CONSUMERS HAVE HIGH EXPECTATIONS

55% of those surveyed agree that TRUSTED BRANDS have a responsibility to protect personal information that their customers share with them.

91% are more likely to shop with brands that report data breaches, amend them, and provide follow-up actions.

70% avoid purchasing from companies that they believe DO NOT PROTECT their personal information.

These raising expectations spurred data privacy regulations around the globe.

100+ data privacy regulations have been proposed, passed, or enacted globally, at minimum. 4

66% of surveyed CONSUMERS believe governments should pass MORE DATA PRIVACY laws.

THE CONSUMER TRUST CONUNDRUM

HOW SHOULD BUSINESSES PROTECT CONSUMER DATA WITHOUT COMPROMISING CUSTOMER EXPERIENCE?

PROBLEM: CONSUMER TRUST

Consumers are interested, but often don’t trust brands. Because the brands control their data, they often:

• Reject consent
• Abandon sign-up
• Opt out
• Ask for deletion
• Limit consent
• Sign up with fake data
• Ask for their data

5

SOLUTION: PRIVACY-ASSURED MARKETING

• Best practices are scalable, and can be embedded into data transfer and data with your brand.
• Best practices involve consent and preference management in a single, unified way.
• Marketing and data systems ensure data protection is by default, and are hardwired.
• All applications can only access appropriate data elements, and data does not spread far and wide.

PRIVACY VS. PERSONALIZATION

The Fundamentals of Privacy-Assured Marketing

Leading brands combine privacy-assured marketing with robust customer identity and access management (CIAM).

Learn more at akamai.com/ciam.

SOURCES

1) Akamai Consumer Attitudes Toward Data Privacy Survey, 2018
2) Accenture, Making It Personal: Why brands must move from communication to conversation for greater personalization, Pulse Check 2018
3) Deloitte, Building Customer Trust: Protecting customer data in the consumer product industry
5) Akamai Consumer Attitudes Toward Data Privacy Survey, 2018

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