

# PRIVACY is Good for Business



# consumers make **BUYING DECISIONS**

based on privacy



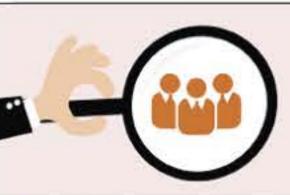
39% of people said they'd made a buying decision based on privacy concerns.1



27% of millenials abandoned a purchase online because of security or privacy concerns in the past month.2



32% of US adults always consider a company's privacy policies when choosing which websites to visit or online services to use.3



### DEMOGRAPHICS matter

46-65 year olds and those with the highest net worth are the most privacy sensitive group.1

## SECURITY AND PRIVACY

are synonymous for many consumers



#### 48% of the American public believes that privacy and

security are the same, while 52% think they are different.4

### POTENTIAL BRAND DAMAGE

from privacy mistakes



41% of IT professionals, who work at a company which experienced a data breach, report that "loss of customer loyalty" was the second most negative consequence of the breach.5

# PRIVACY IS GOOD FOR BUSINESS TIPS



### If you collect it, protect it. Follow reasonable security measures to keep

individuals' personal information safe from inappropriate and unauthorized access.



collect, use and share consumers' personal information. Think about how the consumer may expect

Be open and honest about how you

Build trust by doing what you

their data to be used.



### say you will do. Communicate clearly and concisely to the public about

what privacy means to your organization and the steps you take to achieve and maintain privacy.



#### in your organization. Explain to and educate employees about the importance and impact of protecting consumer and employee

Create a culture of privacy

information as well as the role they play in keeping it safe.



### as your only tool to educate consumers about

Don't count on your privacy notice

your data practices.



### Conduct due diligence and maintain oversight of partners and vendors.

You are also responsible for how they collect and use personal information.







