Walking the tightrope between personalization and data privacy

We surveyed more than 1,000 association members and 400 association professionals and uncovered that personalization and data privacy are hot topics today. On the bright side, members indicate they’re willing to provide information to their organization if they think it’s secure and they’ll benefit from sharing the data.

79% indicate they’re open to providing information if they believe it’s secure and they’ll receive benefit.

Members expect to be recognized and want their experiences personalized

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Find out more about the study at communitybrands.com/digitalevolution

With great expectations and great data, comes a delicate balancing act

1. Focus on the member experience by using personalization and data privacy to enhance their experience with your association, not annoy them.

2. Develop a data governance strategy that includes policies for what type of data you collect, how long you keep data, and how you use it.

3. Understand privacy regulations to meet member expectations and mitigate risks.

4. Leverage your technology to collect useful data and use it to send targeted messages to deliver a better, more personalized member experience.

Find out more about the study at yourmembership.com/resources/whitepapers/digital-evolution-study

Members say vs. Pros say

- Of Members say "I often don’t read privacy policies/how data will be used and stored".
- Of Pros say they have a data governance strategy.
- Of Members say "I am okay with tech collecting data on me if it is for my benefit and is secure".
- Of IT Pros say improving cybersecurity is among their top objectives to address.
- Of Pros say they are well-positioned to deal with cyber attacks.
- Of Pros personalize the content members see.
- Of Pros are interested in personalization.
- Of Members believe their organization personalizes content.
- Of Members are interested in personalization.

Data privacy and personalization

- Of Members believe using technology makes them concerned about privacy and data security.
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