



GONSENT

Transparency, Trust, and Control: The New Face of Data Privacy



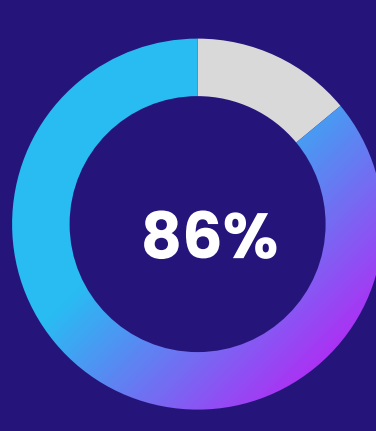
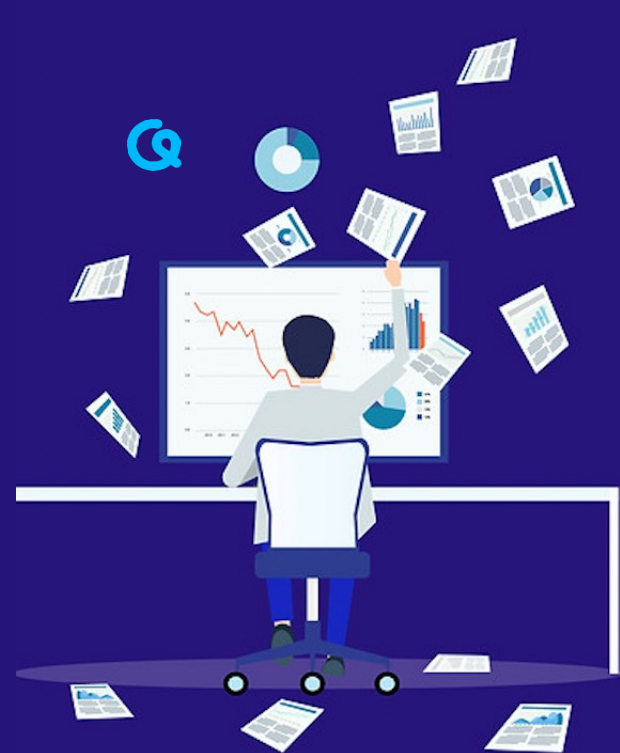
Collection and use of consumer data is going through a fundamental shift with new privacy legislation being rolled out state by state as well as the possibility of a federal privacy law (ADPPA).

While consumers want greater control over their data, marketers are concerned that privacy laws will negatively impact the way they engage with consumers and provide personalized experiences.

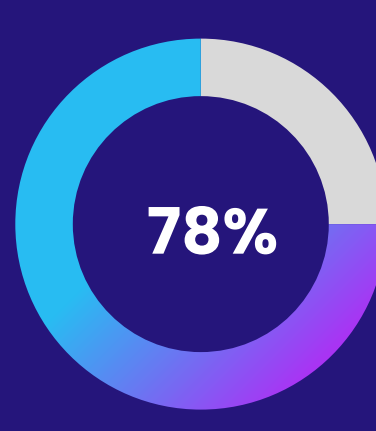
On the contrary, we have found that new opportunities arise when brands are more transparent with how they use consumer data.

Transparency is the foundation of trust. And building trust with consumers isn't only crucial for relationship-building, but it also impacts the bottom line.

Marketers are concerned that changing laws will impact engagement

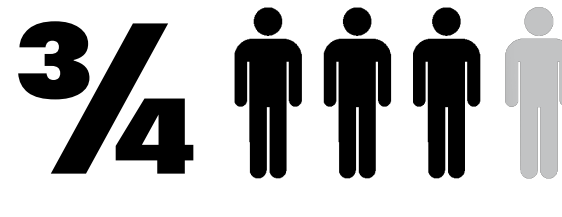


86% Of marketers are concerned with impending privacy laws



78% Of marketers feel the impending laws will lead to less engagement & personalization

Transparent data practices benefit the bottom line



3/4 Of consumers purchase more from brands that are transparent about how they collect and use their personal data

...and will lead to more consumers sharing their data

84%

Of consumers are likely to share information with brands that provide transparency & communicate what their data is being used for



And while consumers want more control over their personal data

94%

Of consumers say having control over the information they provide companies and how that information is used is important



... they don't mind sharing data for experiences they believe to be beneficial



68%

Of consumers are comfortable scanning QR codes across different platforms as they are empowered to make that decision

92%

Of consumers would use a service that makes it easier to control their personal information

