Consumer Attitudes toward Transparency in Data Collection
Executive Summary

The objective of the study was to determine consumer attitudes towards data collection online—most importantly, how being transparent with consumers, and giving them more control over their information, impacts their opinion of brands.

Results show that giving consumers transparency and control, in addition to it being necessary for businesses to comply with the ePrivacy Directive and self-regulatory initiatives, improves brand perception and helps businesses grow.

Research results are based on a study by Evidon and Toluna. Toluna surveyed 1,000 nationally representative UK and US respondents for this survey undertaken in April 2012. Results are consistent with a prior study Evidon conducted with Millward Brown’s Dynamic Logic in the US, “Consumer Interactions with In-Ad Notice,” November 3, 2010.
Background

The deadline for compliance with the ePrivacy Directive in the UK passed on 25-May, 2012, but...

- There is still confusion amongst UK consumers about online data privacy rules:
  - 57% claim not to be aware of the impending new rules
  - 31% believe that they have a good understanding of the current rules, but 24% feel they do not

- UK consumers are concerned about their online privacy:
  - 45% are more concerned about their online privacy than they used to be
  - 50% expressed unease about the visibility of their social networking activity

- The message about setting up privacy controls has been more about non-compliance getting you into trouble than transparency being good for your brand; that is changing, even from the regulators

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The real enforcement mechanism will be consumers not trusting businesses....

- Christopher Graham at Evidon Empower in London
Key Findings

- Consumer concern about their privacy online is still high but could be assuaged by more education around the Directive and what businesses are required to do to comply

- Consumers have a more favourable opinion of businesses that are transparent about their online data collection

- A strong percentage of consumers is more likely to purchase from businesses that are transparent about their data collection practices and offer control over that collection

- An overwhelming percentage of people would take advantage of controls they have to fine-tune their consent preferences
61% of UK consumers believe it is important that companies tell them how they are collecting and using information about them.

**Attitudes to Information Gathering (1)**

**Agreement with Website Information Gathering Statements**

Q1. We’d like to find out your views about how general information is gathered and used when you are browsing websites. The definition of ‘data’ for purposes of this survey is non-personally identifiable and includes things like browsing history, searches etc. So firstly ….

- It is important to me that companies I deal with online disclose how they are collecting and/or using information about me
- Companies that look after customers’ online personal details and information will have the most satisfied customers
- If a company is honest with me about how it is collecting and/or using information about me online I would have a more favourable opinion of that brand
- If a brand was more honest with me about the way in which it collects and/or uses information about me online, it would help to alleviate my concerns about online privacy
- If a company is honest with me about how it is collecting and/or using information about me online I would be more likely to purchase goods or services from that brand
- If a company has asked me to give permission to collect and/or use information about me online, I would have a more favourable opinion of that company

Base: All UK respondents answering; Total (1,000)
54% of UK consumers agreed that when brands are transparent with them, it makes them feel better about those companies.

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Base: All UK respondents answering. Total (1,000)
48% of UK consumers said that they would have a higher propensity to purchase from transparent brands.

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Base: All UK respondents answering: Total (1,000)
64% of consumers investigate their control options when faced with providing their consent.

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**Website Information Collection**

*Whether Would Give Website Information Collection Consent*

Q3: If a website asked you to consent to having your information collected before allowing you to continue browsing that site, would you...?

- **Immediately give your consent and continue:** 9%
- **Check the website to find out more about why they need the information and how they are going to use it and then decide whether to give your consent:** 64%
- **Leave the site:** 27%

Base: All respondents answering (1,000)
What Privacy Controls Look Like

Cookie Consent
What Privacy Controls Look Like

Cookie Consent Tool

Cookies are small text files that are placed on your computer by websites that you visit. Nectar wants you to have sight and control over the cookies we use.

You can change your cookie preferences at any time by using the tool below. Please be aware, however, that disabling cookies may prevent you from collecting points via Nectar eShops, and using some of the features on our site. See more in our Cookie Policy.

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What happens when I opt out?

About the Self-Regulatory Programme
See more companies
Ghostery - Discover more

Apply Changes
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