

# Comfort with personal data collection, storage and use

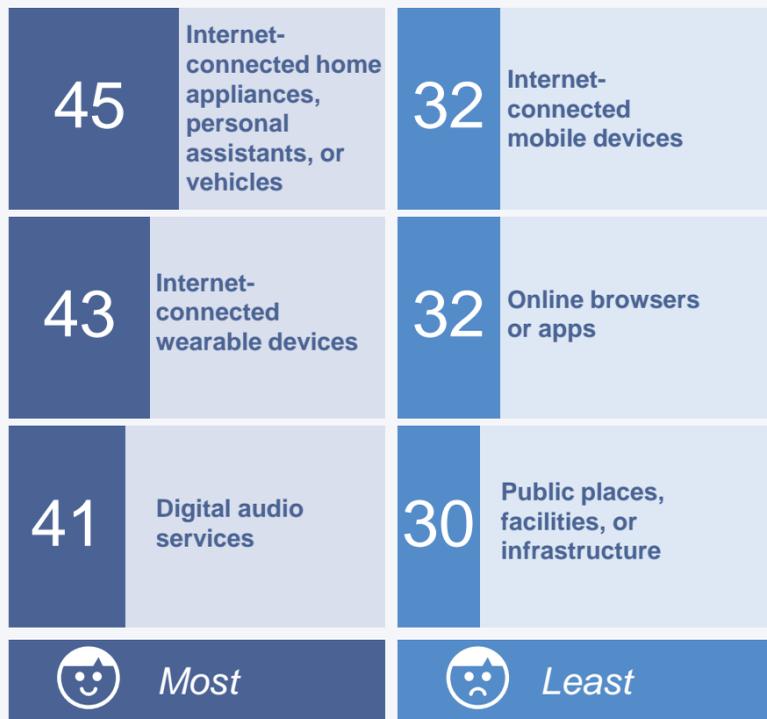
## Valuing Personal Data and Rebuilding Trust

www.weforum.org/whitepapers/valuing-personal-data-and-rebuilding-trust

### When are end users most and least comfortable with their usage data being collected, analysed, and stored by companies, including third parties?

% of people comfortable

Type of site, service, or internet-connected technology



### How comfortable are people with specific scenarios around data collection and use?

% of people comfortable

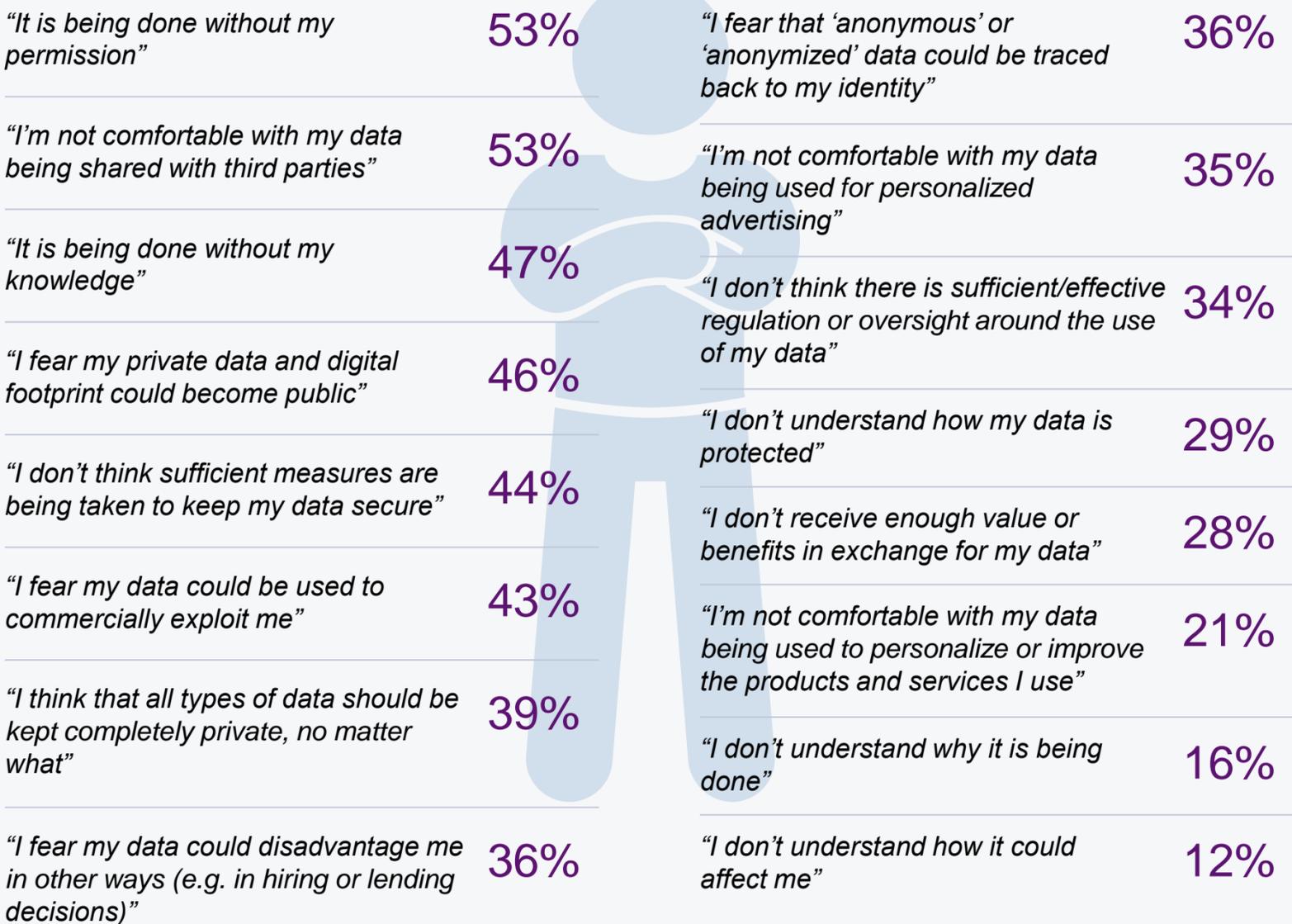
Scenario



### What drives end-user discomfort with personal data being collected, analysed and stored?

% selecting each option

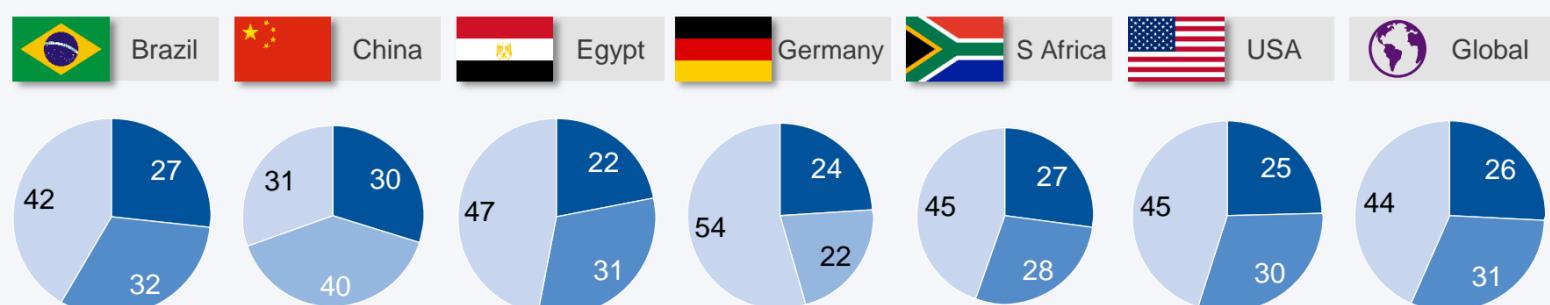
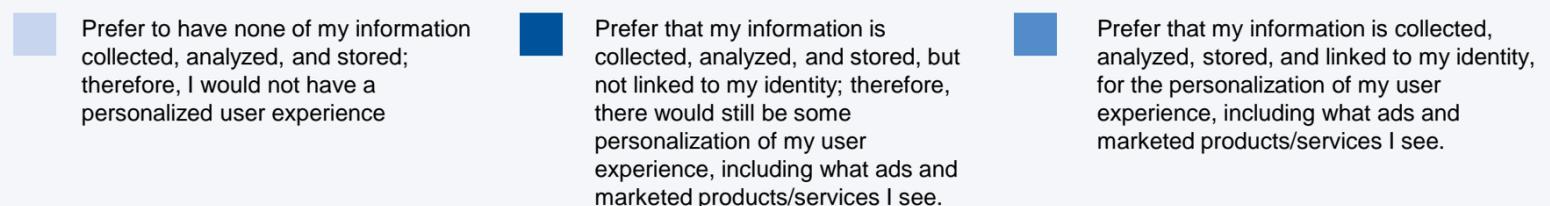
Reason for not feeling comfortable



### End user preferences around trade-offs between privacy and personalization

% of people stating each preference

Preferred trade-off between privacy and personalization



SOURCE: The End User Perspectives on Digital Media Survey, World Economic Forum, 2017. Global representative sample of 6,347 digital media users aged 15-69 from the six countries Brazil, China, Egypt, Germany, South Africa, and the United States of America. The End User Perspectives on Digital Media Survey examined end user perceptions, sentiment, and behaviour around the collection, use and sharing of personal data by digital media services, platforms and technologies. Find out more at weforum.org