

Personal. Respectful. Essential.

Here's what your customers
really think about data sharing.

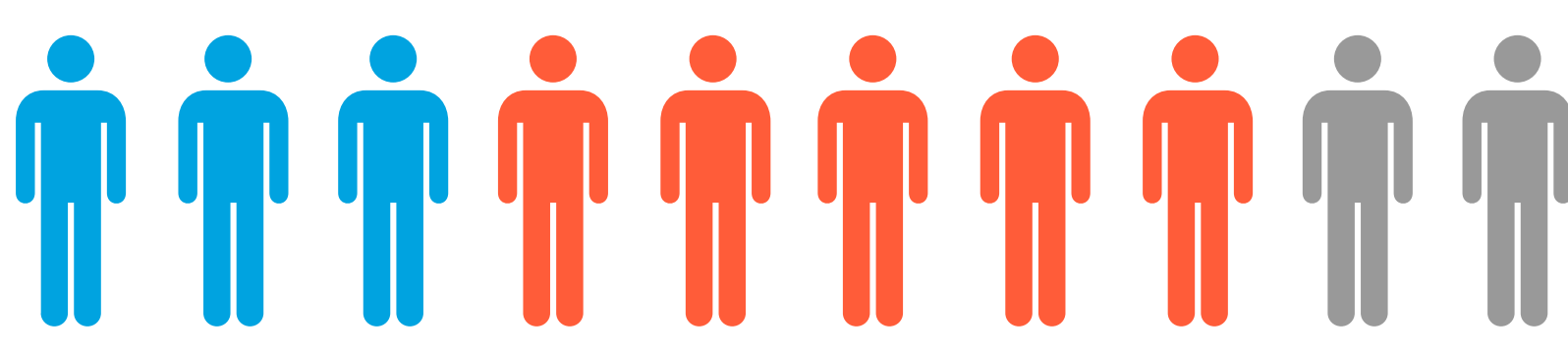
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BRAND LOVE. THIS WAY.

If you really want to get closer to your customers, your marketing needs to be on their terms. It needs to show you understand who they are on a human level, while earning their trust by respecting their privacy.

To do all that, it's important to understand how people really feel about sharing their personal information. Global Data Privacy: What the Consumer Really Thinks, 2022 aims to do just that. This report has been jointly created by the Global Data and Marketing Alliance (GDMA) and Acxiom, with research conducted by Foresight Factory.

Including 16 countries, the report suggests people are increasingly comfortable with data sharing as they start to understand how it can benefit their relationships with brands. Here are some of the most significant takeaways:

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

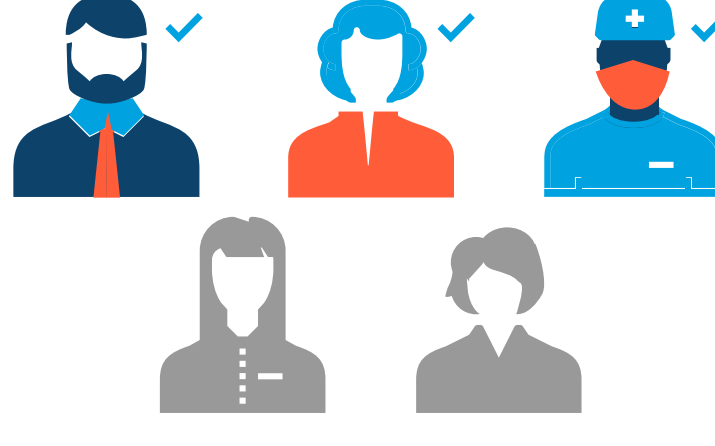
2. Many see it as vital to the modern world



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

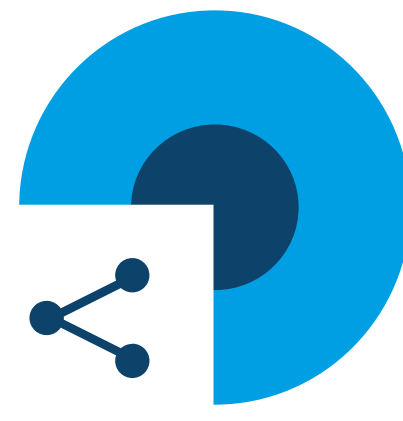


Top three reasons people are happy to share

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



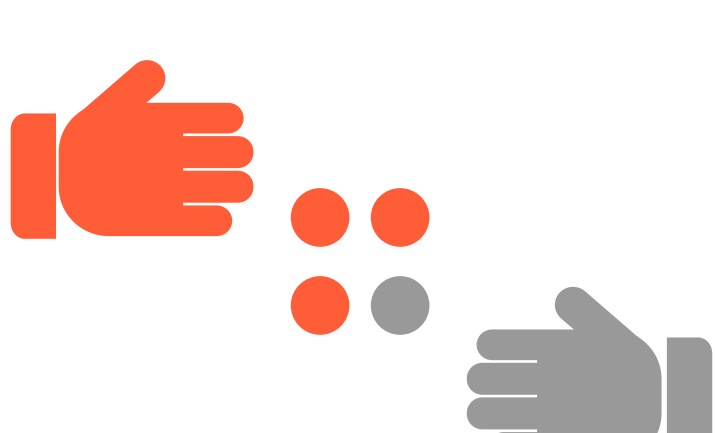
6. Media influences privacy perception



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%**

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