

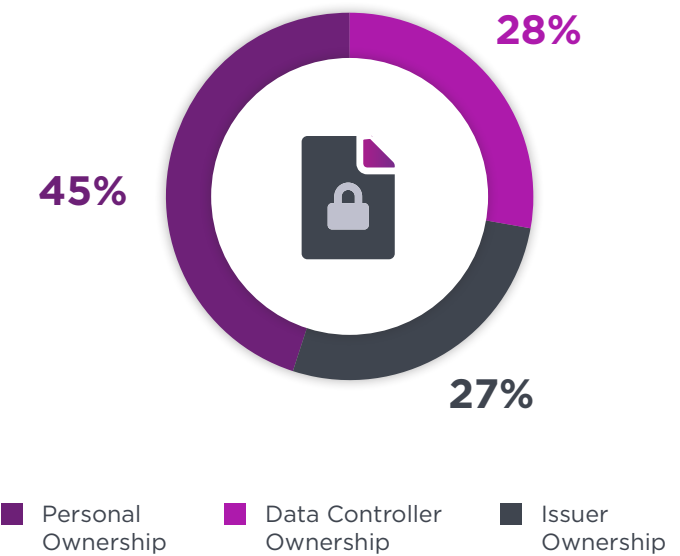
» Consumers view data control as diminishing — and many are okay with it

Data privacy has been top-of-mind for virtually all business and security leaders for decades. Data breaches have broken many corporate reputations, yet it sometimes seems like the loss of control over personal data is the price one pays to participate in modern life.

Our findings reveal consumers largely understand that their control over personal information is diminishing — **but they’re divided on how they feel about it**. For example, the results were surprising when respondents were asked who should have the right to maintain ownership over identity credentials and personal data. See the chart below to find out.

Perhaps many consumers don’t believe they own their own information because data sharing has become so ubiquitous. **Nearly three-quarters of respondents (74%)** agree sharing personal information in exchange for access to goods, services, and applications is unavoidable and **they have no choice but to allow access**.

Slightly over half of respondents said they don’t believe they own their information and that it should belong to the data controller or the issuer.



Consumers are evenly divided as to whether this diminishing control is a worthwhile price to pay for convenience and personalization or a trend to be wary of. We asked consumers if they would be comfortable with an organization they trust owning and storing an online digital identity for them if it improved the user experience. The results were split: 54% said yes, they would be comfortable, but 46% of consumers said no, they should be the only one who owns their online digital identity.

Consumers’ uncertainty about whether they’re comfortable allowing their digital identity to be stored by institutions is likely tied to the **degree of trust they have in an organization’s ability to keep their data safe**. With some organizations, like employers and financial institutions, respondents express a high degree of trust. But for others, like advertisers/marketers and retailers, respondents are far more skeptical — which makes sense considering the **many high-profile data breaches** that have occurred in these types of organizations.

Level of trust in institutions to keep personal data safe		
No. 1	Friends/family	82%
No. 2	TIE: Most recent employer	77%
No. 2	TIE: Financial institutions	77%
No. 4	Governmental entities	70%
No. 5	Retailers/service providers	61%
No. 6	Advertisers/marketers	51%