

Trust and other areas of tension

Valuing Personal Data and Rebuilding Trust

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Do end users trust their providers to define fair terms and conditions over their personal data?

% of people agreeing that they trust each type of technology, site, or service

% Trust
% Do not trust

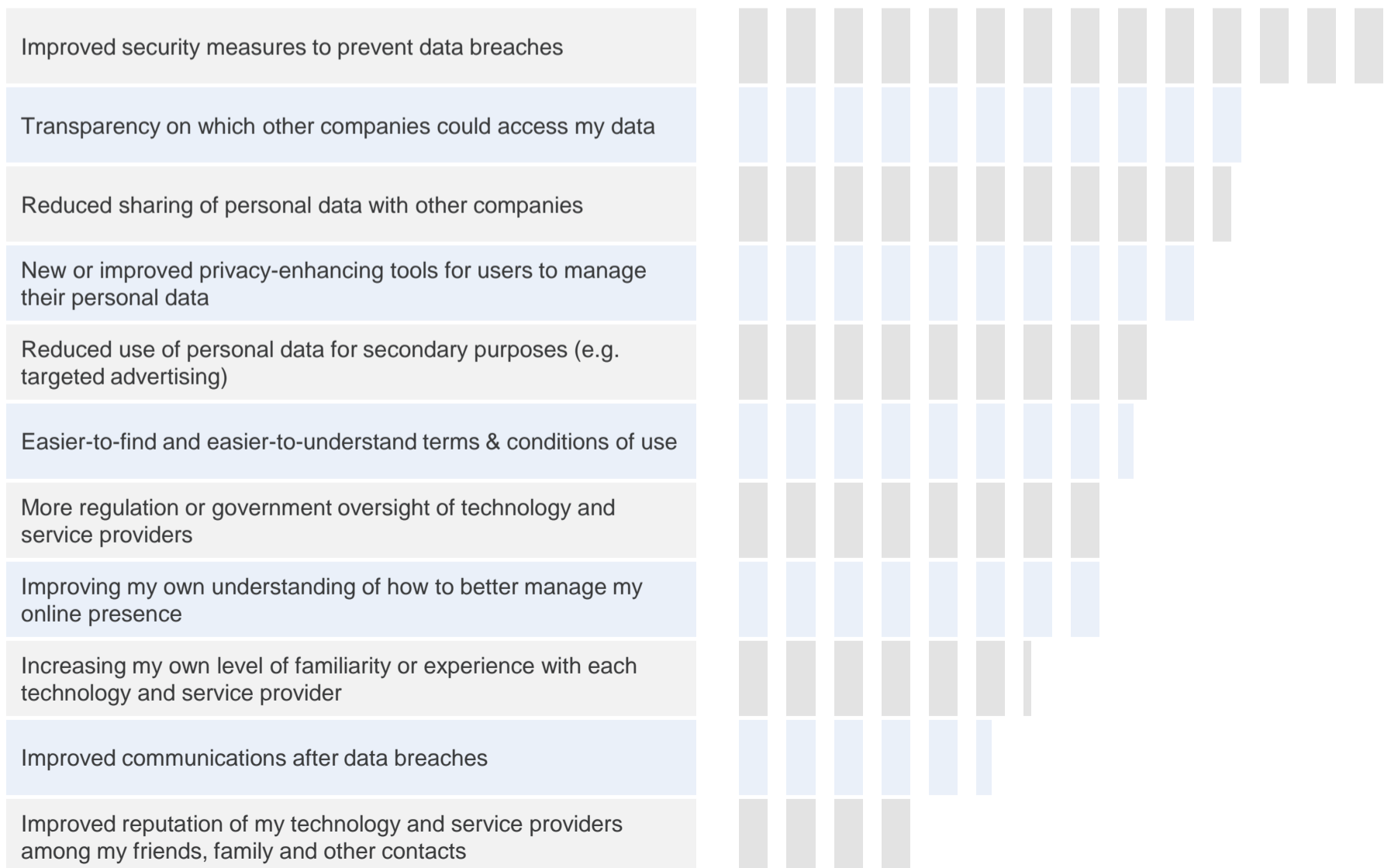
Most and least trusted technologies, sites, and services



Which changes would most improve trust of technology and service providers?

% of people selecting each option

Top changes to improve trust



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