

A matter of trust: Building consumer confidence in data sharing and new technology

Executive summary

New findings from Verizon and Longitude

Though consumers are sharing more of their personal data than ever before, that doesn't mean they approve of how brands are using it.

Six thousand consumers in 15 countries were surveyed about their digital interactions with brands, including how they feel about sharing their data. The research, conducted by Longitude on behalf of Verizon, finds that consumer trust in brands' data-sharing practices is tenuous and that this distrust extends to new technologies. Brands need to earn and sustain consumers' trust, and the key to doing that is transparency.



Brands must rethink their approach to third-party data.

Consumers disapprove of brands' use of third-party data, even when the result is more personalized experiences: 64% of respondents do not want brands to engage in this practice.



Consumers are less comfortable with data sharing that involves new technology.

Only 46% of consumers feel comfortable with brands' use of artificial intelligence (AI), facial recognition and speech recognition.



Restoring trust is difficult, but not impossible.

For brands to regain their trust after a negative data experience (such as a breach or misuse), consumers demand commitment and transparency, including a promise not to share personal data externally in the future, acknowledgment of the breach and an explanation of the steps being taken to improve data practices.



Even open sharers of data need reassurance about how brands use it.

Respondents were classified into three groups based on how comfortable they are with sharing data. "Free Spirits" share data more liberally and are more accepting of brands' data practices; "Cynics" are reluctant to part with any data. The largest group – "Need More Convincing" – shares attributes with both groups. But even the Free Spirits dislike the use of third-party data and, like the rest, demand transparency from brands.



Personalized CX must rest on integrity and transparency.

Respondents are broadly accepting of the risk-benefit trade-offs of personalization. More are positive about receiving personalized ads and product offers than are negative – 42% compared with 27%. But many (31%) are undecided, and nearly 9 in 10 of the overall sample (87%) have concerns about how their personal data is gathered or used to create personalized experiences.

Learn more:

Get the white paper at enterprise.verizon.com/resources/whitepapers/2021/a-matter-of-trust.pdf

