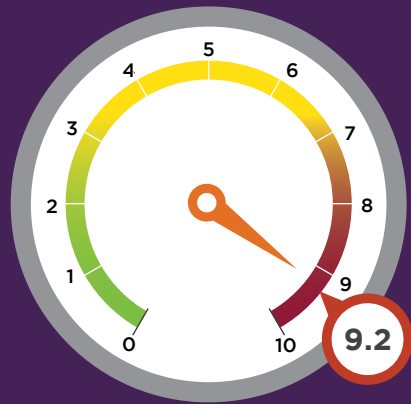




# TRUSTe PRIVACY INDEX

2015 CONSUMER CONFIDENCE EDITION

## CONSUMER CONCERN



### Consumer Concern

Consumer concern remains high. 92% of US internet users worry about their privacy online the same as in January 2014, compared with 89% in January 2013 and 90% in January 2012.

## CONSUMER TRUST



### Consumer Trust

Consumer trust remains at a three year low. 55% of US Internet users trust businesses with their personal information online, the same as in January 2014, down from 57% in January 2013 and 59% in January 2012.

## BUSINESS IMPACT

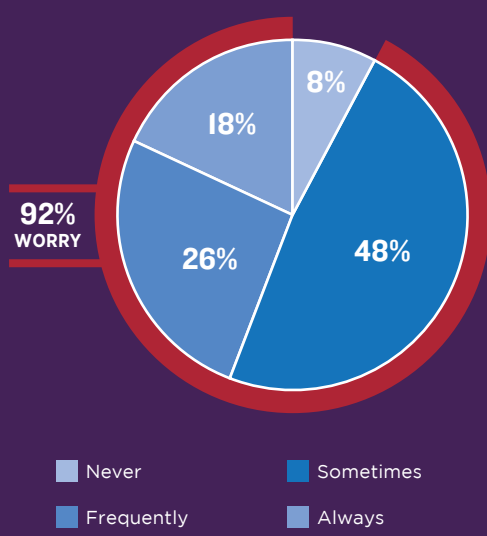


### Business Impact

Business impact increased. 91% of US internet users say they avoid companies that do not protect their privacy compared with 89% for the previous two years and 88% in January 2012.

## Consumer Concern is Rising

“How often do you worry about your privacy online?”



42% are more worried about their online privacy than one year ago

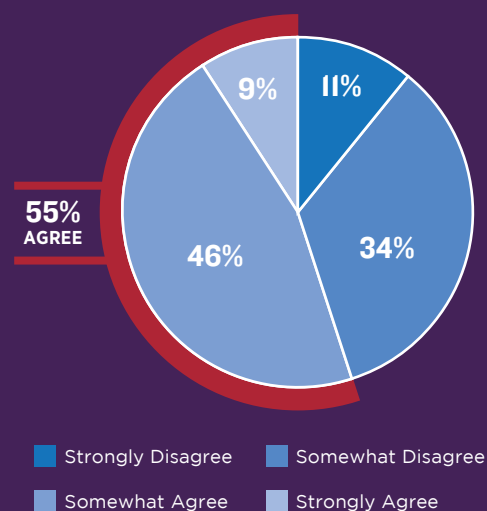


### Top causes of concern

- 38% Companies **COLLECTING & SHARING** my **PERSONAL INFORMATION** with other companies
- 36% **SECURITY THREATS** to personal **DATA ONLINE**
- 28% **GOVERNMENT SURVEILLANCE** e.g. NSA's PRISM
- 22% Companies **TRACKING** web-surfing **BEHAVIOR**
- 19% Social media **SITES SHARING** **DETAILS** with advertisers

## Consumer Trust Remains Low

“I trust most companies with my personal information online.”



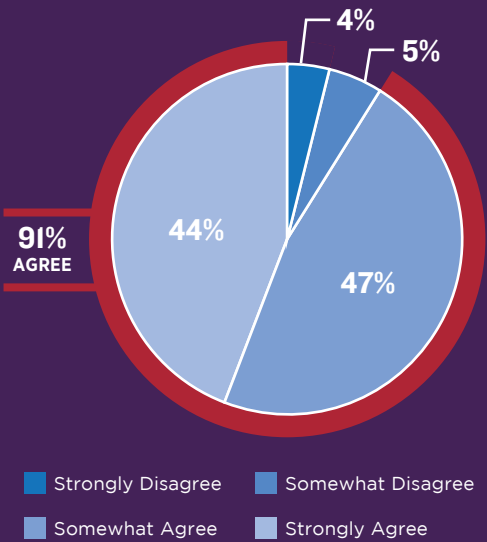
22% **DON'T TRUST ANYONE** to protect their online privacy

45% think **ONLINE PRIVACY** is **MORE IMPORTANT** than **NATIONAL SECURITY**



## Business Impact is High

“I avoid doing business with companies who I do not believe protect my privacy online.”



77% have **MODERATED** their **ONLINE ACTIVITY** in the last year due to privacy concerns

Due to privacy concerns this year

- 57% **HAVE NOT CLICKED** on an online **AD**
- 51% **WITHHELD PERSONAL INFO**
- 35% have **NOT DOWNLOADED** an **APP/PRODUCT**
- 25% **STOPPED** an online **TRANSACTION**
- 9% **DELETED AN ONLINE ACCOUNT**

## Consumers Taking Control



78% **BELIEVE** that they are **PRIMARYLY RESPONSIBLE** for **PROTECTING** their **PRIVACY ONLINE**

86% have taken **STEPS TO PROTECT** their **PRIVACY** in the last 12 months

- 63% **DELETED COOKIES**
- 44% **CHANGED PRIVACY SETTINGS**
- 25% have **TURNED OFF** location **TRACKING**
- 23% **READ PRIVACY POLICIES**
- 10% **OPTED OUT** of behavioral ads

Around **HALF (49%)** say they still **DON'T** think they **DEDICATE ENOUGH TIME**.



## Consumers Want Transparency, Notice and Choice in Exchange for Trust

### Six Ways to Lower Concern

- 37% COMPANIES being **MORE TRANSPARENT ABOUT** how they are **COLLECTING AND USING DATA**
- 37% **MORE ACTIVE** in enforcement of **MEASURES** to **PROTECT PRIVACY ONLINE**
- 34% identify clearer ways to **HOLD COMPANIES ACCOUNTABLE** for **PROTECTING PRIVACY ONLINE**
- 27% **PASSING MORE LEGISLATION**
- 22% **GOVERNMENTS'** being **MORE TRANSPARENT ABOUT** how they are **COLLECTING** and **USING DATA**
- 20% would like **ONLINE PRIVACY** best practices **TAUGHT IN SCHOOLS**

### Six Ways to Increase Trust

- 47% give **CLEAR PROCEDURES** for **REMOVING PERSONAL INFORMATION**
- 31% **ASK** for **PERMISSION** before using cookies
- 31% **OFFER** notice and ways to **OPT OUT** of **TARGETED ADS**
- 30% give **INFORMATION** on how **PERSONAL INFORMATION** is **USED**
- 30% easy opportunities to **STOP** being contacted by **THIRD PARTIES**
- 21% privacy policies in **EASY** to **UNDERSTAND LANGUAGE**



LEARN MORE >>>

Data from surveys conducted by Ipsos on behalf of TRUSTe from November 28 - December 5, 2014 and January 9-14 2015

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