CUSTOMER DATA IS CREATING DIGITAL RISK
RSA® survey reveals growing disconnect between data privacy expectations and reality

CONSUMERS ARE DIVIDED ON THE ETHICS OF DATA USE
We asked consumers if there are ethical ways for companies to use their data

60% U.S. RESPONDENTS AGREED
48% U.K. RESPONDENTS AGREED
45% FRENCH RESPONDENTS AGREED
43% GERMAN RESPONDENTS AGREED

More than half of consumers define ethical use of data as “taking only the personal information they need to deliver the service I’m receiving and nothing more”

WHAT IS ETHICAL USE OF DATA?

68% SAY TAILORING ADVERTISEMENTS IS UNETHICAL
45% SAY TRACKING SHOPPING HABITS AND LOCATIONS TO MONITOR FRAUD IS ETHICAL

UNINTENDED CONSEQUENCES OF CUSTOMER DATA
U.S. respondents are less likely to believe their data helps improve their experiences than they were last year

And they are increasingly willing to hold companies accountable

2018
2017

64% HOLD COMPANIES RESPONSIBLE FOR LOST DATA
73% WOULD BOYCOTT A COMPANY
58% WOULD DIVEST FROM A COMPANY