

Comfort with personal data collection, storage and use

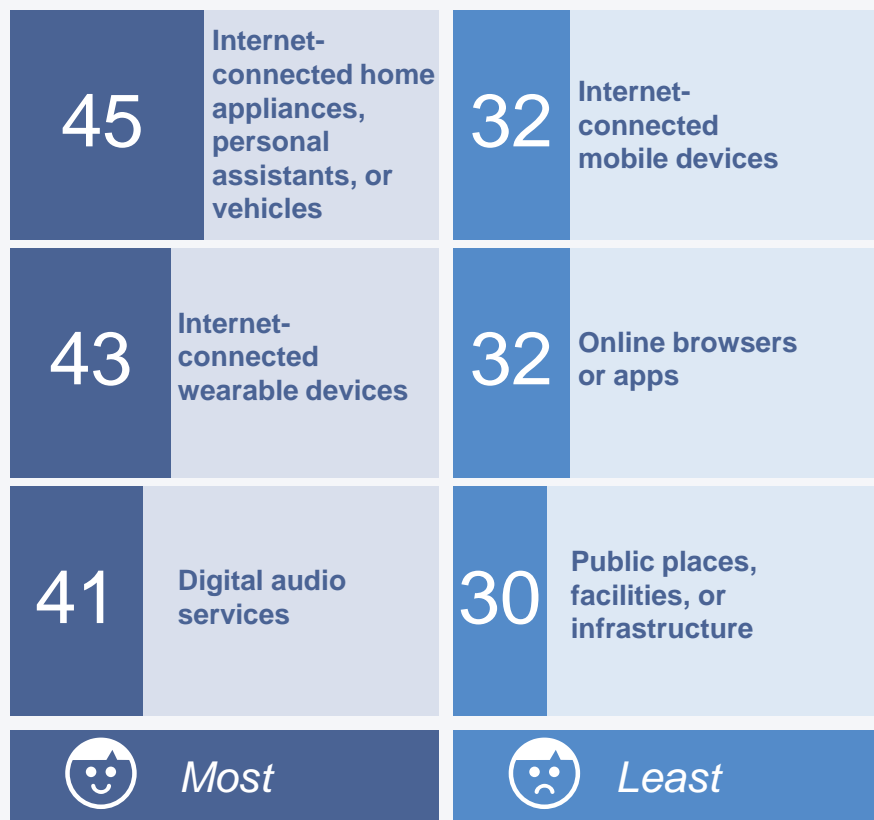
Valuing Personal Data and Rebuilding Trust

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

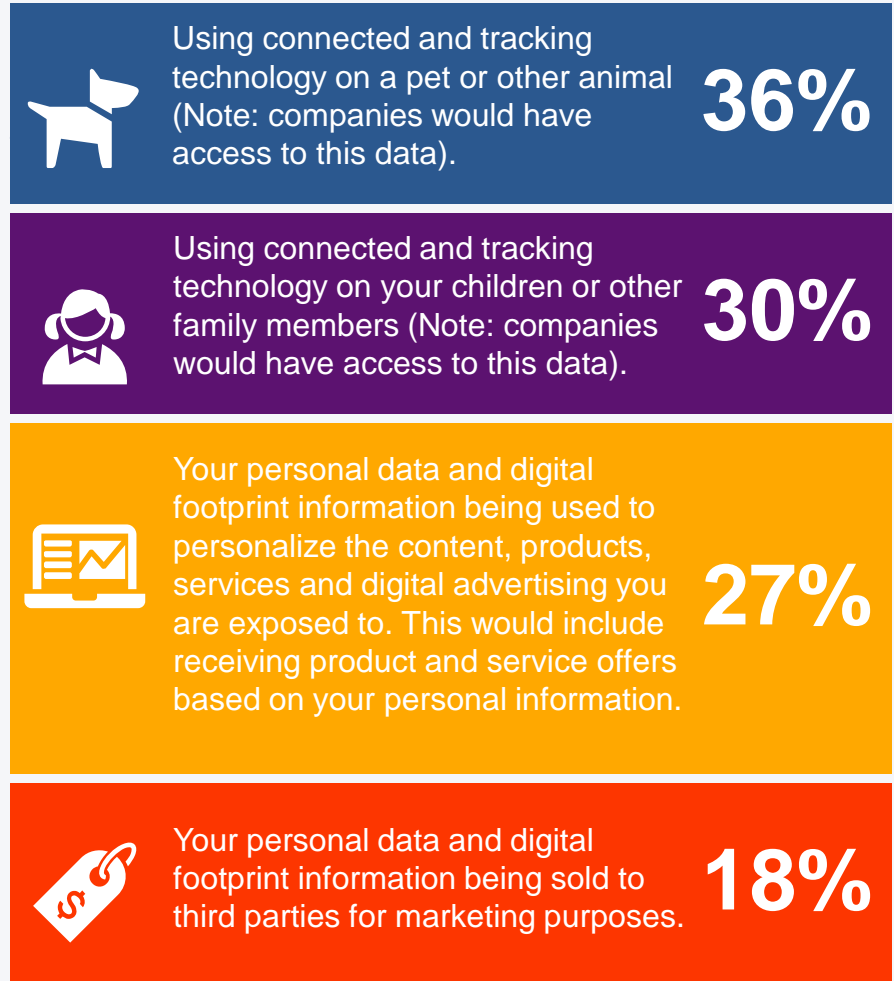
Type of site, service, or internet-connected technology



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

% of people comfortable

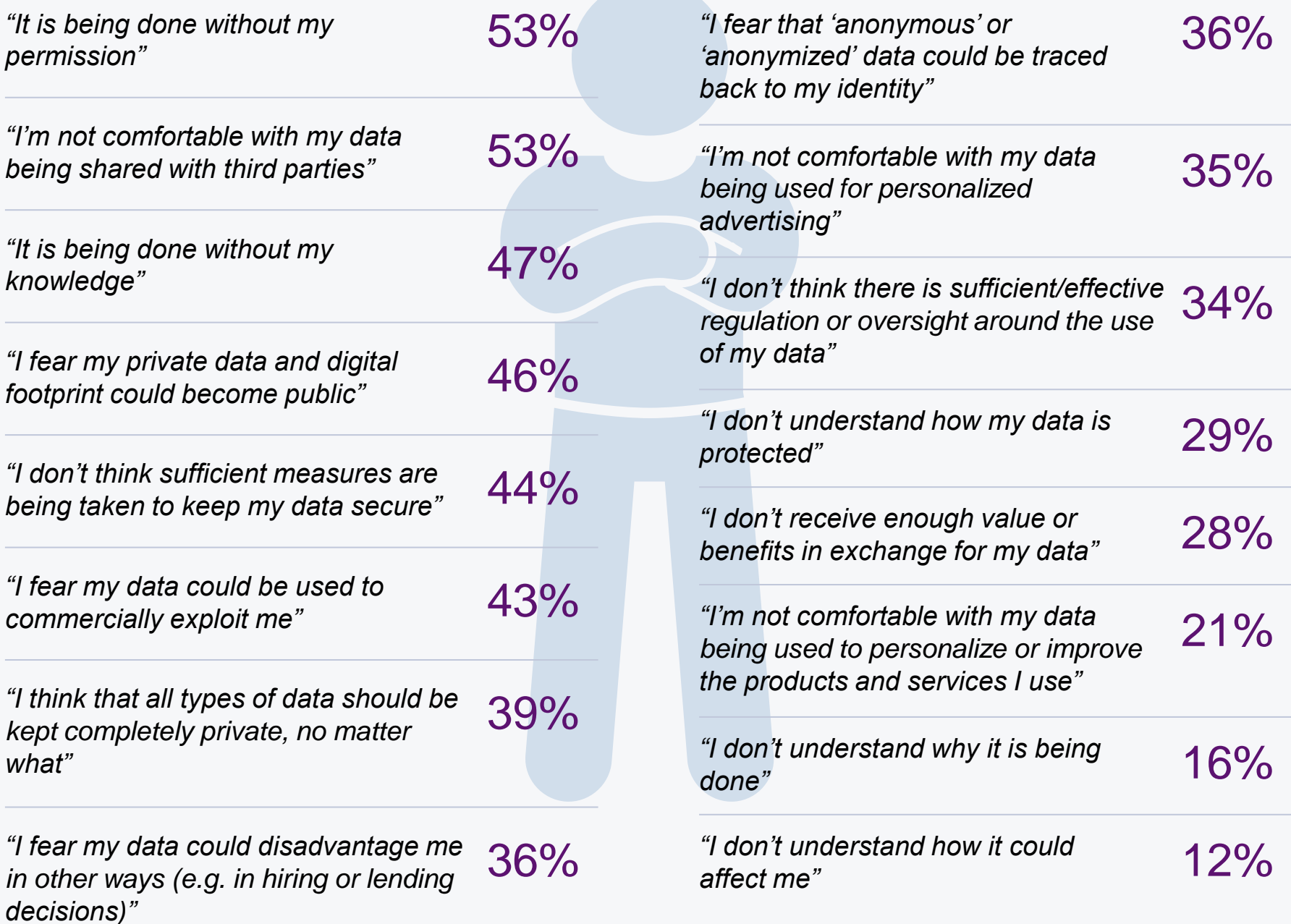
Scenario



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

