Data Privacy & Consumer Concerns

2018 was a dramatic year for data. Privacy breaches occurred regularly and major organizations like Facebook continuously found themselves under scrutiny (and in pretty hot water), causing consumers to pay more attention to data control. Users are thinking more about the information they're willing to hand over to companies, and which ones they feel comfortable sharing it with. A recent study indicated that 67% of consumers want stricter privacy laws when it comes to personal data; further insights revealed just how little control the population feels they have over their own information:

MY DATA'S NOT SECURE

73%

of U.S. adults are more concerned about their data privacy than they were in the past few years
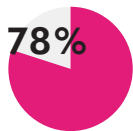
64%

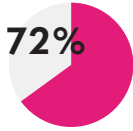feel their data is less secure today than it was a few years ago
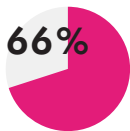
IT'S A CROSS-GENERATIONAL CONCERN

Everyone is concerned about privacy, though concerns increase with age.

78% — Baby Boomers

72% — Gen X

66% — Millennials

LOSING CONTROL

When asked whether or not they feel like they have control over their data, consumers said:

61% feel they have just *some control* over their data

24% feel they have *no control* over their data

15% feel they have *complete control* over their data

IT'S NOT MY FAULT...

3/4 of Americans expect more from the government when it comes to data regulation

...BUT IT'S MY RESPONSIBILITY

2/3 of Americans believe they are responsible for their own data security

DATA DRAMA

Consumers' top 5 data privacy concerns:

1. Identity theft
2. Financial fraud
3. Personal data being sold or shared without their consent
4. Misuse or inappropriate use of their personal data
5. Government surveillance

HEY, WE HAVE YOUR DNA

Despite consumers' knowledge of the risks associated with sharing data, more and more appear to be prioritizing their health over privacy. Of consumers who provided DNA to the genetic company 23andMe, **80%** have given consent for the organization to share their information with third parties.

STELLA RISING