

Willingness to engage in a personal data “value exchange”

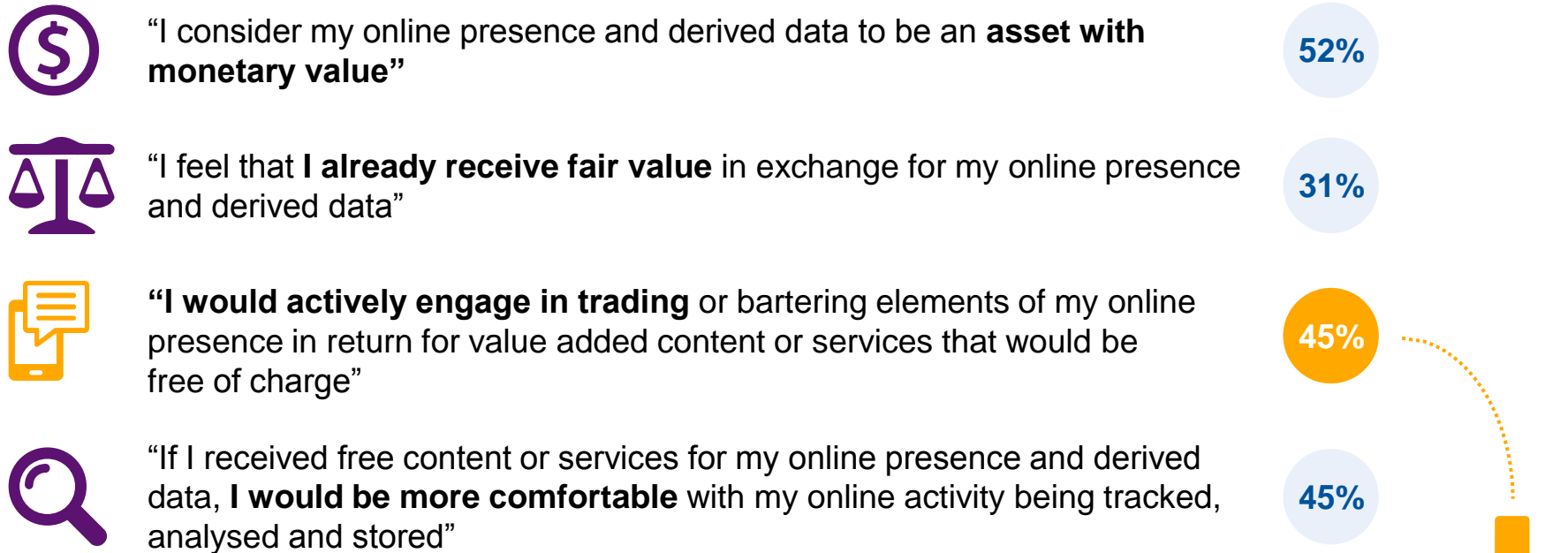
Valuing Personal Data and Rebuilding Trust

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

