

Willingness to engage in a personal data “value exchange”

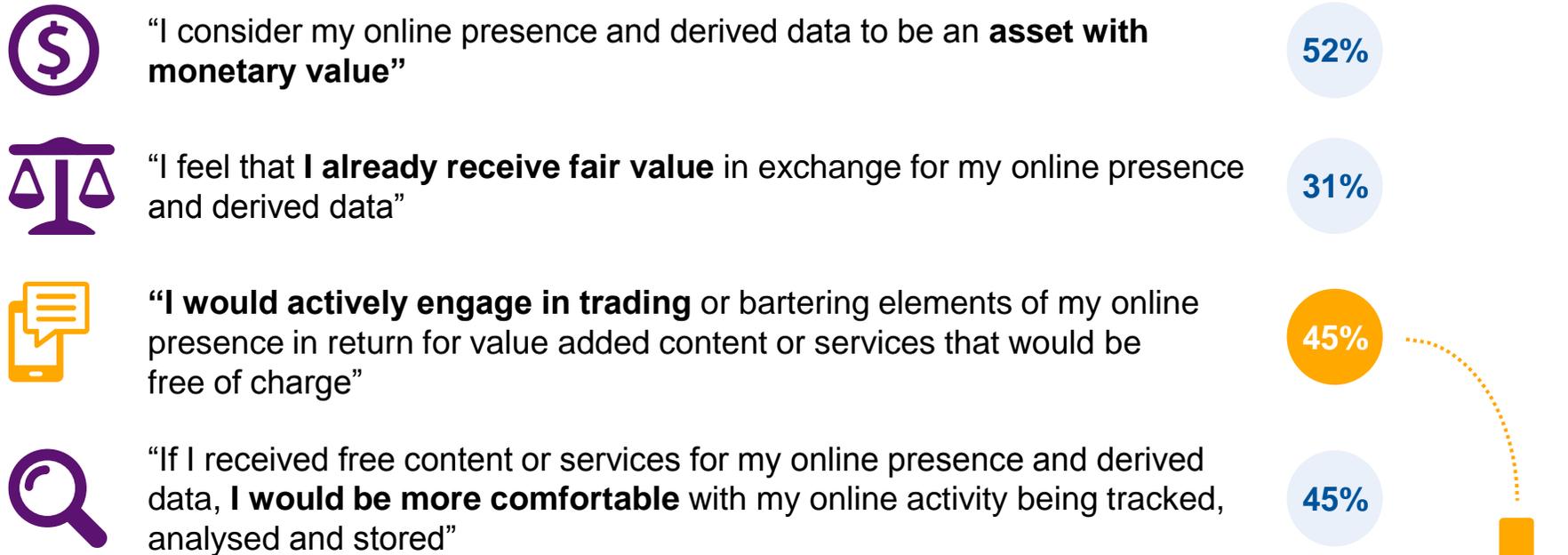
Valuing Personal Data and Rebuilding Trust

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

What do end users think about the value of their personal data?

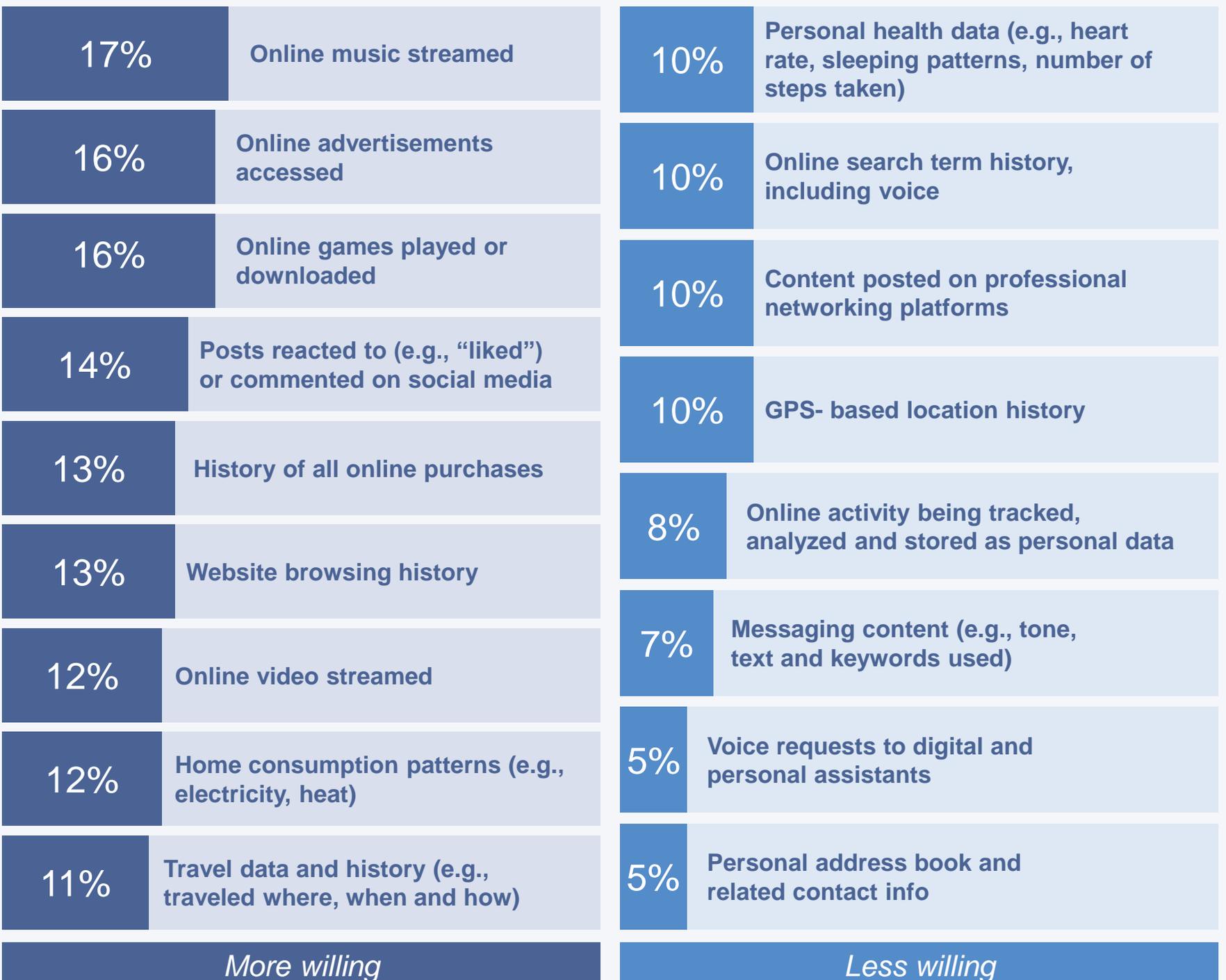
% of people agreeing

Statement



Which elements of their online presence are end users willing to trade in return for free services?

% of people selecting each option



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