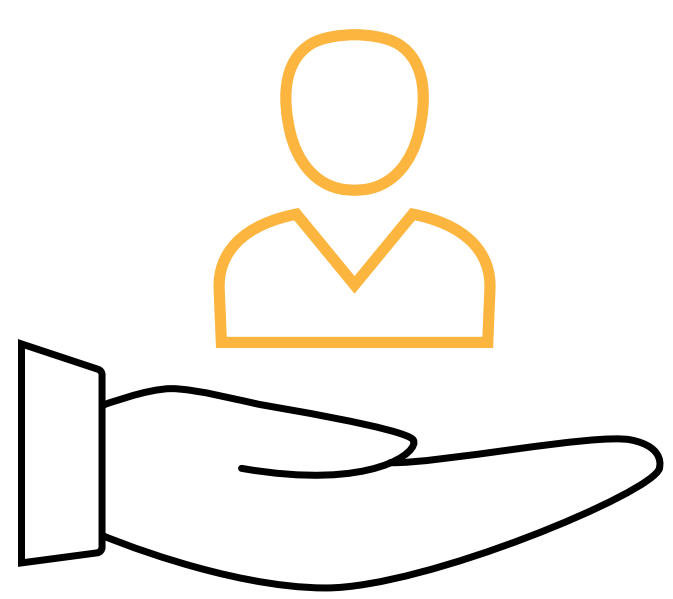
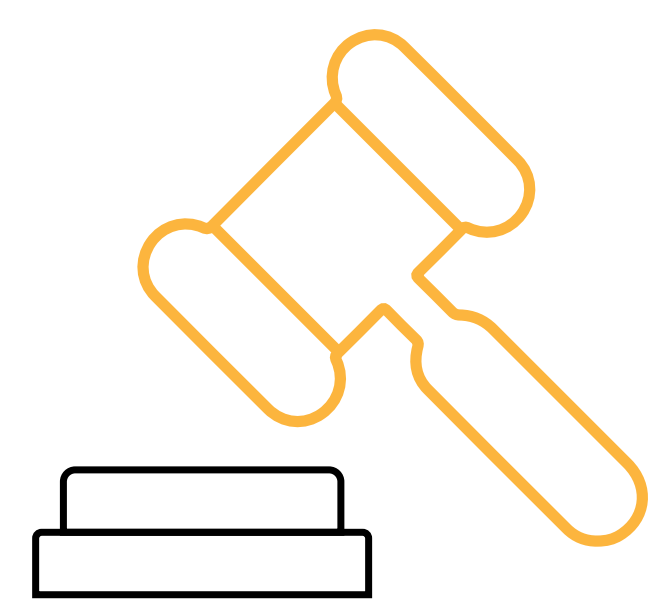


2018 Veritas Global Data Privacy Consumer Study



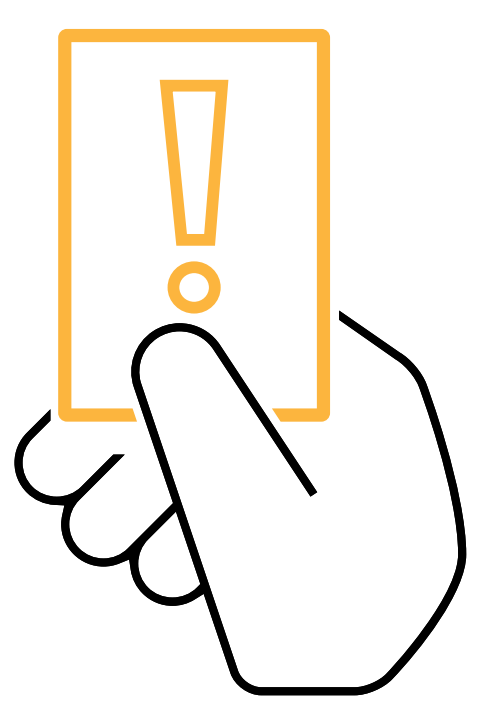
Data Privacy: Consumer trust in organizations diminished.

38% of consumers believe most businesses don't know how to protect their customer data.



Consumers vow to punish businesses that fail to safeguard their data.

Consumers intend to reward organizations that properly protect their personal data, and punish those that don't by shopping elsewhere and attacking brand reputations.



Sanctions.

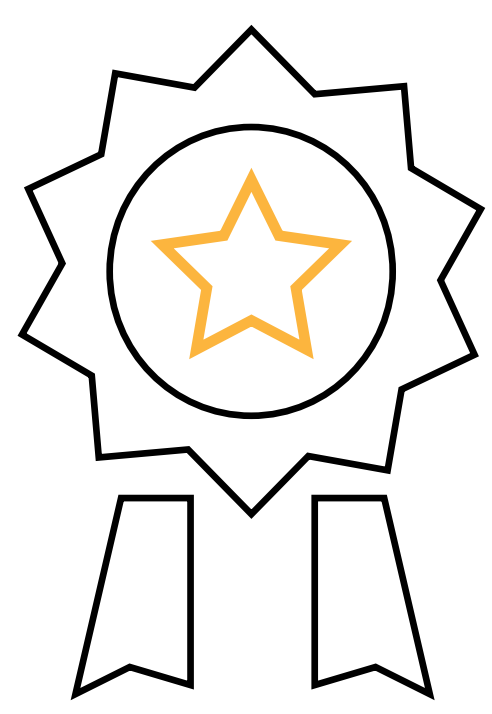
62% would stop buying from a business that fails to protect their data.

48% would abandon their loyalty to a brand and consider turning to a competitor.

81% would tell their friends and family to boycott the company.

74% would even go as far as to report the business to regulators.

65% would post negative comments about the business online.



Rewards.

59% would spend more money with organizations they trust to look after their data.

27% are willing to spend up to 25 % more with businesses that take data protection seriously.



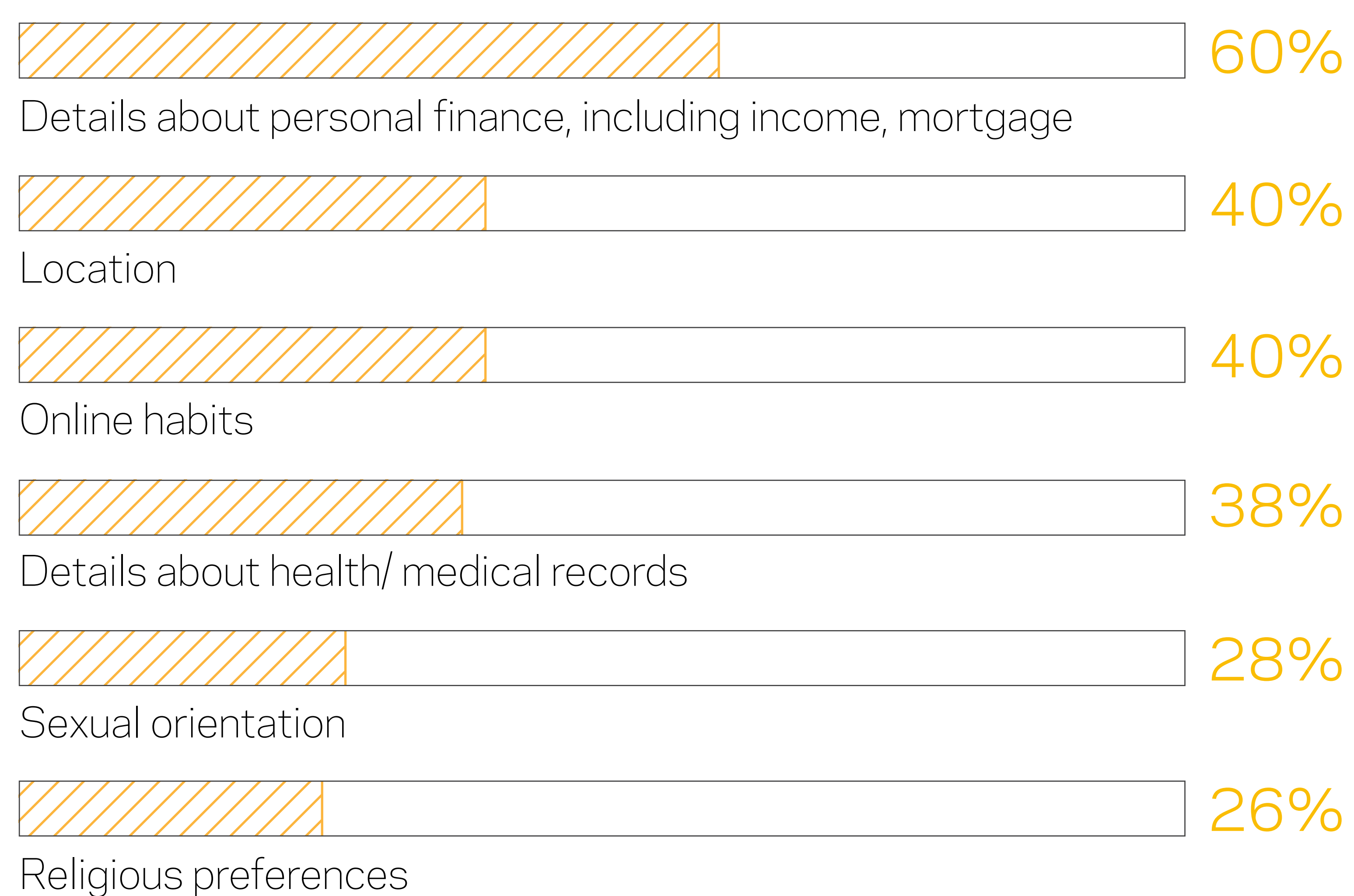
Growing concerns around the collection of personal data.

92% are concerned about the protection of the personal data.

40% have no visibility into how companies are using or sharing their data.

21% are very concerned that their personal data will be stolen.

As interest grows in how personal data is used and shared, the research shows that consumers would not consent to sharing the following types of personal data:



Businesses face a new norm for data privacy.

As consumers demand more transparency and accountability from businesses, this 'new norm' will see consumers rewarding those organizations that demonstrate good data hygiene practices and punishing those that don't. Businesses must be seen as trusted custodians of data if they want to reap the rewards associated with building consumer confidence.

At Veritas, we believe that taking this holistic approach to information governance not only helps companies to comply with data protection regulations such as GDPR, but accelerates agility and innovation within the organization.

Learn more: www.veritas.com/solution/digital-compliance