

## 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

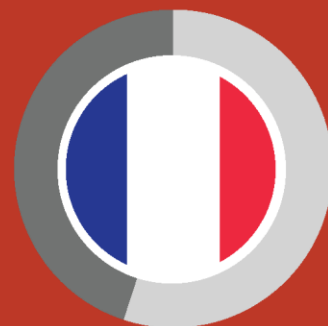
We asked consumers if there are ethical ways for companies to use their data



**60%**  
U.S.  
RESPONDENTS  
AGREED



**48%**  
U.K.  
RESPONDENTS  
AGREED



**45%**  
FRENCH  
RESPONDENTS  
AGREED



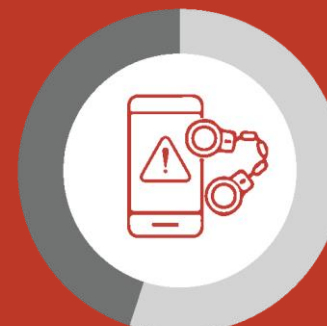
**43%**  
GERMAN  
RESPONDENTS  
AGREED

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”



**68%**  
SAY TAILORING  
ADVERTISEMENTS IS  
UNETHICAL

### WHAT IS ETHICAL USE OF DATA?



**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



**27%**



**31%**

And they are increasingly willing to hold companies accountable

