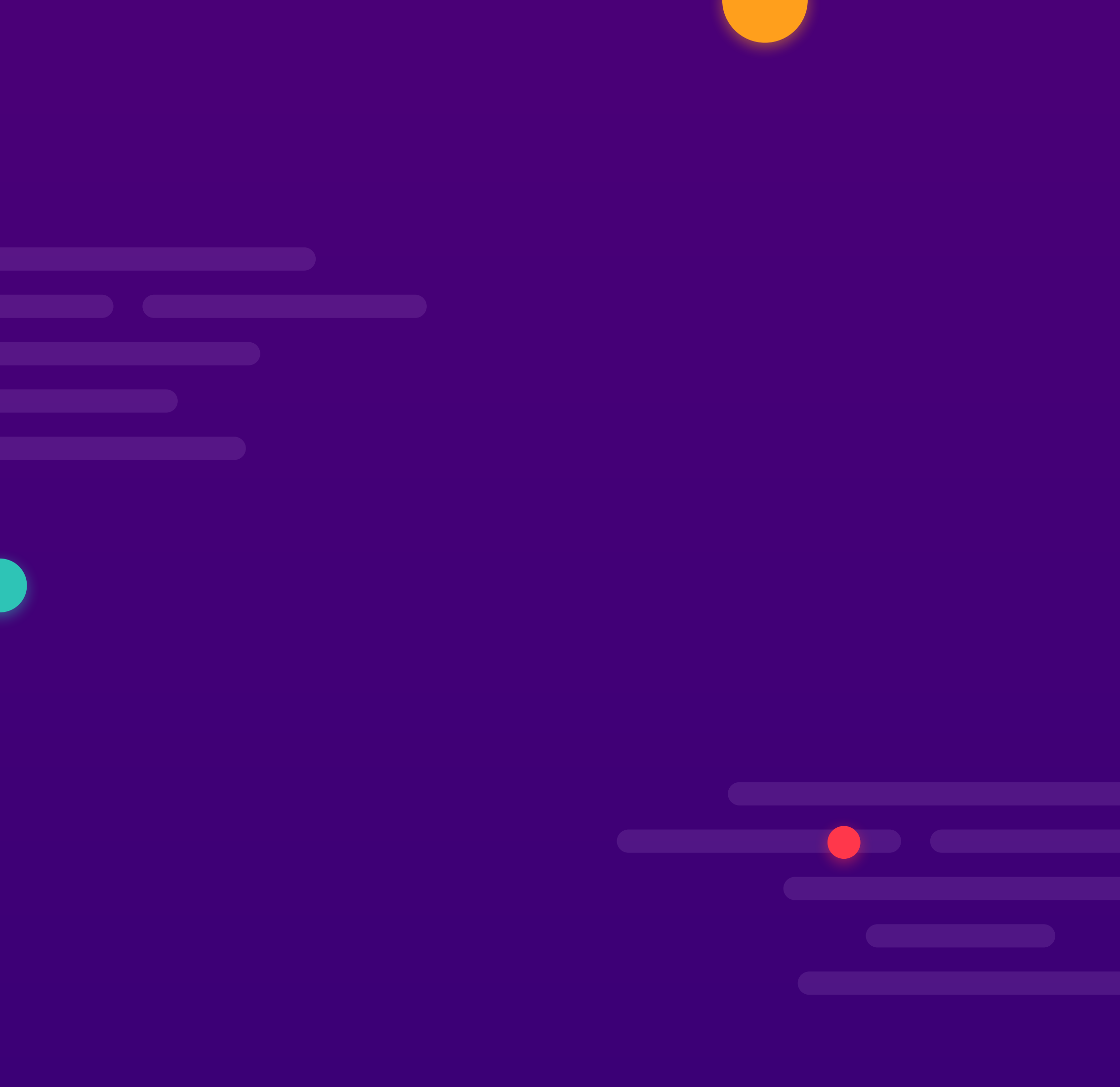
## An Emphasis on Zero-Party Data

In an increasingly cautious consumer landscape, the brands that offer consumers a clear value exchange for their personal data will be best positioned to succeed in the long term

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Giving consumers transparency and control over their personal data, and assurance that their data will be safeguarded and not shared—or sold—will not only help brands avoid cart abandonment and short-term pitfalls, but can build brand trust over time.

By leveraging zero-party data efforts that give brands the information they need to customize experiences without abusing consumer trust, brands can support their consumer data efforts while simultaneously preserving consumer privacy.



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