

Control of personal data disclosure

Valuing Personal Data and Rebuilding Trust

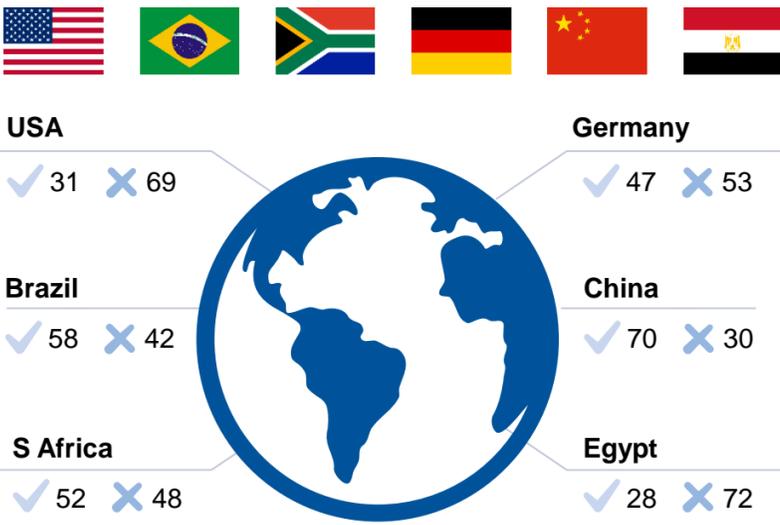
www.weforum.org/whitepapers/valuing-personal-data-and-rebuilding-trust

Where have people opted out of technologies, sites, or services because of inadequate end-user control?

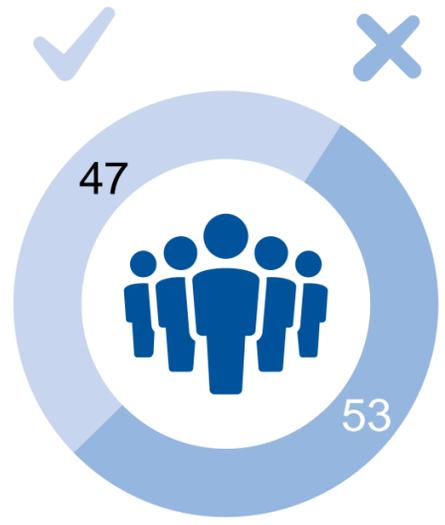
% of people stating they have avoided or stopped using a service

✓ Yes ✗ No

%, by country

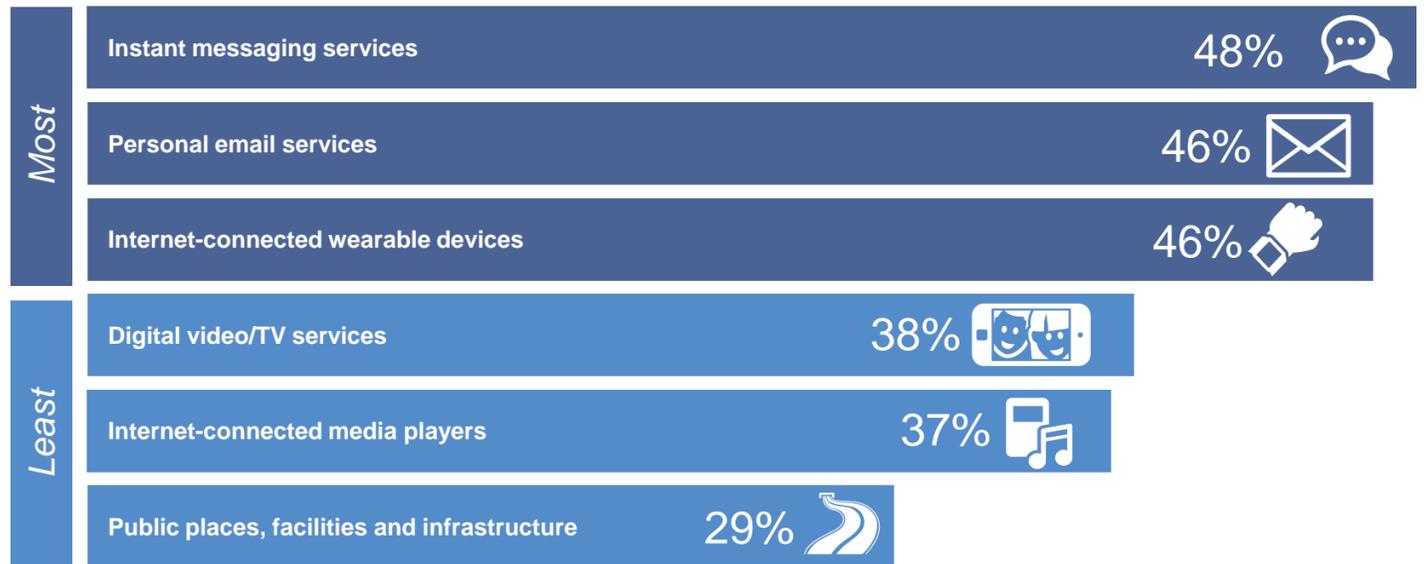


%, all countries



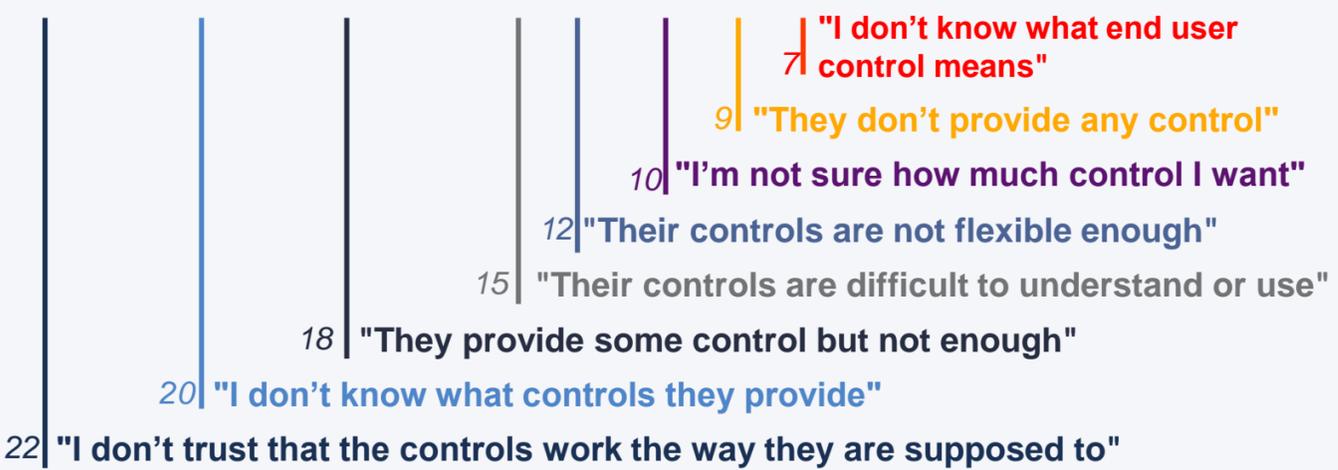
Where are end users most and least satisfied with the controls provided?

% of people agreeing that each type of technology, site, or service provides enough end user control



Why do some people think that the end user controls provided by technologies, sites, or services are inadequate?

% of people selecting each option



How widespread are different methods to control personal data disclosure?

% of people who have used each method

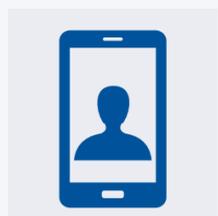


What is the level of usage of ad-blocking and tracking protection software/ apps?

Ad-blocking software/ apps



Tracking protection software/ apps



What is the level of usage of VPNs and false/anonymous profiles?

Virtual private networks



False/anonymous profiles

