WHAT PEOPLE REALLY THINK ABOUT DATA SHARING

Data exchange underpins the digital age, so it's important to understand how people truly feel about sharing their personal information. **Global Data Privacy: What the Consumer Really Thinks, 2022** – a joint report from the Global Data and Marketing Alliance (GDMA) and Acxiom with research conducted by Foresight Factory – aims to do just that.

Including 16 countries representing more than half the global population, the report suggests people are increasingly comfortable with data sharing as they become more familiar with technology and start to understand the data value exchange. High level findings include:

1. Most people are happy to share data*

Data unconcerned
show little concern about data privacy

Data pragmatists
are happy to exchange data for clear benefit

Data fundamentalists
are unwilling to share personal information

2. Many see it as vital to the modern world

Over half of people believe personal data exchange is essential to the **smooth running of society**

3. And it helps support a diverse society

3 in 5 people agree data sharing helps organizations meet the needs of a **diverse society**

4. Trust is essential for data sharing

Top three reasons people are happy to share data:

1. Trust in the organization
2. Free services and products
3. Higher value goods for a lower price

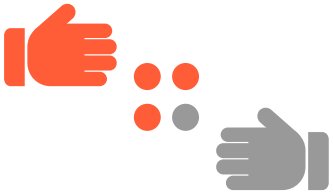
5. And so is transparency in data use

Over three-quarters of people say transparency is important when sharing their personal information

6. Media influences privacy perception

77% of people say **news headlines** have heightened their awareness of data privacy

7. Data is now seen as currency



3 in 4 people agree data is their **property to trade** if they wish

8. People are open to incentives

People are open to service-led incentives, such as health advice, alongside financial rewards

9. People increasingly value personalization

● 2018: **29%** | ● 2022: **39%**

People are increasingly happy with **B2B data sharing** for personalization

On behalf of Acxiom and the GDMA, Foresight Factory conducted, in Dec. 2021, an online survey across 16 global markets, sample nat. rep. min. 1,000/market aged 18+. Figures represent avg. across 16 global markets.

*Groups based on segmentation of survey data.

To download the global report, visit:
globaldma.com/consumer-attitudes

To download the US report, visit:
acxiom.com/us-consumer-attitudes