

Akamai Research:

Consumer Attitudes Toward

Data Privacy Survey, 2018



Akamai surveyed over 1,000 U.S.-based consumers about issues of data privacy and security.

The results show that consumers still trust brands, but want more control over data.

Our most recent survey shows that U.S. consumers are surprisingly forgiving – despite data breaches and controversies – as long as companies demonstrate good faith. Consumers still generally trust brands, but welcome consent-based relationships following the recent spate of breaches and controversies affecting data privacy.

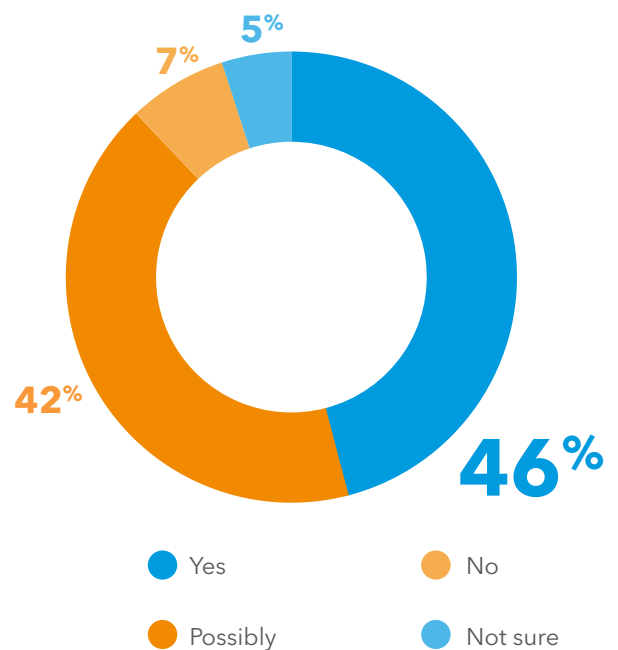
Nearly half of the survey respondents (46%) said they are willing to give brands a pass for data breaches, as long as they are immediately informed about the attack and information is shared about how the company is responding. A low number (7%) stated that they refuse to forgive brands for allowing bad actors access to their personal data.

Regulations and Consumers' Desire for Control Setting the Stage for Consent-Based Marketing

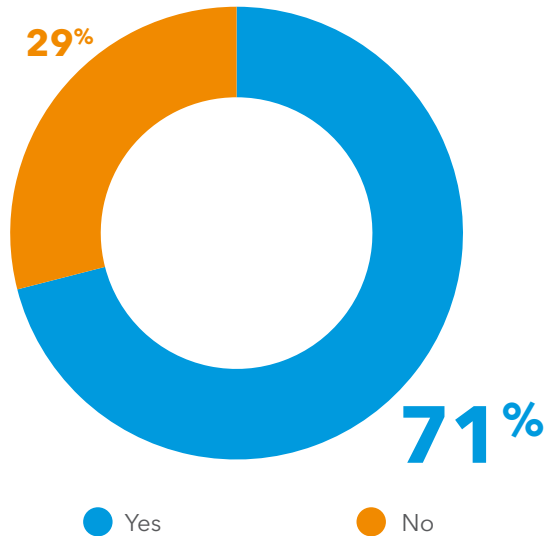
Consumers are increasingly taking control of their personal data. For example, 71% report downloading software that protects their data privacy or otherwise

helps control their web experience. But Akamai's survey brings good news to brands that are evaluating their consent-based marketing processes and capabilities in response to regulatory requirements or to strengthen customer relations.

Could you forgive a company that falls victim to a data security breach if it immediately informs you about the attack and what it's doing to protect you?



Are you currently using software that blocks ads, protects your data privacy, or otherwise helps you control your web experience?



If given the option, most people (55%) would let companies they trust use some of their personal data for specific purposes that benefit them in clear ways. Only 36% wouldn't let any company use their personal data.

Additionally, 66% like the idea of being able to alert companies when they're interested in something as long as they can "switch it off" when they're no longer interested. Only 16% aren't interested in this, even if it came with preference control.

When we probed to gain more understanding about how effective digital brands have been in using consumer data to personalize their online ads, only 18% said ads "often" seemed to understand their needs, presenting brands with an important area for improvement. The largest bulk of respondents (47%) reported that these ads do seem to understand their needs at least "sometimes," while 26% said ads "hardly ever" understand them. Only 9% said online ads "never" do.

When asked whether they'd walk away from a business that requires personal information up front (like a phone number or email address) in order to conduct business, 54% said it depends on whether the business is trusted or the only option, whereas 15% of those surveyed said "yes" and 24% said "probably."

Consumers Look to Government, Brand, and Themselves for Data Protections

A majority (66%) of those surveyed renewed their call for GDPR-like rules in the United States that force brands to provide consumers with greater privacy, security, and control of their personal data.

Akamai's findings show that consumers not only want more regulation – they believe it will actually help in the wake of high-profile breaches and controversies affecting well-known organizations. Few respondents (9%) believe that such laws would be ineffective or that more regulation would be too hard on businesses and the economy (6%). However, many (44%) believe achieving data security requires the shared support of consumers, businesses, and government working together.

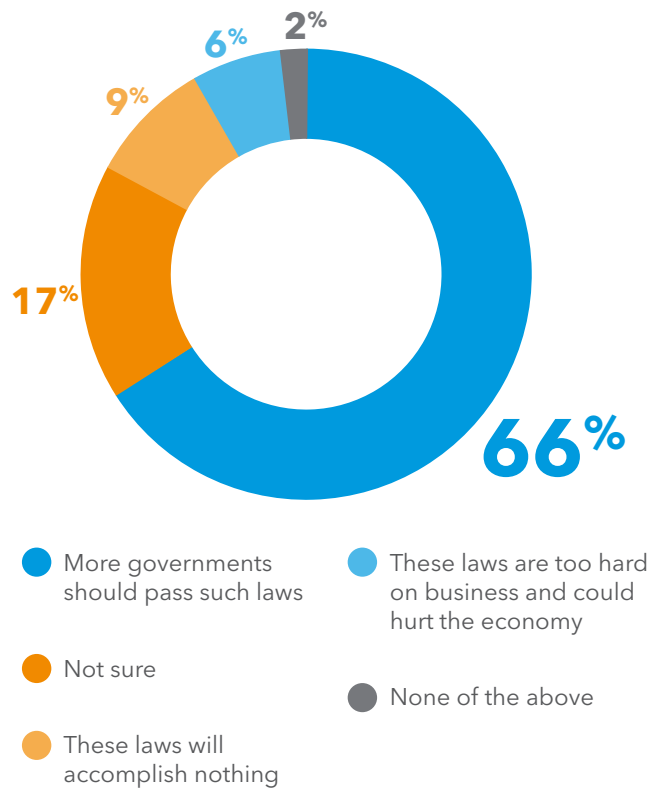
When asked about the importance of personal data, unsurprisingly, the largest number of respondents (44%) stated that they were most concerned about protecting their financial data over all other forms of personal data.

One-quarter of respondents understood the importance of protecting their passwords, pointing to sound password management as their chief concern. However, 12% have given up worrying about their computer/mobile security, because they believe hackers can break into company networks anyway.

Conclusion

In today's rapidly changing environment, digital business teams must ensure security, privacy, and compliance – while providing the frictionless access that online customers demand to retain customers and build trusted relationships. However, in a consumer-centric industry, it can be a challenge to secure and manage identities while providing convenient real-time access.

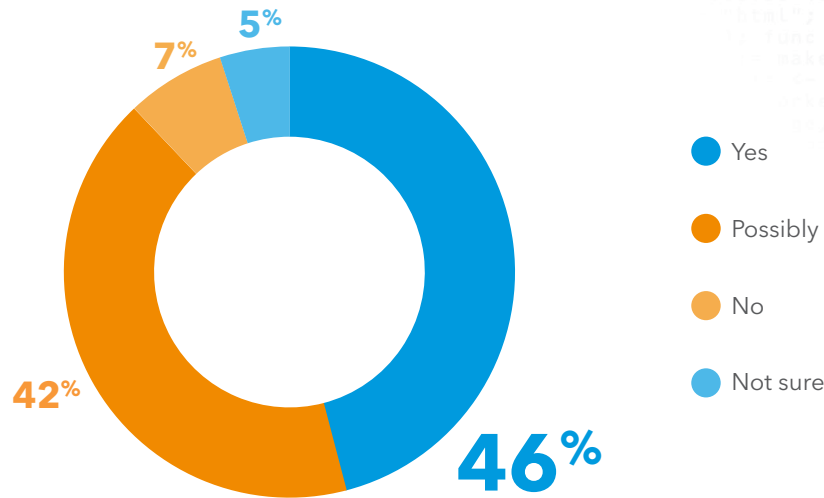
In May 2018, new rules went into effect in Europe that force companies to provide consumers with greater privacy, security, and control of their personal data. How does that make you feel?



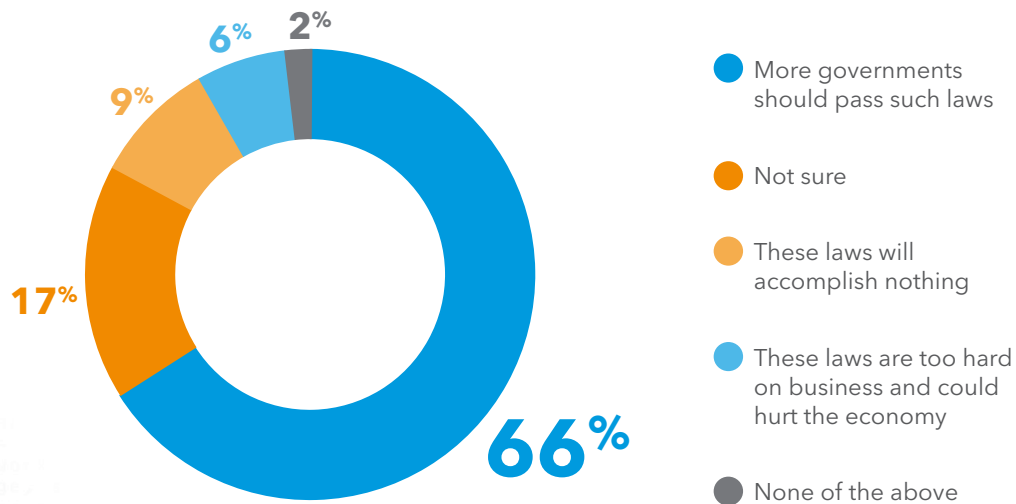
Learn more about the Akamai Identity Cloud by visiting akamai.com/identitycloud.

Full Survey Results

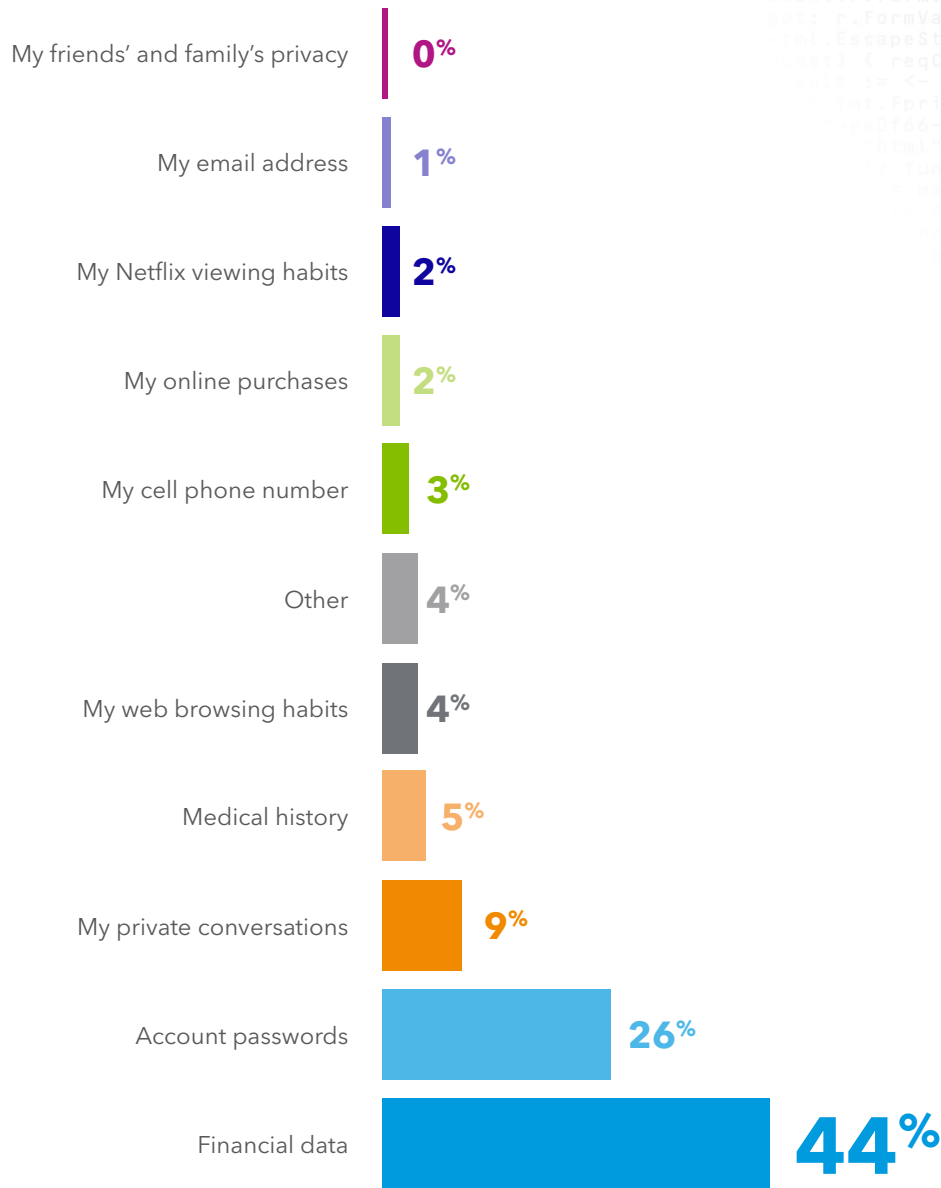
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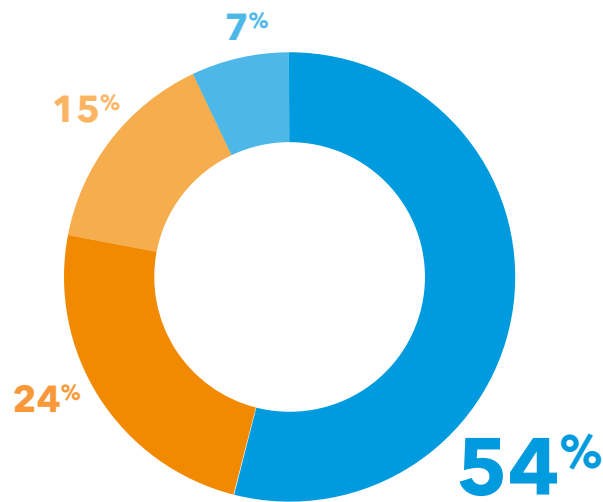
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Which personal data are you not concerned about keeping secure/private?

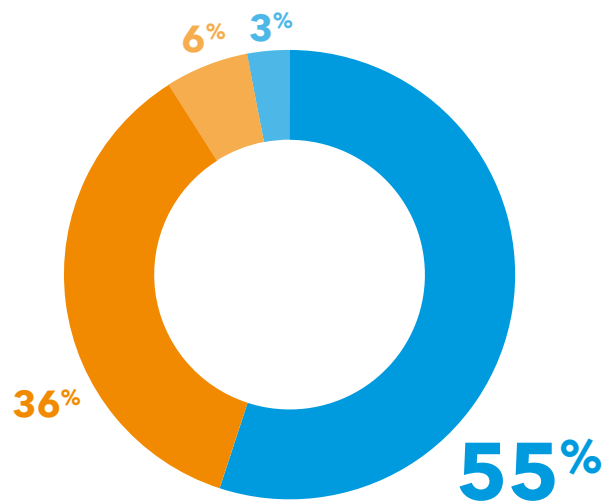


How likely are you to walk away from a business that requires you to provide highly personal information (like phone number or email) in order to conduct business with them?



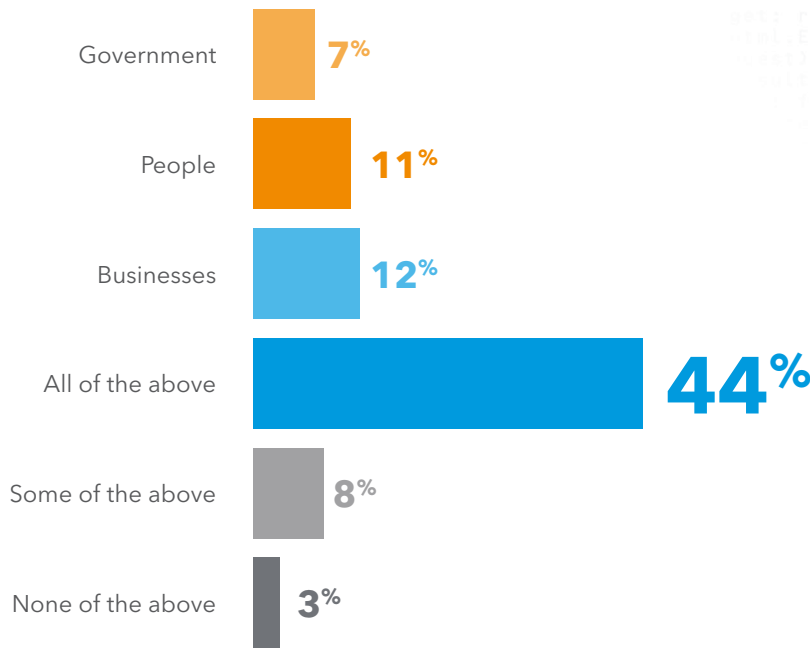
- It depends on the business or my options
- Highly likely
- Guaranteed
- Not likely

If you could decide how businesses can use your personal data, what would you do?

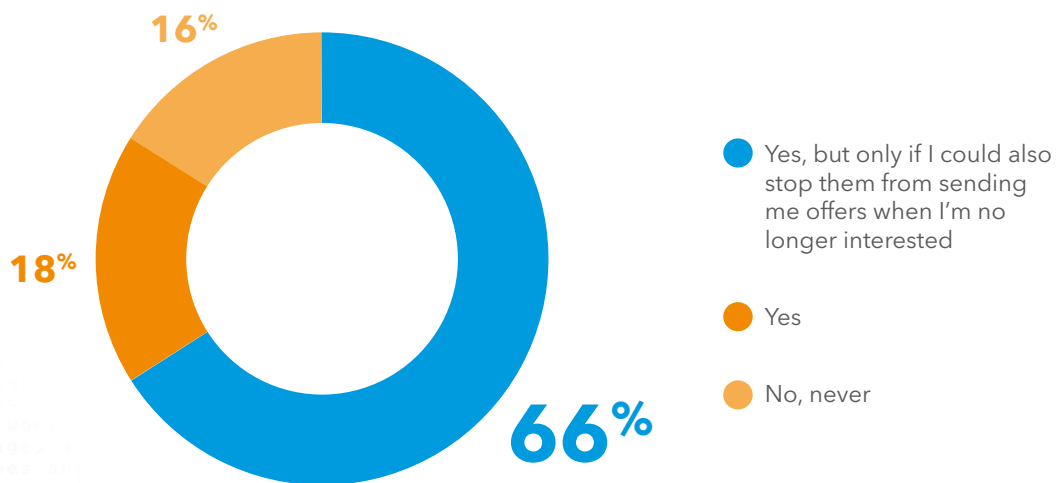


- I would let companies I trust use some of my personal data for specific purposes that benefit me in clear ways
- I wouldn't let any company use my personal data
- Not sure
- I would let companies I trust use all of my personal data because they may be able to see ways to tailor my experience that I can't

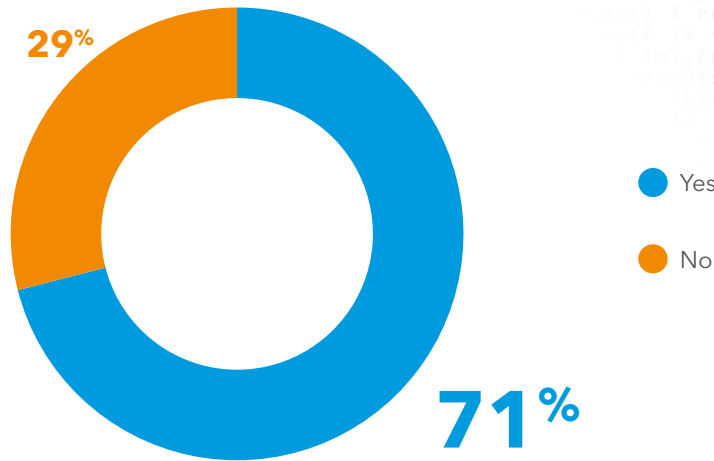
Who do you think should be most responsible for protecting personal data?



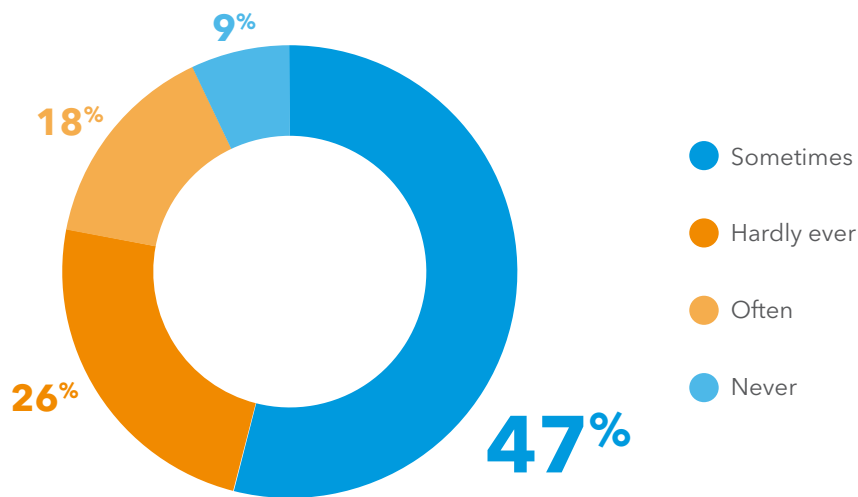
If you had the power to let companies know when you were interested in certain products so they can send you offers, would you use it?



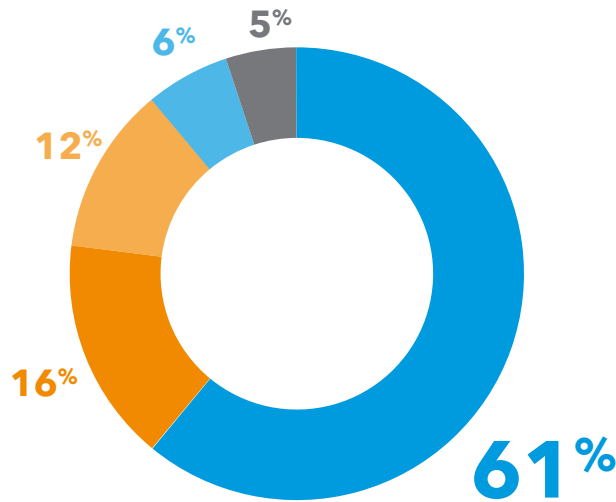
Are you currently using software that blocks ads, protects your data privacy, or otherwise helps you control your web experience?



About how often do online ads seem to understand what you want?



Which of the following is most true for you?



- I am very careful about computer/mobile security
- I am not very careful about computer/mobile security because I don't have the time
- I am not very careful about computer/mobile security because hackers can break into company networks anyway
- None
- Other

1,079 U.S.-based residents 18 years old and over participated in Akamai's (dba Janrain) Consumer Attitudes Toward Data Privacy and Security Survey, conducted online, August 2018.



As the world's largest and most trusted cloud delivery platform, Akamai makes it easier for its customers to provide the best and most secure digital experiences on any device, anytime, anywhere. Akamai's massively distributed platform is unparalleled in scale, giving customers superior performance and threat protection. Akamai's portfolio of web and mobile performance, cloud security, enterprise access, and video delivery solutions are supported by exceptional customer service and 24/7/365 monitoring. To learn why the top financial institutions, online retail leaders, media and entertainment providers, and government organizations trust Akamai, please [visit www.akamai.com](http://www.akamai.com), blogs.akamai.com, or [@Akamai](https://twitter.com/Akamai) on Twitter. Published 04/19.