DataGrail's 2020 Consumer Privacy Expectations Report

Nationwide research shows people expect more control over their privacy

Our relationship with data has evolved dramatically over the past 20 years, as the systems have become more complex and the lines around ownership more blurred.

These days, data collection goes far beyond email address to precise location to biometric and intimate health data. The explosion in data collection - not just the volume but also the variety and velocity of data - has led to consumer concerns around security and privacy.

More and more, people live their lives online. And as people put more of their lives online, they expect more control over their personal information. According to DataGrail's recent research into consumer expectations around privacy, we found that on average, people have 27 online accounts. This suggests that as people put more of themselves online, they expect more control over their personal data.

Regulators are responding; new state privacy regulations are emerging all the time. In the past year we've seen California, Nevada, and Maine pass regulations, with Washington, New York and several other states not far behind. As we head into a new decade, 2020 could be the year that data privacy regulation finally takes off and the government begins to put stakes in the ground for a national privacy framework.

Highlights

Consumers expect to have more control and transparency over their personal data.

- **4 out of 5** Americans think there should be a law to protect their personal data and **83% of people** expect to have control over how their data is used at a business.

- **68%** expect to be able to opt-out of a company selling their data to a third party.

- **In fact, 54%** of people feel either fed up, frustrated, or creeped out by companies that use their data to serve targeted, personalized ads.

Consumers are more than willing to take their wallets elsewhere.

- **49%** of people confirmed their personal data was involved in a large corporate breach.

- **77%** of people would not shop at their favorite retailer if they found they did not keep their personal data safe.

- **78%** of people said they would not shop at their favorite retailer if they found they sold their personal data.

People demand control because existing protections don't always work, and they are worried about how companies use the data from their devices.

- **More than 82%** of people have concerns about businesses monitoring or collecting data from their phone microphone, laptop webcams, home devices (such as Google Home, Alexa, etc), or devices (phone, laptop, etc) with location tracking.

- **66%** of people receive emails from companies they've never heard of.

- **68%** of people tend to immediately unsubscribe when they get too many emails from a brand. **16%** will mark it as spam.

- **62%** of people continue to receive emails from a company after unsubscribing.

People said they would be willing to pay more for better privacy protections.

- **3 in 4** people said they would pay more to online services (retailers, ecommerce, and social media) to ensure they didn't sell their data, show them ads, or use their data for marketing or sales purposes.
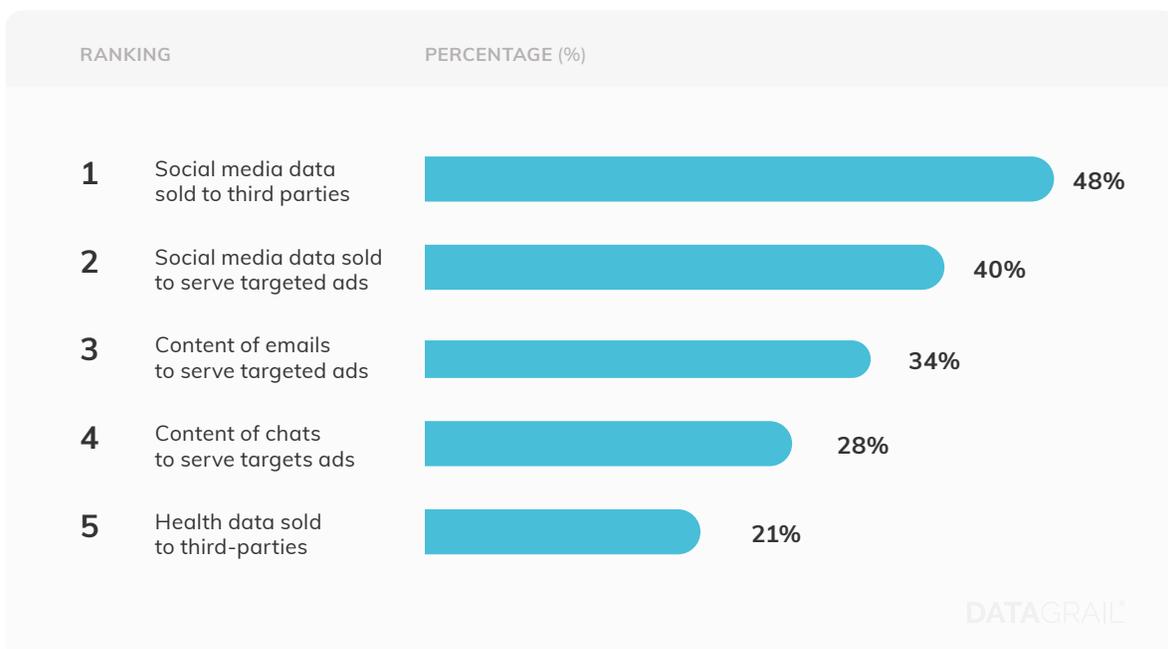
Regulators are listening. Several states have responded with their own regulations, with the California Consumer Privacy Act (CCPA) being the most consumer-forward and prominent.

- Only **24% of people** are familiar with CCPA.

If all Americans were given the rights included in the CCPA:

- **65%** of people would like to know and access what information businesses are collecting about them.

- **58%** of people would like the right to protections against businesses that do not uphold the value of their privacy.

- **62%** of people would like the right to opt-out and tell a business not to share or sell personal information.

- **49%** of people would like the right to delete their personal data held by the business.

- People are most likely to exercise their privacy rights with social media (37%), email providers (35%) and e-commerce sites (24%).

Americans' Top Concerns with How Businesses use Their Personal Data

RANKING		PERCENTAGE (%)
1	Social media data sold to third parties	48%
2	Social media data sold to serve targeted ads	40%
3	Content of emails to serve targeted ads	34%
4	Content of chats to serve targets ads	28%
5	Health data sold to third-parties	21%

DATAGRAIL

Methodology

DataGrail partnered with OnePoll, a third-party research company, to survey 2,000 Americans, nationwide, over the age of 18 to understand their concerns and perceptions as it relates to their personal data online. Respondents were surveyed in January 2020.

About DataGrail

DataGrail helps companies comply effortlessly with existing and emerging privacy laws, such as GDPR and CCPA. With over 200 pre-built connectors currently in place, the DataGrail platform provides a 360-degree, real-time view of the applications used and maps the personal data associated with each of those systems. DataGrail also allows customers to manage their privacy request workflows and email preferences across applications.

To learn more about DataGrail, please visit datagrail.io or follow DataGrail on Twitter and LinkedIn