Attitudes to Information Sharing, Privacy & Trust
2014 Australia Research Report
ADMA & GfK
Recent changes to the Australian Privacy Principles are likely to affect companies and consumers when it comes to the sharing of personal data and the resulting information exchange. As an organisation it is important that you are aware of your obligations around compliance, but it is also important to understand how consumers are feeling to better inform your marketing and business decisions.

When combining the legislative requirements with consumer attitudes, we believe that you will have a more rounded and comprehensive understanding of how to manage the information exchange.

Interestingly, consumers are willing to share their information with companies who demonstrate good behaviour around obtaining personal information, but they don’t trust brands that ask for too much personal data or sell it on for financial benefit. What this means is that you can be a great brand, but that’s not what’s important to the consumer when deciding whether to disclose their personal information. It’s about brand behaviour, the degree to which companies are transparent about what they do with personal information and making sure it’s not overused. These are the contributing factors to building trust. If your behaviour is questionable, customers aren’t going to want to deal with you.

The research provides a great amount of insights around how to build trust, transparency in your communications and how to ensure your customers feel in control. I encourage you to apply this to your business.

Jodie Sangster
CEO/ADMA
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Background

ADMA undertook an independent research programme to assess consumer attitudes and behaviours towards information sharing and privacy. Similar studies were also conducted by ADMA in 2005 and 2008. The aim of this 2014 research is to understand consumer’s attitudes and behaviour in order to provide best practice recommendations for companies in the areas of information sharing, privacy and building trust.

The research was commissioned by the Association for Data-Driven Marketing & Advertising (ADMA) and was conducted by GfK. The research was conducted in early-mid March 2014 and was an online quantitative survey amongst n=1,613 Australians aged 18+.

The sample was reflective of the Australian population with nationally representative quotas and weights applied on age, gender, and location.
Overview of Findings

Data is becoming increasingly important to companies, and consumers are now beginning to recognise the value of their data. Positively for companies, consumers remain open to sharing their information across a range of situations, such as when purchasing something, or when they’re a member of a loyalty programme.

Amongst some consumers, there is recognition of the data-value exchange, with these consumers more open to sharing their information in return for benefits. And this recognition is higher amongst consumers who are members of loyalty programmes/schemes with half feeling there is currently a fair exchange.

However, consumers don’t always trust the companies they are sharing their information with. And, even though they are still sharing their information, they feel somewhat cautious about this, with many consumers only somewhat comfortable sharing their information with companies and with the different ways companies can use their information.

Much of this discomfort appears to be driven by a lack of understanding of what companies do with the information they have. In particular, consumers are unsure who their information is passed/sold onto. There is a perception that this opens them up to a number of potential risks (e.g. identity theft, scams) as they don’t know who these companies are or if they can trust them.

At the same time, consumers also feel their ability to control how their information is collected and used has declined over the past decade. In response to this, consumers are using a number of measures such as cookie deletion, private browsing, and multiple email addresses to increase their control, but these have not been enough to remove the caution consumers sometimes feel when sharing their information.

This presents a potential future risk for companies as there is a chance consumers may stop being open to sharing their information due to a lack of transparency. To help minimise this risk, this research has identified 5 best practice initiatives that have been built from direct consumer feedback. It’s recommend that, where possible, companies implement as many of these initiatives to help make consumers feel more comfortable and grow trust.

These initiatives include:

1) Considerations when sharing data with 3rd parties
   - Ask for consent first and this should be proper informed consent where the consumer understands what they are agreeing to
   - If passing on information where possible keep it a de-identified level (i.e. aggregated and anonymous)
   - Be cautious selling personal information for a financial benefit

2) Don’t be greedy by asking for too much information as consumers are less open to providing information if too much is being asked. In asking for information, respect that there is an information hierarchy so try to collect information that is less sensitive.

3) Help consumers feel in control by giving them options, such as options to remove information from company records, and not to receive marketing materials. A fair and transparent opt-out policy is also recommended to achieve this.

4) Help consumers understand what information of theirs is being collected and how it is being used – consumers don’t want a long confusing privacy policy that makes them feel like things are being hidden from them. They want clear, simple, and transparent policies and documents that help them truly understand what is going on.

5) Ensure marketing and communications are relevant. Consumers are open to receiving information if it’s relevant but if companies send irrelevant information to consumers or communication too frequently there is a risk they’ll unsubscribe from communications/programmes and they won’t be open to sharing any further information.
The situation for companies

THE VALUE OF DATA

Attitudes to sharing information

<table>
<thead>
<tr>
<th>Strongly agree</th>
<th>Agree</th>
<th>Neither/nor</th>
<th>Disagree</th>
<th>Strongly disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>17</td>
<td>42</td>
<td>30</td>
<td>8</td>
<td>3</td>
</tr>
</tbody>
</table>

I think my personal information / data is really valuable to companies and marketers

<table>
<thead>
<tr>
<th>Strongly agree</th>
<th>Agree</th>
<th>Neither/nor</th>
<th>Disagree</th>
<th>Strongly disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>6</td>
<td>31</td>
<td>34</td>
<td>22</td>
<td>7</td>
</tr>
</tbody>
</table>

I feel I have a good understanding of what personal information companies are collecting and how they’re using it

Q: A3 - Using the below scale, please indicate how much you agree or disagree with each of these statements in relation to you …Base: Total sample n= 1,613.

Level of confidence that types of companies will do the right thing with personal information

<table>
<thead>
<tr>
<th></th>
<th>Confident</th>
<th>Somewhat confident</th>
</tr>
</thead>
<tbody>
<tr>
<td>Govt depts/agencies</td>
<td>29</td>
<td>45</td>
</tr>
<tr>
<td>Financial institutions</td>
<td>29</td>
<td>44</td>
</tr>
<tr>
<td>Utility companies</td>
<td>19</td>
<td>50</td>
</tr>
<tr>
<td>Credit card providers</td>
<td>22</td>
<td>42</td>
</tr>
<tr>
<td>Airline/travel agents</td>
<td>14</td>
<td>49</td>
</tr>
<tr>
<td>Mortgage providers</td>
<td>15</td>
<td>41</td>
</tr>
<tr>
<td>Teleco providers</td>
<td>12</td>
<td>45</td>
</tr>
<tr>
<td>Local small business</td>
<td>8</td>
<td>47</td>
</tr>
<tr>
<td>Retailers</td>
<td>8</td>
<td>47</td>
</tr>
<tr>
<td>Supermarkets</td>
<td>9</td>
<td>44</td>
</tr>
<tr>
<td>Charities</td>
<td>9</td>
<td>40</td>
</tr>
<tr>
<td>Online only retailers</td>
<td>7</td>
<td>41</td>
</tr>
<tr>
<td>Entertainment companies</td>
<td>5</td>
<td>34</td>
</tr>
<tr>
<td>Newspapers/ media</td>
<td>5</td>
<td>33</td>
</tr>
<tr>
<td>Mail-order companies</td>
<td>6</td>
<td>30</td>
</tr>
</tbody>
</table>

Q: C2 - For each of the following types of companies / institutions please use the below scale to indicate how confident you are that they’ll do the right thing regarding the use of your personal information. Base: Total sample n= 1,613.

Data is becoming increasingly valuable to marketers as the more that companies know about the people who are using their products and services the better they can communicate with them, and tailor their offering.

In 2014, the majority of consumers recognise the value that their data holds for companies with 6 in 10 (59%) consumers agreeing that their personal information is really valuable to companies.

However, consumers don’t always trust the companies they share their information with (only 36% agree they trust the companies they share their information with). This means the way that companies collect information from consumers, and the way they manage the data they have, is going to be crucial in the future to grow this trust.

The levels of trust that consumers have differs across different types of companies and institutions. Government departments and agencies rank the highest with 74% of consumers confident or somewhat confident sharing their information with them. Providers of necessary services, such as banks and utilities, also have relatively high trust.

However, confidence is lower (below 50%) for charities, online retailers and media/entertainment companies. These are all companies and institutions that have historically not been known for capturing personal information.
The situation for consumers

CONSUMERS ARE OPEN TO SHARING INFORMATION

In line with findings from previous ADMA reports in 2005 and 2008, in 2014 consumers remain open to sharing their basic personal information (e.g. name, address, email) with companies they have a relationship with across a range of situations.

Scenarios where consumers are open to sharing information with companies

- 2 / 3 are open to sharing their information if they’re purchasing something from a company (63%) and/or if they’re a member of their loyalty programme (64% amongst members of loyalty programmes).
- 1 / 2 are open to sharing their information if entering a competition (53%).
- 4 / 10 are open to sharing their information if requesting something e.g. quote (42%) and/or receiving a special offer / discount (40%).

3 in 4 consumers state they feel comfortable or somewhat comfortable sharing their information with companies that they deal with (32% very comfortable/comfortable, 42% somewhat comfortable). The key factors driving this comfort are:

- they know who the companies are and have a relationship with them; and
- they trust that the companies they share their information with will do the right thing.

Why do you feel comfortable sharing your information with companies you deal with?

I feel comfortable because:

- I feel I choose wisely who to provide private information to.
- I trust companies to keep my details safe.
- I believe my details are safe and will only be used by the company for their own internal purpose.
- I trust that my information will be used responsibly to promote the product.

I trust the companies I use and put great thought into which ones I use.

What is the worst they can do with it?

They have privacy laws around their behaviour. I have nothing to hide either.

I’ve never had any reason to not feel comfortable. They can’t hurt me with it right?
However, consumers feel less comfortable when there isn’t a direct relationship with the company. This includes if they are only considering purchasing something from a company, they are downloading something, or they are just visiting a website. This confirms, as seen in the 2005 and 2008 research, that the relationship that consumers have with the companies they are sharing information with can be key in determining trust.

### Scenarios where consumers are less open to sharing information with companies

1/4 are open to sharing their information if they’re considering purchasing something from the company (24%).

2/10 are open to sharing their information in order to download or access special content (18%).

1/10 are open to sharing their information if they’re visiting a website (11%).
CONSUMERS RECOGNISE THE BENEFITS OF SHARING
THE DATA-VALUE EXCHANGE

Consumers recognise that at times sharing their information can be mutually beneficial – the data value exchange. This is an expectation amongst some consumers that they will get something in return with 1 in 3 open to sharing their personal information in return for other rewards. 1 in 3 are also open to providing their information to companies if it provides them better service.

However, companies must recognise that for 1 in 4 consumers the data-value exchange is not enough to encourage them to share their information (24% disagree that they are open to sharing information in return for other rewards).

"I’m comfortable sharing my information because it saves time and organisations need to keep in contact if they have something that will satisfy my needs as a consumer.

I think doing this (sharing my information) can be of advantage to me. It can help me get special offers, discounts, and loyalty rewards. It can also enhance my experience with those companies.

1 / 3 are open to sharing personal information for other rewards or offers e.g. discounts or special offers (36% agree, 40% neutral).

1 / 3 are happy for companies to use their personal information if it gives them better service (33% agree, 39% neutral)."
The majority (83%) of Australians are members of at least one loyalty programme or scheme, with an average membership of 3.5 programmes per person.

Consumers who are members of loyalty programmes are significantly more likely to feel comfortable or somewhat comfortable sharing their information with companies they deal with, and they are more open to sharing their information with a company if they are a member of their loyalty programme.

This openness may in part be driven by a higher recognition of the data-value exchange for loyalty programmes/schemes as the majority of members’ state there are things they’d like to receive in return for sharing their information. In addition, half of members feel there is a fair exchange between the information they provide and the benefits they currently receive.

The 17% of consumers who are not members of loyalty programmes are significantly less open to sharing their information with companies in any scenario. The main reason why they state they are not a member is because they don’t feel the benefits they get in exchange are high enough.

**Why people aren’t members of loyalty programmes/schemes (amongst non-members)**

- **47%** Don’t feel like they get enough in return for being a member
- **30%** It’s too much effort
- **26%** Have never got around to becoming a member
- **24%** Have concerns about how they’d use their personal information
- **15%** Don’t want another loyalty card in their wallet/purse

In return for sharing my information with loyalty programmes I’d like:

- **Genuine discounts which save me money on my purchases.**
- **A simple method of earning these discounts/rewards and no strings attached to the cashing in or using the reward when enough has been accumulated.** An example of this is recently after having been on a rewards program for quite some time I finally received enough points to gain a discount, however the voucher had to be used within a very short time frame and could only be used on full priced items.

I like to receive cash vouchers, iTunes vouchers, movie vouchers and store vouchers. Anything that will save me money on the things that interest me and that I know I will use.

Relevant information on goods & services I am interested in and that relate to the programme e.g. rewards related to shopping where you earn rewards.
CONSUMERS ARE SOMEWHAT CAUTIOUS SHARING THEIR INFORMATION

Whilst consumers are open to sharing their information with companies, and there is recognition by some of the benefits of sharing their information, consumers do not always feel comfortable sharing their information. 1 in 3 (32%) state they are very comfortable or comfortable sharing their information but the greatest proportion of consumers (42%) state they are only somewhat comfortable.

How comfortable are you providing personal information to companies you deal with?

<table>
<thead>
<tr>
<th>Very comfortable</th>
<th>Comfortable</th>
<th>Somewhat comfortable</th>
<th>Not comfortable</th>
<th>Not at all comfortable</th>
</tr>
</thead>
<tbody>
<tr>
<td>8</td>
<td>25</td>
<td>42</td>
<td>20</td>
<td>6</td>
</tr>
</tbody>
</table>

32% comfortable
26% not comfortable

Q: A0 Overall how comfortable are you in providing your personal information to companies you deal with? Base: Total Sample n=1,613.

Consumers are also somewhat cautious about some of the different ways that companies are using their information, with 3 in 10 feeling very comfortable or comfortable with the different things companies can do with their information, and 4 in 10 somewhat comfortable.

How comfortable are you that …

<table>
<thead>
<tr>
<th>How comfortable are you that …</th>
<th>Very comfortable</th>
<th>Comfortable</th>
<th>Somewhat comfortable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Companies can analyse your purchase behaviour to offer more relevant or timely promotions/offers</td>
<td>6</td>
<td>25</td>
<td>40</td>
</tr>
<tr>
<td>Your information can be combined with other sources to help companies understand their customer types and behaviour</td>
<td>6</td>
<td>23</td>
<td>41</td>
</tr>
<tr>
<td>Companies may share some of your personal information with 3rd party partners as long as the data is de-identified</td>
<td>7</td>
<td>21</td>
<td>32</td>
</tr>
<tr>
<td>You can receive location based offers/advertising when you’re in a certain location through the use of location based technology</td>
<td>5</td>
<td>23</td>
<td>37</td>
</tr>
<tr>
<td>Your purchase information can be used by companies to build a better understanding of what you buy, when and where</td>
<td>5</td>
<td>23</td>
<td>36</td>
</tr>
<tr>
<td>You can receive more relevant and specific advertising online based on your search behaviour</td>
<td>5</td>
<td>19</td>
<td>37</td>
</tr>
<tr>
<td>Your online behaviour on the Internet can be used by companies to build a better understanding of what you visit / buy</td>
<td>5</td>
<td>18</td>
<td>35</td>
</tr>
</tbody>
</table>

Q: B1 - How comfortable are you that your personal information may potentially be collected / used in this way? Base: Total Sample n=1,613.
When consumers explain why they are feeling less comfortable much of this cautiousness appears to be being driven by a feeling of a lack of knowledge about how their information is being used:

1. Consumers don’t know if they can trust the companies who are collecting their information
2. Consumers don’t know if their information will be passed on or sold to third-parties
3. There is also a concern that by sharing their information with companies they can be put at a greater security risk (e.g. identity theft, scams) and to some extent exposed to unwanted marketing:
   - this is particularly for the third parties who may gain access to their information, as they don’t know who these companies are.

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I’m somewhat comfortable or not comfortable about sharing my information with companies you deal with as …

I don’t know how my information will be treated. Will it be on-sold or stolen?

Because some companies do not always advise you with whom they share the information thus leaving you open to having your identity stolen or your bank accounts stripped.

I don’t like people contacting me so I figure the more people who have my details the more chance there is that these databases can be sold or scammed and my details are out there for everyone to see.

It’s personal information and I’m not always sure where my details will end up or how easily they can be compromised and used for either criminal activity or other.

I’m worried about protecting privacy, identity theft, scammers etc.

There is too much fraud about. Every time you supply information, you increase your chance of it ending up in the wrong hands.

Why do you feel somewhat comfortable or not comfortable sharing your information with companies you deal with?

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Q: Overall how comfortable are you in providing your personal information to companies you deal with? Why is this? Base: Somewhat comfortable/not comfortable n=1,101 Note: companies, company, information all removed from word cloud.
Case Study | The Millennials (18-34 Year Olds)

There are significant generational differences with the level of comfort consumers feel with sharing their information. Those under 35yrs of age are significantly less guarded, with 4 in 10 very comfortable or comfortable sharing their information with companies they deal with.

Levels of comfort sharing personal information by age

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Very Comfortable</th>
<th>Comfortable</th>
<th>Somewhat Comfortable</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-34yrs</td>
<td>11</td>
<td>30</td>
<td>40</td>
</tr>
<tr>
<td>35-54yrs</td>
<td>6</td>
<td>20</td>
<td>45</td>
</tr>
<tr>
<td>55-80yrs</td>
<td>6</td>
<td>26</td>
<td>40</td>
</tr>
</tbody>
</table>

Q: A0 – Overall how comfortable are you in providing your personal information to companies you deal with? Base: 18-24yrs n=426, 35-54yrs n=617, 55yrs+ n=570.

18-34yrs olds are also more comfortable with the different ways their information can be used by companies with significant differences compared to those 35yrs+.

How comfortable are you that… (% comfortable or somewhat comfortable)

<table>
<thead>
<tr>
<th>Activity</th>
<th>18-34yrs</th>
<th>35-54yrs</th>
<th>55-80yrs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Companies can analyse your purchase behaviour to offer more relevant or timely promotions/offers</td>
<td>80</td>
<td>72</td>
<td>62</td>
</tr>
<tr>
<td>Your information can be combined with other sources to help companies understand their customer types and behaviour</td>
<td>78</td>
<td>70</td>
<td>61</td>
</tr>
<tr>
<td>You can receive location based offers/advertising when you’re in a certain location through the use of location based technology</td>
<td>74</td>
<td>65</td>
<td>56</td>
</tr>
<tr>
<td>Your purchase information can be used by companies to build a better understanding of what you buy, when and where</td>
<td>74</td>
<td>64</td>
<td>55</td>
</tr>
<tr>
<td>You can receive more relevant and specific advertising online based on your search behaviour</td>
<td>74</td>
<td>63</td>
<td>51</td>
</tr>
<tr>
<td>Companies may share some of your personal information with 3rd party partners as long as the data is de-identified</td>
<td>69</td>
<td>57</td>
<td>55</td>
</tr>
<tr>
<td>Your online behaviour on the Internet can be used by companies to build a better understanding of what you visit / buy</td>
<td>69</td>
<td>58</td>
<td>49</td>
</tr>
</tbody>
</table>

Q: B1 - Below is a list of ways companies / institutions may collect and use your personal information in order to best understand how they can make their offerings and products/services relevant to you. For each of these areas, how comfortable are you that your personal information may potentially be collected / used in this way? Base: Total sample n=1613.
Case Study | The Millennial (continued)

The findings from this younger generation suggest the future is positive if companies can help consumers understand what their data is being used for, and recognise the benefits of sharing information; they will be less cautious in sharing their information. This is because those under 35yrs of age are more likely to state they have a good understanding of how their information is being used and they are more open to participating in the data-value exchange.

Amongst 18-34 year olds:

4 / 10 are significantly more likely to think they have a good understanding of what personal information companies are collecting and how they’re using it. (42% compared to 33% for 35-54yrs; 36% for 55yrs+).

4 / 10 are significantly more likely to be happy for companies to use their personal information if it gives them better service. (42% compared to 32% for 35-54yrs; 28% for 55yrs+).

1 / 2 are significantly more open to sharing their personal information in return for other rewards. (47% compared to 36% for 35-54yrs; 27% for 55yrs+).

“I tend to not really worry too much. I guess it is just the generation in which I grew up. A lot of older generations are quite hesitant to do this.”
CONSUMERS FEEL THEY HAVE LESS CONTROL OVER THEIR DATA

In addition to consumers feeling somewhat cautious about sharing their information with companies, there is also a sense of declining control.

1 in 2 (52%) feel they have less ability to control who can collect and use their personal information compared to 5 years ago. This is a similar trend to 2008, where 57% also felt their control had been declining compared to 5 years prior to 2008.

There is also a perception that the Internet is contributing to this sense of declining control with 2 in 3 (66%) agreeing that they feel the Internet is reducing their personal privacy. Those who feel they have less control over their data compared to 5 years ago are also significantly more likely to state that the internet is reducing their personal privacy (75% agree).

Furthermore, consumers are worried that their data is not safe, with 3 in 4 (76%) stating that they are worried about potential data breaches.

Level of control consumers feel they have compared to 5 years ago
(over who can collect/use their information)

<table>
<thead>
<tr>
<th></th>
<th>More ability to control</th>
<th>About the same ability to control</th>
<th>Less ability to control</th>
<th>Don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>6</td>
<td>38</td>
<td>52</td>
<td>4</td>
</tr>
<tr>
<td>2008</td>
<td>14</td>
<td>27</td>
<td>57</td>
<td>2</td>
</tr>
</tbody>
</table>

Q: E1  Do you feel you have more, less or about the same ability to control who is able to collect and use your personal information than you did 5 years ago?
Base: Total sample n= 1,613.
In response to this, 2 in 3 (66%) consumers are now using at least one of the active measures below to regularly control how their information is being collected and/or used online.

<table>
<thead>
<tr>
<th>Measure</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regularly delete the cookies on their Internet browser</td>
<td>34%</td>
</tr>
<tr>
<td>Regularly use the privacy settings on their Internet browser to enable private browsing</td>
<td>30%</td>
</tr>
<tr>
<td>Regularly look for privacy policies/statements on a website before providing their personal information</td>
<td>26%</td>
</tr>
<tr>
<td>Regularly have multiple email addresses with the primary one only used for personal/business purposes and not given out to 3rd parties</td>
<td>24%</td>
</tr>
<tr>
<td>Regularly don’t provide credit card details on a website</td>
<td>26%</td>
</tr>
</tbody>
</table>

**Use of controls online**

<table>
<thead>
<tr>
<th>Activity</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Delete the cookies on my Internet browser</td>
<td>34%</td>
</tr>
<tr>
<td>Use the privacy settings on my Internet browser to enable private browsing</td>
<td>30%</td>
</tr>
<tr>
<td>Look for privacy policies/statements on a website before providing personal information</td>
<td>26%</td>
</tr>
<tr>
<td>Don’t provide credit card details on a website</td>
<td>26%</td>
</tr>
<tr>
<td>Have multiple email addresses with the primary one only used for personal/business purposes and not given out to 3rd parties</td>
<td>24%</td>
</tr>
</tbody>
</table>

Q: E2 - We’d like you to think about what, if anything, you’re currently doing to protect the security of your personal information. For each please indicate if you are currently using any of them, or intend to in the next year. Base: Total sample n= 1,613.
Case Study | Awareness & Understanding Of Cookies

Amongst active users of the Internet (this sample was from a nationally representative online research panel), the majority have heard of cookies, but only half understand what cookies do.

Awareness & understanding of cookies that can exist on Internet browsers

Amongst the 54% of consumers who understand what cookies are, the majority are deleting their cookies (46% regularly and 42% occasionally).

But even amongst the consumers who don’t understand what cookies are, just over half are still deleting their cookies (20% regularly, 37% occasionally). This means that 1 in 5 consumers are deleting their cookies without really understanding what their purpose is or what their benefits are. This has implications for companies as it suggests that consumers are still likely to put active controls in place to protect their information even if they don’t know what they’re protecting their information from, or even if there is a need to protect their information.

Once consumers are aware of what cookies are and what they do* there is a greater recognition that cookies do have benefits

- Only 1 in 4 (24%) disagree that cookies improve website experience
- Only 1 in 3 (32%) state they don’t like that cookies remember their details.

However there is an expectation that websites provide notices about cookies with

- 2 in 3 state that websites should provide notices about cookies (67% agree, and 28% are neutral) and, 2 in 5 indicate they’re less trusting of websites that don’t provide cookie notices (40% agree, 31% neutral)

* Explanation provided about cookies: “Cookies are small pieces of data that a website can capture about your activity on the site to maximise your use of the site. Commonly, cookies capture browsing duration, website browsing activity, etc. This information is automatically stored into the memory of your browser and remains there unless you opt-out of cookie tracking, or delete the cookies on your browser”.

Q: E3 - Which of the following best describes your understanding, before today, of the cookies that can exist on your Internet browser? Base: Total sample n= 1,613.

Amongst the 54% of consumers who understand what cookies are, the majority are deleting their cookies (46% regularly and 42% occasionally).

Awareness & understanding of cookies that can exist on Internet browsers

Awareness & understanding of cookies that can exist on Internet browsers

I've never heard of them, 5%
I've heard of them but I'm not aware of what they do 41%
I understand what they do 54%

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THERE IS A NEED FOR GREATER TRANSPARENCY TO BUILD TRUST

Three key themes have emerged from this study:

1. Consumers recognise that their data has become increasingly important to companies.

2. Consumers are open to sharing their information and do recognise the benefits of sharing information.

3. Consumers don’t completely trust companies with their data; they are somewhat cautious and feel less in control.

The findings from this study indicate that part of this cautiousness, and lower level of trust, is being driven by a lack of transparency.

In response to this, companies need to provide consumers with more help so they can understand how and why their information is being used. This is particularly true as only 1 in 3 (36%) consumers feel they have a good understanding currently of how their data is being used, and the majority (81%) would like to have a better understanding of what personal information of theirs companies are collecting and how they are using it.

Attitudes to sharing information

Q: A3 - Using the below scale, please indicate how much you agree or disagree with each of these statements in relation to you … Base: Total sample n= 1,613.

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly agree</th>
<th>Agree</th>
<th>Neither/nor</th>
<th>Disagree</th>
<th>Strongly disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>I’d like to have a better understanding of what personal information companies are collecting and how they’re using it</td>
<td>30</td>
<td>51</td>
<td>17</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>I feel I have a good understanding of what personal information companies are collecting and how they’re using it</td>
<td>6</td>
<td>31</td>
<td>34</td>
<td>22</td>
<td>7</td>
</tr>
</tbody>
</table>

Attitudes to Information Sharing, Privacy & Trust 2014 Report
How companies can build transparency & trust

There are a number of things that consumers have stated that companies can do to improve their trust, make them feel more comfortable, and more in control.

In the study, 94% of consumers suggested at least one best practice initiative that companies could do to help make them feel more comfortable sharing their data.

The findings from this, and other measures in this study, has led to the development of five best practice initiatives recommended for companies to implement when collecting and using personal information.

1. Considerations when sharing data with 3rd parties
2. Recognising the information hierarchy
3. Building feelings of control
4. Informing consumers to create transparency
5. Ensuring marketing is relevant
CONSIDERATIONS WHEN SHARING DATA WITH 3RD PARTIES

If companies are sharing information with 3rd parties the following measures should be considered and openly communicated with consumers:

1. If sharing the information in a personally identifiable form make sure the individual is aware of this – they need to provide consent
   - **9 in 10** consumers state that it is very or extremely important to them that their information not be passed on without their consent – they expect to be informed first (91%)

2. If sharing information, where possible keep the information at a de-identified level (i.e. generic behavioural data in an aggregated, anonymous form) as this minimises the perceived risk to the individual
   - **6 in 10** are comfortable or somewhat comfortable with companies sharing some of their personal information as long as the data is de-identified (29% comfortable, 32% somewhat comfortable)

3. Be cautious selling information for a financial benefit – consumers would prefer companies didn’t monetise their personal information
   - **4 in 10** suggest that one of their top 3 best practice initiatives is that companies should not sell their information to 3rd parties for a financial benefit (42%). This is the number 1 best practice initiative suggested by consumers to make them feel more comfortable.

"I’m comfortable sharing my personal information provided it is only passed on in aggregated way (non-identifiable) it can help improve customer service BUT I have doubts."

"I’m scared that they would sell out my information to advertisers. But I am more comfortable with companies I trust. I’m not at all comfortable because…when you give such information you are not sure what they will do with it - especially when you hear about companies in high positions selling your information without your knowledge or your permission."

Best Practice Initiative

1
I feel that we can sometimes share too much personal information that doesn’t need to be known. As long as they don’t ask for too much info, it’s ok.

RECOGNISING THE INFORMATION HIERARCHY

Companies should not be greedy in asking for too much personal information i.e. don’t ask for more than you need

- 3 in 4 consumers state they are unlikely to share their personal information with a company if they have asked for too much personal information (77%)

To ensure this, companies should recognise and respect the hierarchy of sensitivity that exists with personal information

1. Financial information such as credit card details, banking etc… is generally considered off limits
   - 7% of consumers are comfortable sharing this information

2. Consumers would prefer to share their email address than their mobile/home phone number and address
   - 1 in 2 are comfortable sharing their email address (48% comfortable, 38% somewhat)
   - 2 in 10 are comfortable sharing their home phone number (19%), address (19%) and/or mobile phone number (22%)

3. Consumers are more open to sharing their age than their date of birth
   - 2 in 3 are comfortable sharing their age (64%)
   - 4 in 10 are comfortable sharing their date of birth (41%)
   - Date of birth is perceived by some to open them up to a larger risk as it’s often an identifier in security questions

Levels of comfort sharing different types of personal information

Q: A1 - Using the below scale, how comfortable are you providing companies you deal with your personal information such as your… Base: Total sample n= 1,613.

Best Practice Initiative
4. Companies should understand that sometimes consumers won’t provide their primary email address
   - 1 in 2 consumers state they have multiple email addresses and they at least occasionally won’t give their primary one to 3rd parties (50%)

5. But they should also know that the majority of consumers aren’t typically providing falsified information
   - 5% regularly provide false information to companies, with 28% occasionally doing this.

The hierarchy of information also follows a similar trend for social media sites with consumers more likely to have shared basic personal information in the past such as their gender (74%), name (70%), or age (59%) compared to financial information (less than 10%).

However on social media sites consumers are less open the sharing their lifestyle interests (36%) and product/service preferences (10%). And they are more likely to have shared their name (70%), email address (61%) and/or date of birth (54%).

I don’t know how companies will use information such as birth dates, which are used by many official sites as a means of identification.

I don’t trust companies not to misuse my info. Name and email address is OK (I use a specific email address for such purposes and have another one for more serious stuff) but purchase behaviour is another level and seems too invasive.

I don’t mind them having details to get in contact with me, and don’t mind purchase behaviour details if it means I will get specials, discounts or promotions. As long as they don’t get too much info I’m ok with it.
BUILDING FEELINGS OF CONTROL

Over the past decade, there has been a declining sense of control amongst consumers. In response to this, they are putting a number of their own controls in place. However, there is also a demand from consumers for companies to give them greater control over how their data is collected, stored, and managed through options such as:

1. **Remove personal information from company records**
   - The ability to remove personal information from company records is the number 2 best practice initiative suggested by consumers to make them feel more comfortable sharing their information (30% suggest this as a top 3 initiative).
   - 9 in 10 state it’s extremely or very important that they have the option to remove their information from company records (88%) – this has increased since 2008 (76%)

2. **Not receive marketing materials**
   - 8 in 10 state it’s extremely/very important that the company gives them options to not receive marketing materials (82%) – this has increased since 2008 (69%)

3. **In line with this, an opt-out policy is recommended**
   - 27% list this as a top 3 best practice initiative

**“I have no control about how the data is used and who get my details.**

**I don’t like my private information out in the ether somewhere that I can’t control it.**

**I like to control what companies know about me.**
INFORMING CONSUMERS TO CREATE TRANSPARENCY

1. There is demand from consumers to truly understand what information of theirs is being collected and what it’s being used for – they want greater transparency.
   - 9 in 10 consumers state it’s very or extremely important that companies clearly tell them how their personal information is used (88%)
   - 8 in 10 agree that they’d like to have a better understanding of what personal information companies are collecting and how they’re using it (81% agree, 17% neutral)

   “I don’t know how this information will be used or who is going to have access to this information.
   I don’t know what they want my personal information for.
   I don’t know what happens with the information I provide.
   My only hesitation is I don’t know what they are going to do with it.”

   This is important because as seen from the cookies case study (1 in 5 consumers are deleting their cookies even though they don’t understand what they are) consumers will put active controls in place to stop companies accessing their information even if they don’t understand how/why/what companies are accessing this information for.

2. In line with this, companies need to have a clear and transparent privacy policy
   - 9 in 10 state it’s extremely/very important for companies to have a clear and transparent privacy policy that is easy to obtain (85%)
   - 3 in 10 consumers list a clear and transparent and/or easy to find privacy policy as 1 of their top 3 best practices they would like companies to implement (31%)
ENSURING MARKETING IS RELEVANT

Consumers are happy to receive relevant information from companies they have a relationship with

- 1 in 2 are happy for companies they have bought something from to keep them updated on relevant offers/products (44% agree, 37% neutral)

Whilst consumers do recognise that the communications they receive are sometimes relevant, more can be done to ensure communications are more relevant.

- 9 in 10 members of loyalty programmes/schemes state that the communications they receive are at least occasionally relevant (89%)
- But only 4 in 10 state the communication is always/usually relevant (41%)

Relevance of communications received from loyalty programmes

<table>
<thead>
<tr>
<th>Relevance</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Always relevant</td>
<td>6%</td>
</tr>
<tr>
<td>Usually relevant</td>
<td>35%</td>
</tr>
<tr>
<td>Occasionally relevant</td>
<td>48%</td>
</tr>
<tr>
<td>Rarely / never relevant</td>
<td>9%</td>
</tr>
<tr>
<td>Don’t know / unsure</td>
<td>2%</td>
</tr>
</tbody>
</table>

Q: D6 Thinking of any communications you’ve received from loyalty programmes/schemes that you’re a member of, how relevant have you typically found these? Base: total sample n= 1613.

There is a high risk for companies if they send irrelevant or unwanted marketing to consumers

- 1 in 2 consumers state they are likely to request to unsubscribe from a company’s loyalty programme/scheme or online marketing if the communication they receive from them is not relevant (52%)
- 7 in 10 of consumers are unlikely to share information with a company if they have sent them unwanted marketing multiple times (70%)
- 1 in 2 state that receiving unwanted marketing from a company just once means they are unlikely to share their personal information with that company in the future (47%)

“
If they want to scrutinize my purchase behaviour, they may do so, I do not care. If they send me too many emails or other advertising I’ll soon get rid of it or spam it.

I find I get a large amount of unwanted emails and calls after I have provided my details to some companies.

I don’t like sharing my information because they try and profile you and it pisses me off. I have had some site say going on your previous selections you will like this and this and they are so far off base it’s not funny. I am not a criminal and feel profiling me says I am. Not once at all ever has this profiling been right in what it thinks I like. I feel it’s an invasion of my privacy.
"

Best Practice Initiative

5

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