

# CUSTOMER DATA SHARING IN THE SPOTLIGHT:

OPPORTUNITIES FOR BRANDS LOOKING TO BETTER UNDERSTAND PEOPLE

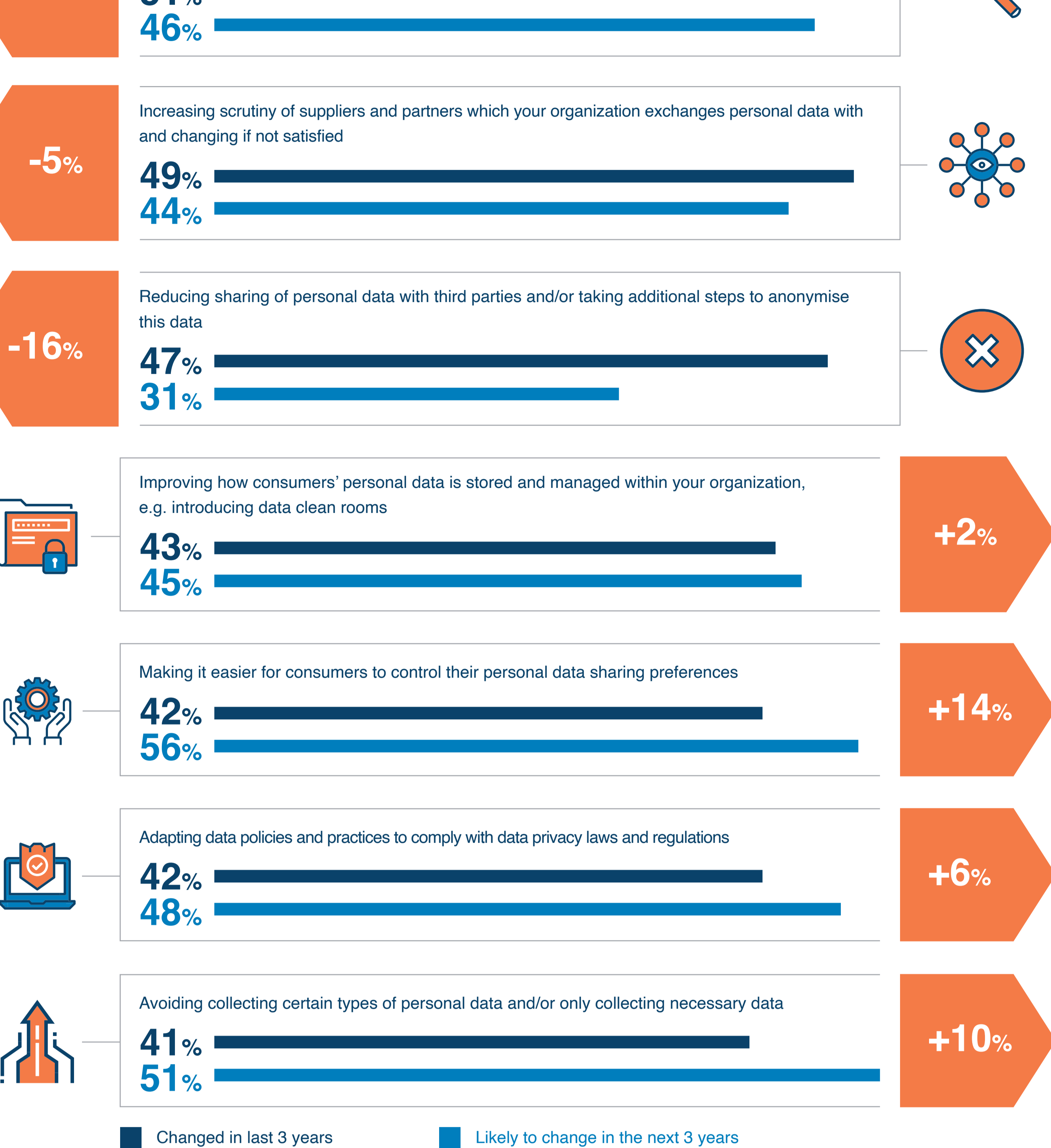
**GREAT MARKETING CAMPAIGNS AND CUSTOMER EXPERIENCES OFTEN RELY ON CUSTOMERS SHARING FIRST-PARTY DATA...**

...and people increasingly value – and expect – personalization in return! Growing awareness and demands around data, as well as changing data privacy regulation and industry standards, are forcing brands to adapt their approach.

**BRANDS ARE ADAPTING THEIR APPROACH ON DATA TO MEET CONSUMER EXPECTATIONS**

Brands are already updating their data policies and practices e.g., supporting customer understanding, making it easier to control preferences and avoiding having certain types of data collected.

## DATA PRIVACY PRIORITIES FOR BRANDS



**85%**  
OF BRANDS AGREE

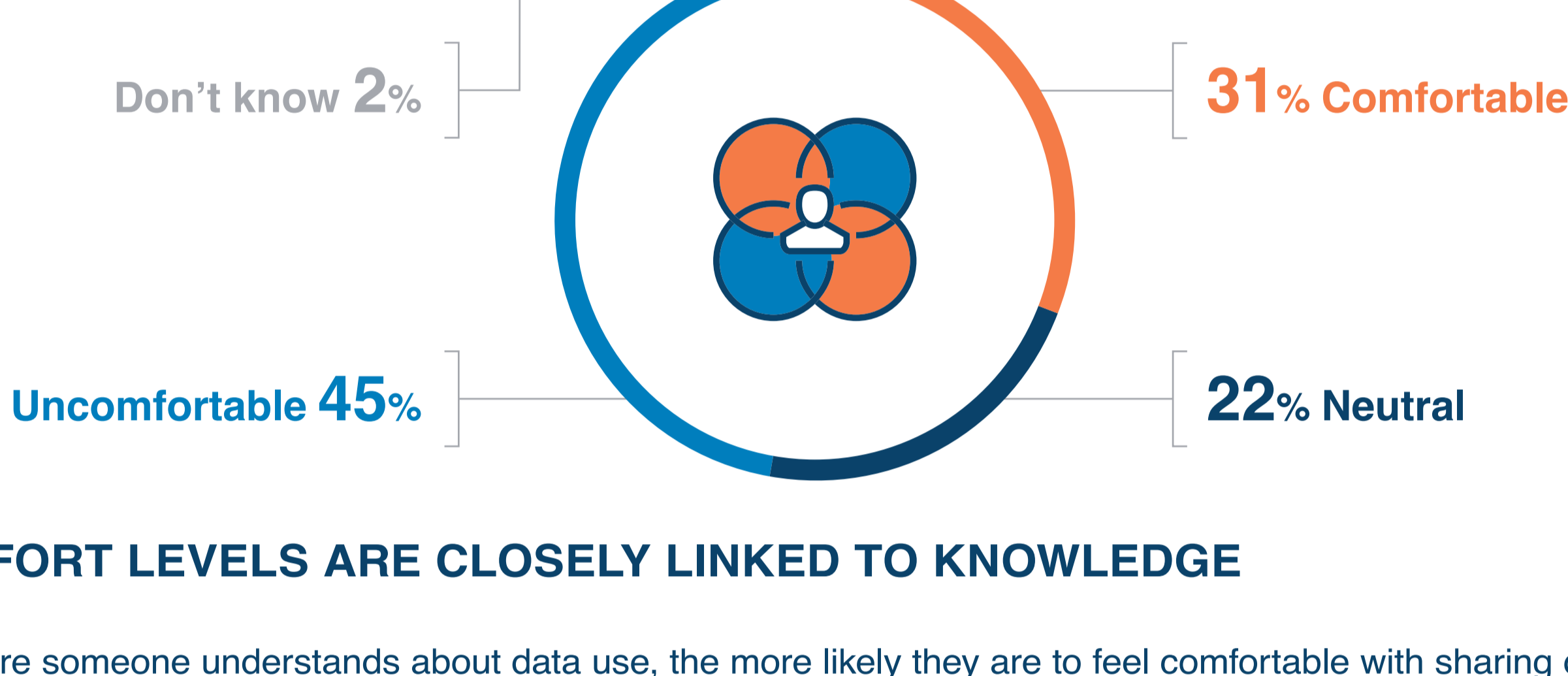
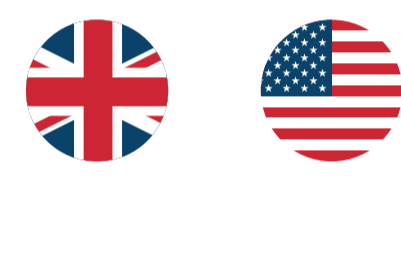
THAT THE ADVERTISING INDUSTRY NEEDS TO DO MORE THAN THE BARE MINIMUM TO EMBRACE A PRIVACY-FIRST AGE.

## BUT THERE IS STILL MORE TO BE DONE TO MAKE EVERYONE FEEL COMFORTABLE

Despite progress<sup>1</sup>, the fact that consumers still express some level of concern with the issue of online privacy suggests some brands are being overly optimistic here.

### COMFORT SHARING DATA FOR MARKETING AND ADVERTISING PURPOSES

Sample covers:

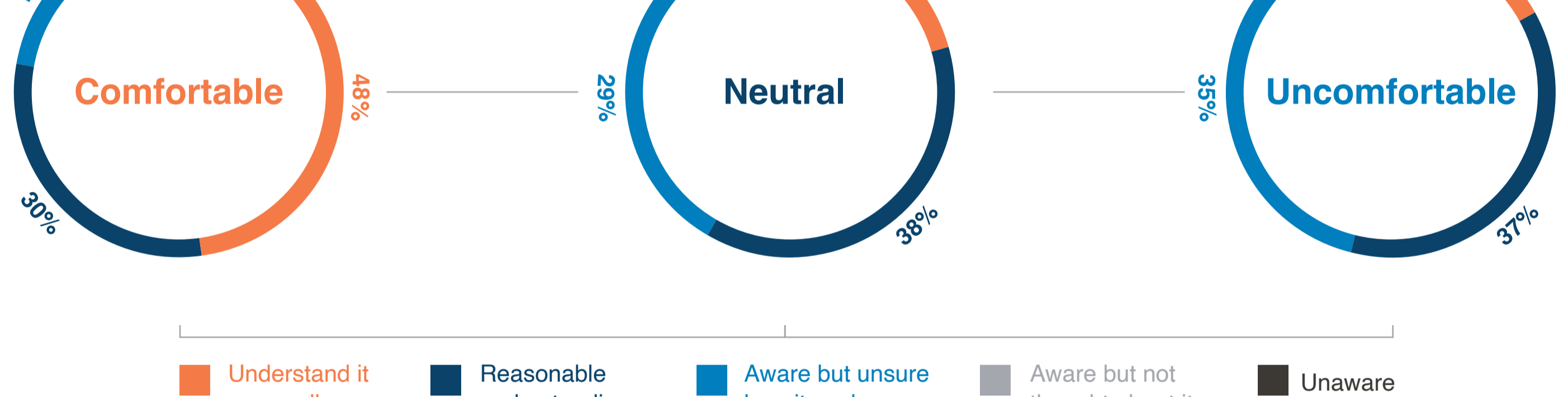
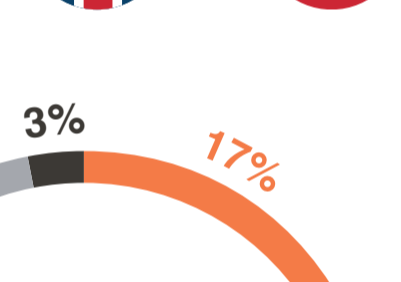


### COMFORT LEVELS ARE CLOSELY LINKED TO KNOWLEDGE

The more someone understands about data use, the more likely they are to feel comfortable with sharing data with brands...

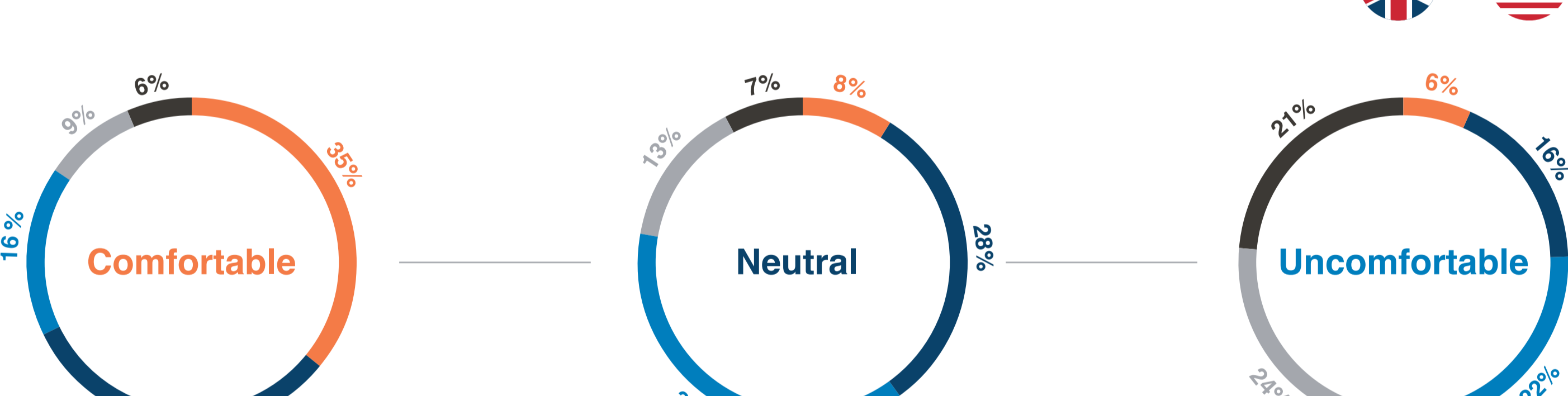
### UNDERSTANDING OF DATA COLLECTION AND USAGE FOR ADVERTISING

Sample covers:



### ...AND THE MORE LIKELY THEY ARE TO RECOGNIZE DATA-SHARING BENEFITS PERCEPTION OF BENEFITS OF SHARING DATA ONLINE

Sample covers:

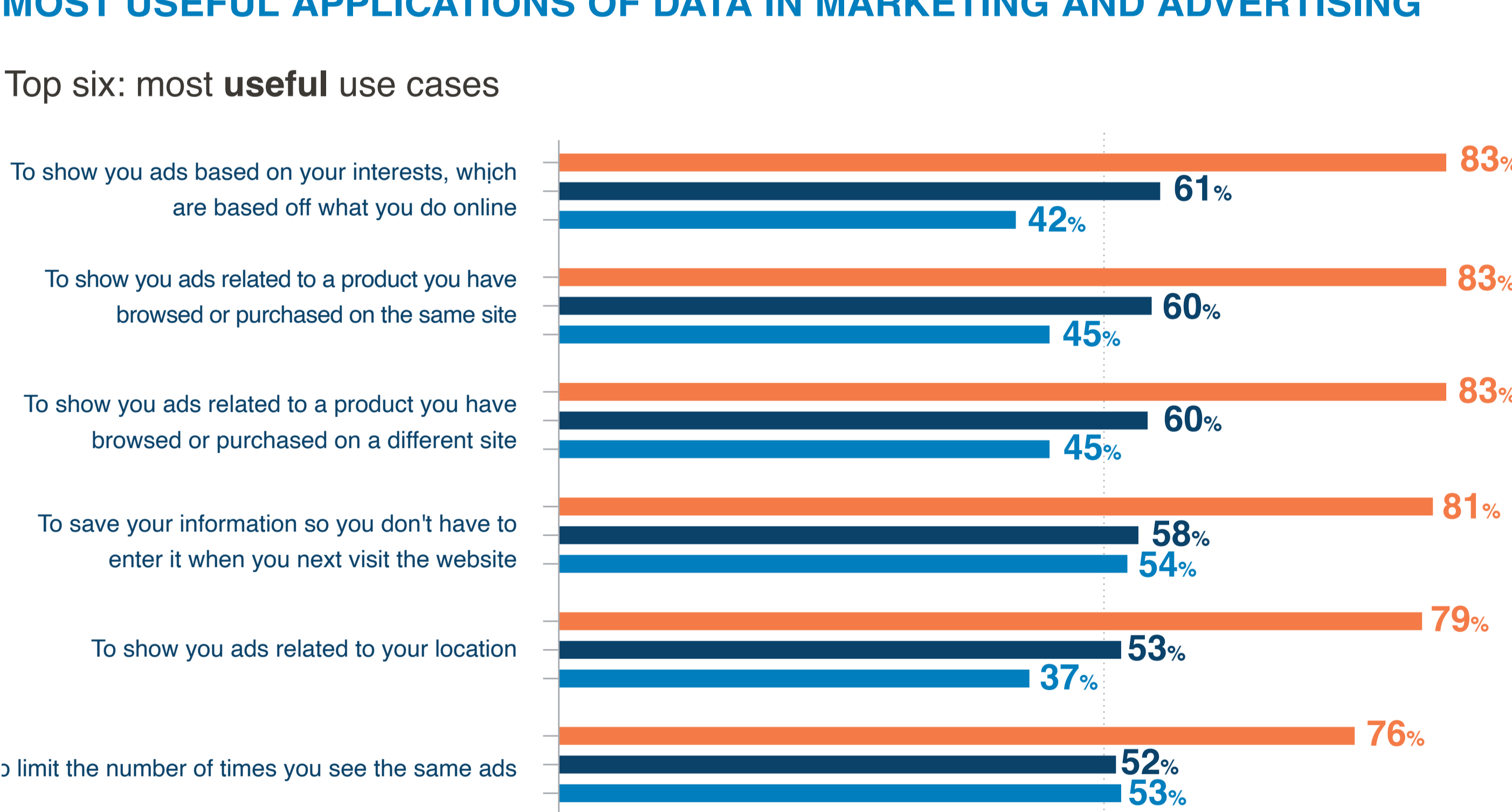


### PEOPLE ARE IN GENERAL MORE OPEN TO THEIR DATA BEING USED WHEN THERE IS A CLEAR, PRACTICAL BENEFIT

For example, serving ads based on their interests and items they have browsed, or to save time in form-filling.

### MOST USEFUL APPLICATIONS OF DATA IN MARKETING AND ADVERTISING

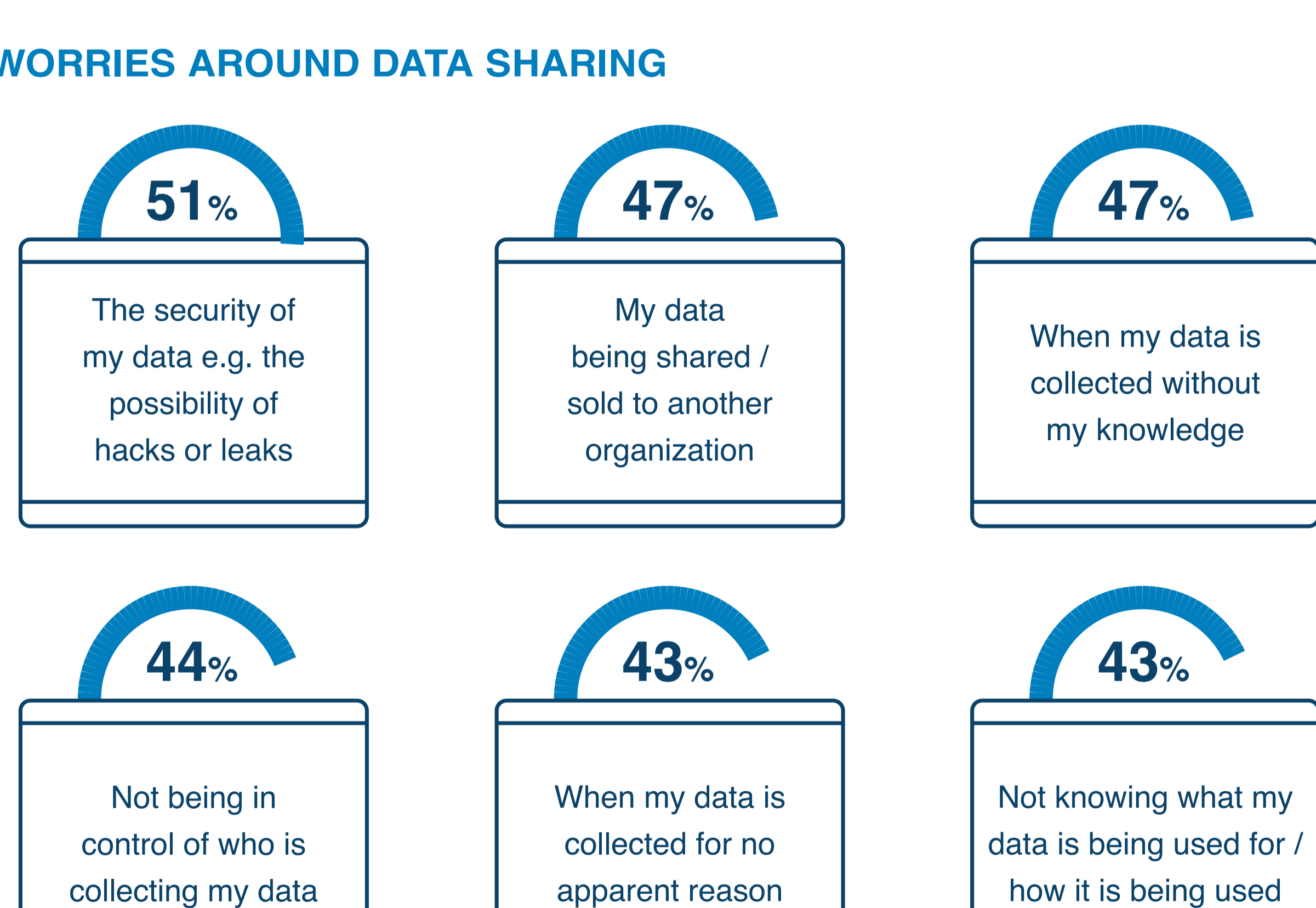
Top six: most useful use cases



### PEOPLE DON'T LIKE FEELING OUT OF CONTROL

People's key worries relate to data security, data being shared with other organizations, lack of data control and general understanding of data use.

### TOP WORRIES AROUND DATA SHARING



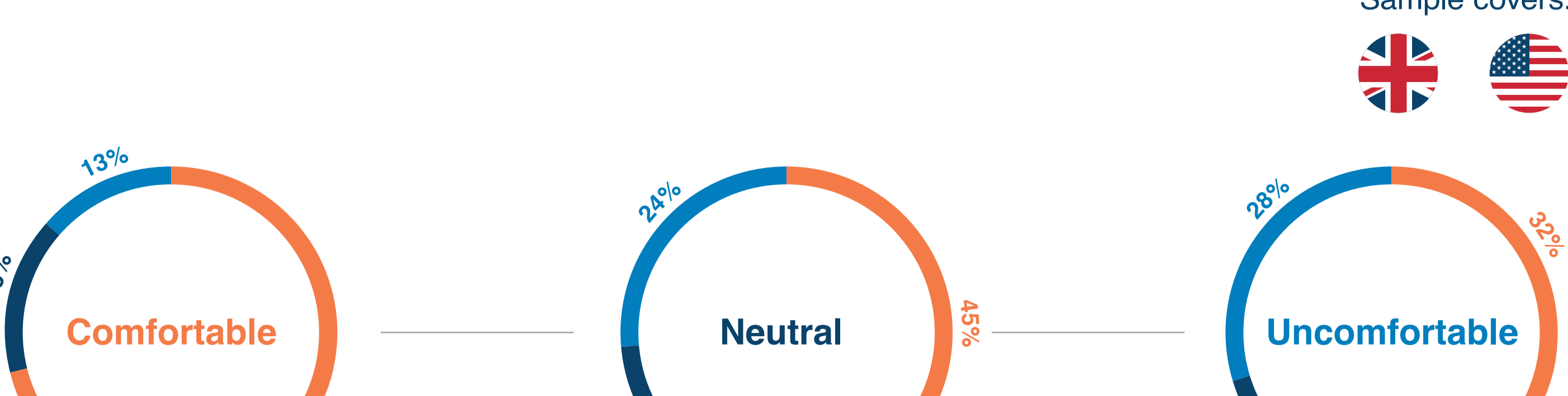
*"WHEN [BRANDS] SHARE WITH 3RD PARTIES, YOU'RE NO LONGER IN CONTROL OF WHO YOU'RE SHARING YOUR DATA WITH – IT'S UNSETTLING TO KNOW OTHER PEOPLE HAVE ACCESS AND YOU DON'T KNOW HOW THEY ARE GOING TO USE IT."*

– US CONSUMER

### THIS ALL MATTERS, BECAUSE PEOPLE WHO ARE COMFORTABLE ARE MORE LIKELY TO AGREE TO SHARE DATA

### RESPONSES WHEN ASKED TO SHARE DATA

Sample covers:



### SO, WHAT CAN BRANDS DO?

1. Improve communications on data sharing, highlight benefits and address concerns; be upfront and transparent on how consumer data is used
2. Design better privacy notices, that are easier to understand
3. Minimise sensitive data collection and usage, avoiding cases that raise concerns or making a positive case for them
4. Support broader education, to build consumer understanding around data privacy
5. Personalize experiences to reinforce benefits of sharing data

<sup>1</sup> See GDPR report: Global Attitudes to Privacy